

# Essay on dieter rams

[Business](#), [Company](#)



Product development and design philosophy in Germany came into play in the 1950s and 1960s after the First and the Second World War. Rather than teapots and wall hangings, items development took another dimension; especially the Neo-functional movement that saw the inception of the second machine age. Commitment to technology by the Germans through Braun electronics company, Dieter Rams; they opted for a pure approach to product manufacturing as compared to other countries like the US and Italy who drew their inspiration from other objects. Rams designs were outstanding and they always appealed for universal approval. He was after perfection and it really paid off; people acknowledged his work. Ram's product philosophy is that domestic machines should be efficient, noise-free and easy to work with. He never looked at the aesthetic dimension as of much importance, performance was the key objective.

Rams was born in Wiesbaden, studied art at his home town school in architecture and interior decorating. After graduation, he worked in an architectural office of Otto Opel in Frankfurt where he met with Americans who instilled into him the art purism that he later used for his own designs. When Rams was later employed by Braun Company he encountered art in the real world the products designed were minimal and extensively used metal, wood and leather. The furniture produced were conducive in both home and office environment. His work was of professional quality and any single flaw was easy to identify. Rams character was a means to success for the company as they worked as a team.

Through his innovative nature of the mind, he was able to combine the radio with the record player which marked a massive change in product design. He

ventured into new appliances, thus producing magnificent designs for radio, portable television and even he managed to come up with small hair driers.