

# Dieter Rams

## Quotes

*Design, People, Products, Long, Good Design, Essentials, Details, Drawing,  
Order, Thinking, Responsibility, Made, Designer, Mean, Quality, Important,  
Colourful, Fashion, Names, Giving*

You cannot understand good design if you do not understand people; design is made for people.

~Dieter Rams

Good design is making something intelligible and memorable. Great design is making something memorable and Meaningful.

~Dieter Rams

My heart belongs to the details. I actually always found them to be more important than the big picture. Nothing works without details. They are everything, the baseline of quality.

~Dieter Rams

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

~Dieter Rams

Having small touches of colour makes it more colourful than having the whole thing in colour.

~Dieter Rams

Design should not dominate things, should not dominate people. It should help people. That's its role.

~Dieter Rams

Good design is long-lasting! It avoids being fashionable and therefore never appears antiquated.

~Dieter Rams

Things which are different in order simply to be different are seldom better, but that which is made to be better is almost always different.

~Dieter Rams

Good design means as little design as possible.

~Dieter Rams

Good design is thorough, down to the last detail.

~Dieter Rams

People react positively when things are clear and understandable.

~Dieter Rams

An honest design communicates solely the functions and values it offers. It does not attempt to manipulate buyers and users with promises it cannot keep.

~Dieter Rams

Good design is thorough down to the last detail - Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.

~Dieter Rams

Question everything generally thought to be obvious.

~Dieter Rams

As designers we have a great responsibility. I believe designers should eliminate the unnecessary. That means eliminating everything that is modish because this kind of thing is only short-lived.

~Dieter Rams

Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

~Dieter Rams

Products have to be designed in a way that they are comprehensible.

~Dieter Rams

We designers, we don't work in a vacuum. We need business people.

We are not the fine artists we are often confused with.

~Dieter Rams

Good design is honest.

~Dieter Rams

My worry is that the world is becoming more chaotic every day. My excitement is that more people paying attention to 'Less but better' could help solve our growing problems.

~Dieter Rams

Nothing works without details. They are everything, the baseline of quality

~Dieter Rams

My goal is to omit everything superfluous so that the essential is shown to best possible advantage.

~Dieter Rams

All too much of the man-made is ugly, inefficient, depressing chaos.

~Dieter Rams

Good design makes a product understandable.

~Dieter Rams

Design is a thinking process that starts in the head and with sketches. Thinking cannot be done by a computer.

~Dieter Rams

I am not an early bird. I go to bed normally between midnight and 1 o'clock, so it is understandable that I cannot be an early bird. I wake up around 9 o'clock.

~Dieter Rams

The design should make the product speak to you.

~Dieter Rams

I hate everything that is driven by fashion.

~Dieter Rams

I sit, I think, I make some drawings. As a designer, you cannot retire totally.

~Dieter Rams

As designers we have a great responsibility.

~Dieter Rams

I don't like computers. I still like to do my drawings by hand.

~Dieter Rams

There is a lot of bad architecture. What we need more is to look at how our landscape should look in the next decades.

~Dieter Rams

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