

# Dieter Rams “Less is More”

- Good design is innovative
- Good design makes a product useful
- Good design is aesthetic
- Good design helps us to understand a product
- Good design is unobtrusive
- Good design is honest
- Good design is long-lasting
- Good design is consequent to the last detail
- Good design is concerned with the environment
- Good design is as little design as possible

Dieter Rams’ ten principles to “good design” via <https://www.yatzer.com/as-little-design-as-possible-dieter-rams>

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