

Dieter Rams' 10 Principles



Dieter Rams is a German industrial designer closely associated with the consumer products company Braun.

Embrace Dieter Rams's ten enduring principles that have shaped the essence of good design for decades.

Good design...



1. is innovative



2. makes a product useful



3. is aesthetic



4. makes a product understandable



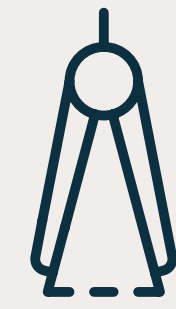
5. is unobtrusive



6. is honest



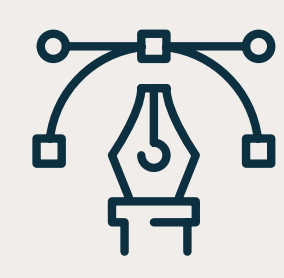
7. is long-lasting



8. is thorough down to the last detail



9. is environmentally friendly



10. is as little design as possible

Embrace Dieter Rams's Principles. Design that Endures.