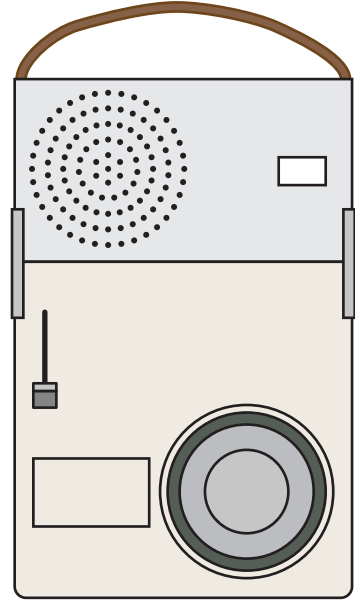


**Dieter Rams:
ten principles for
good design**

Based on my experience as a designer, I have distilled the essentials of my design philosophy into ten principles. But these principles cannot be set in stone because, just as technology and culture are constantly developing, so are ideas about good design.



TP 1 radio/
phone
combination
1959
by Dieter Rams
for Braun

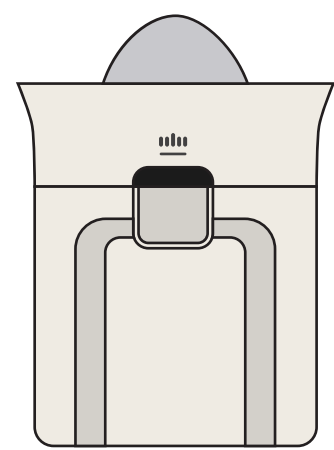
1

Good design is innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

2

MPZ 21
multipress
citrus juice,
1972
by Dieter Rams
and Jürgen
Greubel for
Braun



Good design makes a product useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

3

Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

4

Good design makes a product understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

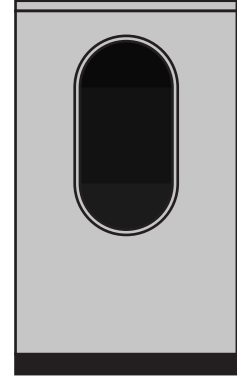
7

Good design is long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years - even in today's throwaway society.

5

Cylindric T2
lighter
1958
by Dieter Rams
for Braun

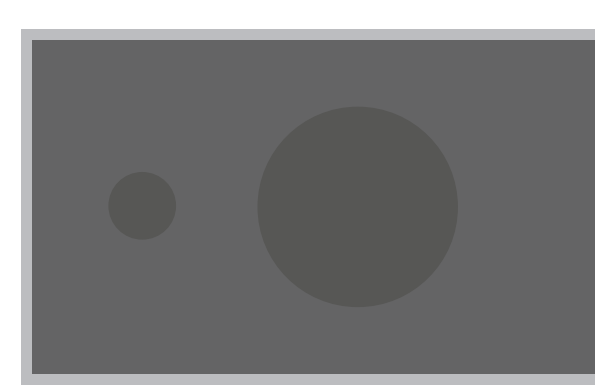


Good design is unobtrusive

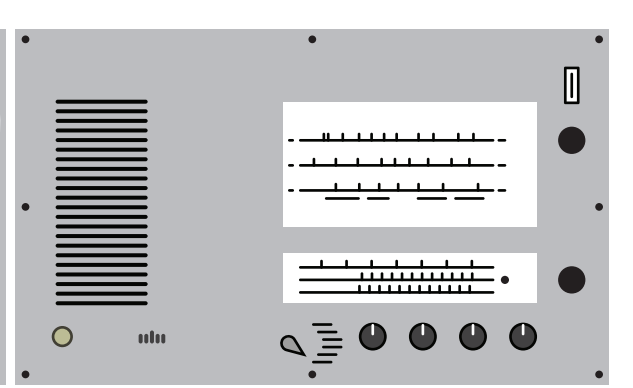
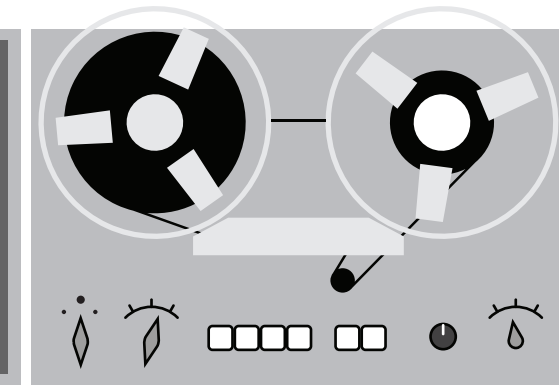
Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

6

Good design is honest



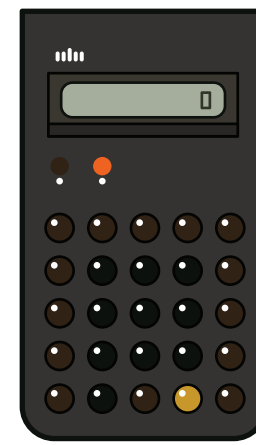
Wall mounted
Audio 2/3 (Com-
ponents: control
TS 45, rell-to-
rell tape deck
TG60, slim
speakers L450,
record player
PCS 5)
1962
by Dieter Rams
for Braun



