



THE 10 PRINCIPLES OF GOOD DESIGN

1. *Good design is innovative.*
2. *Good design makes a product useful.*
3. *Good design is aesthetic.*
4. *Good design makes a product understandable.*
5. *Good design is unobtrusive.*
6. *Good design is honest.*
7. *Good design is longlasting.*
8. *Good design is thorough down to the last detail.*
9. *Good design is environmentally friendly.*
10. *Good design is as little design as possible.*



1. Braun Watch 2. Braun T1000 Radio 3. Braun Super 8 Camera Nizo S560
4. Braun Electric Razor 5. Braun TP 1 Radio, 1959



"Like so many others, I had become a slave to the IKEA nesting instinct. If I saw something clever, like coffee table in the shape of a yin and yang, I had to have it. The Klipske personal office unit, Or the Johannshamn sofa with the Strinne green stripe pattern. Even the Rislampa wire lamps of environmentally-friendly unbleached paper. I would flip through catalogs and wonder, 'What kind of dining set defines me as a person?'"

- Tyler Durden, Fight Club



Ikea Products



Knolling -

The term was first used in 1987 by Andrew Kromelow, a janitor at Frank Gehry's furniture fabrication shop. At the time, Gehry was designing chairs for Knoll, a company famously known for Florence Knoll's angular furniture. Andrew Kromelow would arrange any displaced tools at right angles on all surfaces, and called this routine knolling, in that the tools were arranged in right angles—similar to Knoll furniture.[1] The result was an organized surface that allowed the user to see all objects at once.



Tokonoma—also referred to simply as toko, is a Japanese term generally referring to a built-in recessed space in a Japanese style reception room, in which items for artistic appreciation are displayed. The tokonoma and its contents are essential elements of traditional Japanese interior decoration.

The items usually displayed in a tokonoma are calligraphic or pictorial scrolls and an arrangement of flowers.

American architect Frank Lloyd Wright was influenced by Japanese architecture. He translated the meaning of the tokonoma into its western counterpart: the fireplace.[4] This gesture became more of a ceremonial core in his architecture.



"Every object tells a story, if you know how to read it"
-Henry Ford





Ronan Bouroullec (born 1971) and Erwan Bouroullec (born 1976) have been working together for about ten years now. Their collaboration is a permanent dialogue nourished by their distinct personalities and a shared notion of diligence with the intention to reach more balance and fineness.

Ronan and Erwan Bouroullec design for numerous manufacturers, namely Vitra, Kvadrat, Magis, Kartell, Established and Sons, Ligne Roset, Axor, Alessi, Issey Miyake, Cappellini, Mattiazzi, Flos, Mutina and more recently Hay.

