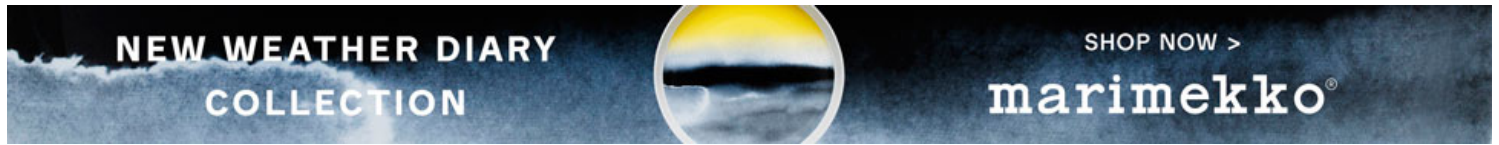


SEARCH 

ADVERTISING

[dwell](#) > Profiles

written by:

[Kelsey Keith](#)

October 10, 2013

[Pinterest](#)[Facebook](#)[Twitter](#)[LinkedIn](#)[BACK TO TOP](#)**GET TO KNOW: DIETER RAMS**

German industrial designer Dieter Rams is a legend, and for good reason, thanks to his rational, less-is-more philosophy on design. Here, take a look at everything Rams from products to [interviews to exhibitions](#).

[SLIDESHOW](#)**Dieter Rams: Less But Better**

A one-on-one video interview on the occasion of his 40th anniversary retrospective at SFMoMA.

Born in 1932, Dieter Rams spent most of his career as the head of design at the international consumer goods company Braun. During his tenure, Rams inserted his functionalist design aesthetic into many Braun products, while also designing furniture for Vitsoe. He is known for articulating ten principles of "good design," most of which defined the simplicity of his approach: usefulness, honest, long-lasting, minimal and thorough. He's been a frequent presence in Dwell's pages since 2000; here we've rounded up videos, interviews, products, and news on all things Rams.

CATEGORIES:[Electronics](#)[Storage](#)[Shelving](#)[Wall Units](#)[Design](#)

Industrial Design

dwell.com is your online home in the modern world. Join us as we follow our team around the globe on [Twitter](#), [Facebook](#), and [Pinterest](#). Want more? Never miss another word of Dwell with our [free iTunes app](#).

MORE



DIETER RAMS: LESS BUT BETTER

We spoke one-on-one with industrial design pioneer Dieter Rams at a



VITSŒ BRINGS BACK DIETER RAMS 620 CHAIR PROGRAM

On the 50th anniversary of Dieter Rams's 620



Post a new comment

Login

Empty comment box

Post

1 Comment



Jamie Kasza 24 days ago

The influence this man has had on the objects of our daily lives is beyond measure.

Reply

0



- [Get Dwell in Print](#)
- [Get Dwell on iPad](#)
- [Give a Gift](#)
- [Customer Service](#)

ADVERTISING

dwell VIDEO Indoor Outdoor Living

Presented by: **western** window systems

ADVERTISING

RELATED PRODUCTS