Built Rams Tough, Dieter Rams that is

As an industrial designer, Rams was a philosopher. Rams did not like to design anything that he didn’t think was beautiful. As he says in the video, he was not interested in the process but rather in the product itself. He believed that designers should focus on solving problems and creating products that are both beautiful and functional.

In the video, he talks about how he was influenced by the Bauhaus movement and how that influenced his work. He also discusses the importance of simplicity and how it connects with the idea of “less but better.”

Rams emphasizes the importance of designing products that are timeless and that will stand the test of time. He talks about how he works with materials and how he is always looking for ways to improve them. He also talks about how he works with manufacturers to ensure that his designs are produced as he wants them to be.

Overall, the video is a great introduction to the work of Dieter Rams and his approach to design. If you are interested in design or just want to learn more about one of the most influential designers of the 20th century, this video is definitely worth watching.