

## Dieter Rams – Omit the Unimportant

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## Dieter Rams : Overview



**Dieter Rams**  
May 20, 1932 –  
Born in Wiesbaden, Germany

1961, became head of product design at Braun

1968, awarded "royal designer for industry"  
from London's royal society for the arts

1988, became executive director of Braun

1996, awarded "world design medal" by  
IDSA

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## Dieter Rams : His Work



How would you characterize his work?  
What words best describe it?

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## Dieter Rams : His Work



606 Universal Shelving System (1960)

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## Dieter Rams : His Work



"Plattenspieler" (1968)

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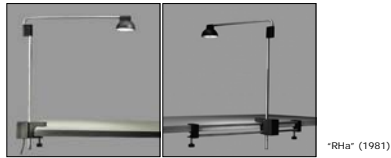
## Dieter Rams : His Work



"ET 66" Pocket Calculator (1976)

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## Dieter Rams : His Work



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## Dieter Rams : Omit the Unimportant

"One of the most significant design principles is to omit the unimportant in order to emphasize the important" (111).

**What does this mean?**

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## Dieter Rams : Omit the Unimportant

"The latest design trends are intended to evoke emotions by trivial, superficial means. It is not a question of information for use, nor a problem of insight and perception in a broader sense. The issue is **stimul**: new, strong, exciting, and therefore aggressive signals" (112).

**What does this mean?**

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## Dieter Rams : Omit the Unimportant

"Of the many issues that confront designers, the increase of violence seems to be the most threatening. **Destructive, aggressive tendencies** are gaining momentum and counteract the idea on which design was founded" (113).

**What does this mean?**

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## Dieter Rams : Omit the Unimportant

Dieter Rams' philosophy of "Omit The Unimportant" calls for **Form** following **Function**.

**What are other aspects of design?**

**What are some products that exhibit Form following Function, or Omit the Unimportant?**

**What are some products that reject this philosophy?**

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## Dieter Rams : Points of Good Design

*"I have distilled the essentials of my design philosophy into ten points. But these points cannot be set in stone because just as technology and culture are constantly developing, so are ideas about good design"*  
(Metropolis, February 2004)

1. Good design is innovative.
2. Good design makes a product useful.
3. Good design is aesthetic.
4. Good design makes a product understandable.
5. Good design is honest.
6. Good design is unobtrusive.
7. Good design is long-lasting.
8. Good design is thorough down to the last detail.
9. Good design is environmentally friendly.
10. Good design is as little design as possible.

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Dieter Rams : Omit the Unimportant

**What impact does this article have on your design for assignment #2?**

**What impact does this article have on design process?**

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Summary

- The man
- His work
- His philosophy

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