



Less and More: The Design Ethos of Dieter Rams

From *imusti*



Less and More: The Design Ethos of Dieter Rams From *imusti*

Now available again, this is the definitive reference book on the work of Dieter Rams. In his more than 40 years at Braun, Rams established himself as one of the most influential designers of the twentieth century. True to the principle of “less, but better,” his elegantly clear visual language not only defined product design for generations, but also our fundamental understanding of what design is and what it can and should do. *Less and More* offers boundless inspiration for anyone interested in the aesthetic and functional aspects of applied design. This book elucidates the philosophy of Dieter Rams that is best summed up in the ten rules of design that he created more than thirty years ago. Sometimes referred to as “the ten commandments,” they are just as relevant today: Good design is innovative. Good design makes a product useful. Good design is aesthetic. Good design helps a product to be understood. Good design is unobtrusive. Good design is honest. Good design is durable. Good design is consistent to the last detail. Good design is environmentally friendly. Good design is as little design as possible. *Less and More* features images of hundreds of Rams’s products as well as his sketches and models ?from Braun stereo systems and electric shavers to the chairs and shelving systems that he created for Vitsoe. In addition to the rich visual presentation of his designs, the book contains

texts by international design experts that explain how the work was created, describe its timeless quality, and put it into a contemporary context.

 [Download Less and More: The Design Ethos of Dieter Rams ...pdf](#)

 [Read Online Less and More: The Design Ethos of Dieter Rams ...pdf](#)

Less and More: The Design Ethos of Dieter Rams

From imusti

Less and More: The Design Ethos of Dieter Rams From imusti

Now available again, this is the definitive reference book on the work of Dieter Rams. In his more than 40 years at Braun, Rams established himself as one of the most influential designers of the twentieth century. True to the principle of “less, but better,” his elegantly clear visual language not only defined product design for generations, but also our fundamental understanding of what design is and what it can and should do. Less and More offers boundless inspiration for anyone interested in the aesthetic and functional aspects of applied design. This book elucidates the philosophy of Dieter Rams that is best summed up in the ten rules of design that he created more than thirty years ago. Sometimes referred to as “the ten commandments,” they are just as relevant today: Good design is innovative. Good design makes a product useful. Good design is aesthetic. Good design helps a product to be understood. Good design is unobtrusive. Good design is honest. Good design is durable. Good design is consistent to the last detail. Good design is environmentally friendly. Good design is as little design as possible. Less and More features images of hundreds of Rams’s products as well as his sketches and models ?from Braun stereo systems and electric shavers to the chairs and shelving systems that he created for Vitsoe. In addition to the rich visual presentation of his designs, the book contains texts by international design experts that explain how the work was created, describe its timeless quality, and put it into a contemporary context.

Less and More: The Design Ethos of Dieter Rams From imusti Bibliography

- Sales Rank: #767654 in Books
- Brand: imusti
- Published on: 2015-09-25
- Released on: 2015-09-25
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.80" w x 7.80" l, .0 pounds
- Binding: Paperback
- 808 pages



[Download Less and More: The Design Ethos of Dieter Rams ...pdf](#)



[Read Online Less and More: The Design Ethos of Dieter Rams ...pdf](#)

Editorial Review

Users Review

From reader reviews:

Brenda Schweiger:

The book Less and More: The Design Ethos of Dieter Rams can give more knowledge and also the precise product information about everything you want. Why must we leave the great thing like a book Less and More: The Design Ethos of Dieter Rams? A number of you have a different opinion about reserve. But one aim this book can give many data for us. It is absolutely suitable. Right now, try to closer along with your book. Knowledge or information that you take for that, you could give for each other; you are able to share all of these. Book Less and More: The Design Ethos of Dieter Rams has simple shape however, you know: it has great and massive function for you. You can seem the enormous world by start and read a publication. So it is very wonderful.

Juan Carrillo:

The book Less and More: The Design Ethos of Dieter Rams will bring someone to the new experience of reading any book. The author style to elucidate the idea is very unique. In the event you try to find new book to see, this book very suited to you. The book Less and More: The Design Ethos of Dieter Rams is much recommended to you to see. You can also get the e-book in the official web site, so you can more easily to read the book.

Herman Hernandez:

Spent a free time for you to be fun activity to complete! A lot of people spent their down time with their family, or their own friends. Usually they accomplishing activity like watching television, about to beach, or picnic inside the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? Could be reading a book could be option to fill your free of charge time/ holiday. The first thing you ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the e-book untitled Less and More: The Design Ethos of Dieter Rams can be very good book to read. May be it could be best activity to you.

Larry Gregg:

This Less and More: The Design Ethos of Dieter Rams is great reserve for you because the content and that is full of information for you who have always deal with world and have to make decision every minute. That book reveal it data accurately using great arrange word or we can state no rambling sentences included. So if you are read the item hurriedly you can have whole facts in it. Doesn't mean it only gives you straight forward sentences but challenging core information with wonderful delivering sentences. Having Less and

More: The Design Ethos of Dieter Rams in your hand like obtaining the world in your arm, info in it is not ridiculous 1. We can say that no publication that offer you world within ten or fifteen moment right but this e-book already do that. So , this is good reading book. Hi Mr. and Mrs. stressful do you still doubt that?

Download and Read Online Less and More: The Design Ethos of Dieter Rams From imusti #75AP8TLFVIY

Read Less and More: The Design Ethos of Dieter Rams From imusti for online ebook

Less and More: The Design Ethos of Dieter Rams From imusti Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Less and More: The Design Ethos of Dieter Rams From imusti books to read online.

Online Less and More: The Design Ethos of Dieter Rams From imusti ebook PDF download

Less and More: The Design Ethos of Dieter Rams From imusti Doc

Less and More: The Design Ethos of Dieter Rams From imusti Mobipocket

Less and More: The Design Ethos of Dieter Rams From imusti EPub

75AP8TLFVIY: Less and More: The Design Ethos of Dieter Rams From imusti