It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

8

Good design is thought down to the last detail

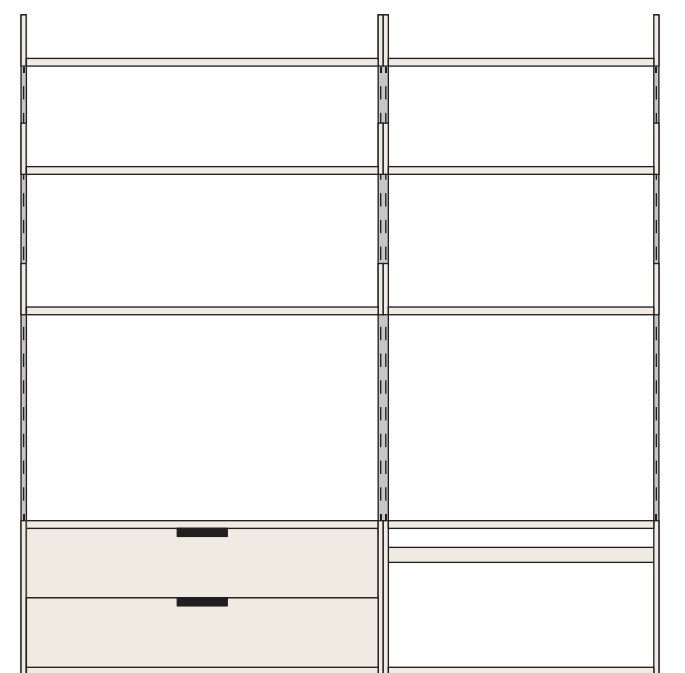


T1000
world receiver
1963
by Dieter Rams
for Braun

9

Good design is environmentally-friendly

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.

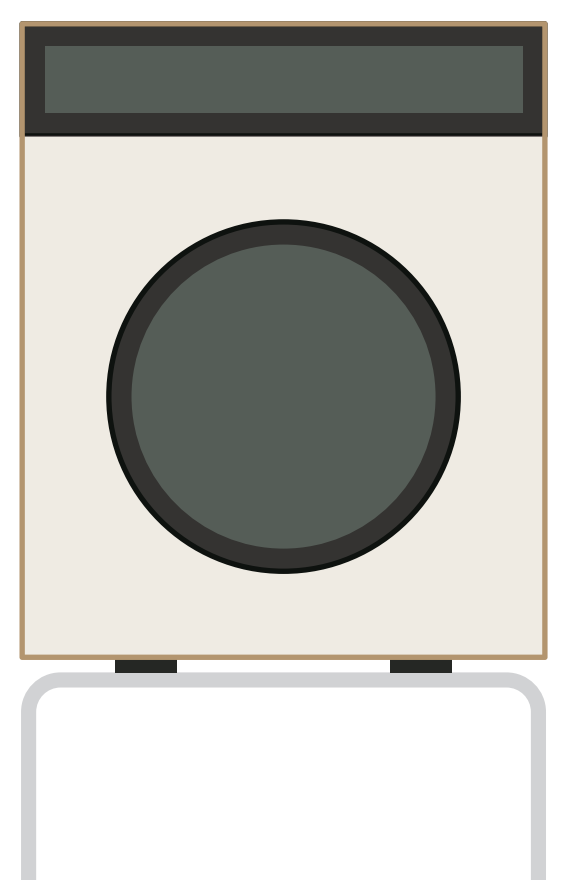


606 Universal
Shelving
System
1960
by Dieter Rams
for Vitsœ

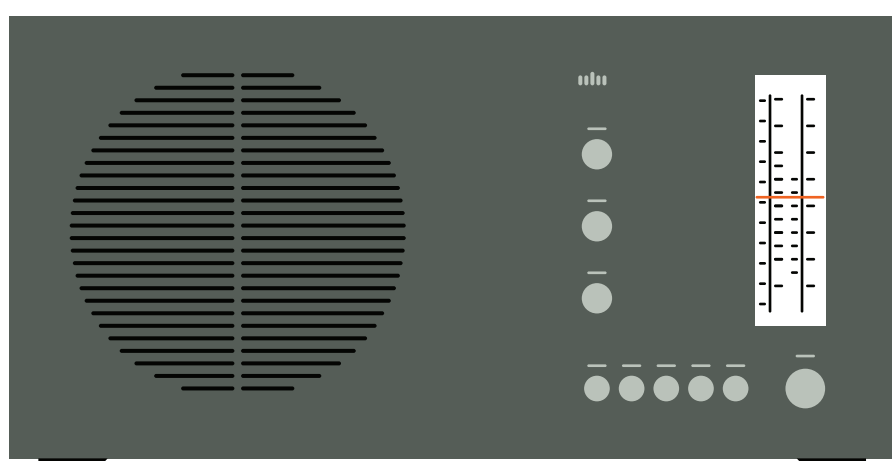
10

Good design is as little design as possible

Less, but better - because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.



L 01 speaker
1958
by Dieter Rams
for Braun



RT 20
tischsuper radio
1961
by Dieter Rams
for Braun



320 Chair
Programme
1962
by Dieter Rams
for Vitsœ