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As head of design at Braun from 1961 to 1995, Rams created some of the most iconic objects of the twentieth century. By putting functionality at the heart of every conception and stamping each creation with the visual trademark of his unique aesthetic language, Rams single-handedly made Braun a worldwide success. Often crowned as the designer's designer, his work continues to inspire contemporary design.

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Carefully reformatted from the original bestselling hardback this iBooks edition for iPad provides a unique insight into the Rams' design process, with contributors such as Jonathan Ive, Apple's head of design, giving expert analysis on the designs. Through sketches, technical drawings, prototypes and images of finished products and their advertisements, *Dieter Rams: As Little Design as Possible* explores Rams' life and work, supplemented with interactive timeline, high-resolution images and in-depth essays, providing an intellectual exploration of his remarkable ethos.

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