

OSKAR VON MILLER FORUM

Press Release

What is good design?

Dieter Rams in a discussion with Fritz Frenkler on July 14, 2016 at 6:30 p.m. at the Oskar von Miller Forum

Dieter Rams, world-renowned designer and honorary professor of the Technical University of Munich, will engage in a discourse on the significance of design with Fritz Frenkler, industrial designer and head of the Institute of Industrial Design at the Technical University of Munich. Dieter Rams summed up his philosophy of “less, but better” in ten design theses that have had a formative influence on generations of designers at national and international levels.

“Design is essentially determined by the fact that it explains things without making it necessary to read long instructions,” says Dieter Rams. Clarity of form, truth to material and ease of use are key guiding principles of his work. Many successful designers around the world have embraced this concept of design. One of them is the British designer Jonathan Ive who is in charge of all Apple products and says Dieter Rams is his role model and source of inspiration.

Dieter Rams is one of the most influential designers of the 20th century. He led the Braun company’s design department from 1961 to 1995. Together with his team, he designed electrical appliances that are still considered ground-breaking design. He has also designed furniture systems for the Vitsoe company since 1959. This partnership is also based on his notion that design is at its best when it is the result of close cooperation between enterprise and designer. Dieter Rams is honorary professor of the Technical University of Munich.

Fritz Frenkler is industrial designer and was manager of frog design Asia, led the wiege Wilkhahn Entwicklungsgesellschaft and was head of design of Deutsche Bahn AG. He founded f/p design deutschland gmbh together with Anette Ponholzer in 2000 and f/p design japan inc in 2003. He was appointed university professor (hon.) at the Braunschweig University of Technology (HBK) in 2004 and full professor at the new Institute of Industrial Design at the Technical University of Munich. Fritz Frenkler is regional advisor of the ICSID (International Centre for Settlement of Investment Disputes), has been jury chairman of the iF product design award for many years and is a founding member of the Hanover-based universal design association.