

As Little Design As Possible The Work Of Dieter Rams

A comprehensive, genre-defining survey of children's product and furniture design from Bauhaus to today Design for Children, a must-have book for all style-conscious and design-savvy readers, documents the evolution of design for babies, toddlers, and beyond. The book spotlights more than 450 beautiful, creative, stylish, and clever examples of designs created exclusively for kids - from toys, furniture, and tableware, to textiles, lights, and vehicles. Contemporary superstars and twentieth-century masters, including Philippe Starck, Nendo, Marc Newson, Piero Lissoni, Kengo Kuma, and Marcel Wanders, are showcased.

The #1 New York Times bestselling biography of how Steve Jobs became the most visionary CEO in history. Becoming Steve Jobs breaks down the conventional, one-dimensional view of Steve Jobs that he was half-genius, half-jerk from youth, an irascible and selfish leader who slighted friends and family alike. Becoming Steve Jobs answers the central question about the life and career of the Apple cofounder and CEO: How did a young man so reckless and arrogant that he was exiled from the company he founded become the most effective visionary business leader of our time, ultimately transforming the daily life of billions of people? Drawing on incredible and sometimes exclusive access, Schlender and Tetzeli tell a different story of a real human being who wrestled with his failings and learned to maximize his strengths over time. Their rich, compelling narrative is filled with stories never told before from the people who knew Jobs best, including his family, former inner circle executives, and top people at Apple, Pixar and Disney, most notably Tim Cook, Jony Ive, Eddy Cue, Ed Catmull, John Lasseter, Robert Iger and many others. In addition, Schlender knew Jobs personally for 25 years and draws upon his many interviews with him, on and off the record, in writing the book. He and Tetzeli humanize the man and explain, rather than simply describe, his behavior. Along the way, the book provides rich context about the technology revolution we've all lived through, and the ways in which Jobs changed our world. A rich and revealing account, Becoming Steve Jobs shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with an evolution in management style to create one of the most valuable and beloved companies on the planet.

Life and work of Dieter Rams, with discussion and catalogue of his work for the Braun electrical company.

Presents a collection of design ideas and more than seven hundred examples from websites to help create an effective Web site.

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

Which cities offer the best quality of life? How do you build a good school? How do you run a city? Who makes the best coffee? And how do you start your own inspirational business? With chapters on the city, culture, travel, food, and work, the book also provides answers to some key questions. Works as a guide but also includes essays that explore what makes a great city, how to make a home and why culture is good for you

This New York Times bestselling book is filled with hundreds of fun, deceptively simple, budget-friendly ideas for sprucing up your home. With two home renovations under their (tool) belts and millions of hits per month on their blog YoungHouseLove.com, Sherry and John Petersik are home-improvement enthusiasts primed to pass on a slew of projects, tricks, and techniques to do-it-yourselfers of all levels. Packed with 243 tips and ideas—both classic and unexpected—and more than 400 photographs and illustrations, this is a book that readers will return to again and again for the creative projects and easy-to-follow instructions in the relatable voice the Petersiks are known for. Learn to trick out a thrift-store mirror, spice up plain old roller shades, "hack" your Ikea table to create three distinct looks, and so much more.

The fertile dual evolution of design under socialism and capitalism in postwar Germany The cheap, colorful plastic designs of East Germany pitted against the cool functionalism of West German design: German Design 1949-1989: Two Countries, One History does away with such clichés. More than 30 years after German reunification, it presents a comprehensive overview of German design history of the postwar period for the first time ever. With over 300 illustrations and numerous examples from the fields of design--fashion, furniture, graphics, automobile, industrial and interiors--the book shows how design featured in daily life on both sides of the Wall, the important part it played in the reconstruction process and how it served as a propaganda tool during the Cold War. Key objects and protagonists--from Dieter Rams or Otl Aicher in the West to Rudolf Horn or Renate Müller in the East--are presented alongside formative factors such as the Bauhaus legacy and important institutions such as the Hochschule für Gestaltung (HfG) Ulm. The exceptional case of the division of Germany allows a unique comparative perspective on the role design played in promoting socialism and capitalism. While in the Federal Republic to the West, it became a generator of the export economy and the "Made in Germany" brand, in the East it was intended to fuel the socialist planned economy and affordability for broad sections of the population was key. While the book highlights the different realities of East and West, the many cross references that connected design in both are also examined. It impressively illustrates the many facets of German design history in the postwar period: from the domestic sphere to global politics, from industrial products to design's role as a tool of protest that foreshadowed the fall of the Berlin Wall in 1989.

The ultimate collection of the most innovative, beautiful, and influential products ever designed -- now fully up to date From the paper clip to the Eames Lounge Chair, the hundreds of everyday objects included in The Design Book span the last five centuries and shape our society in indelible ways. This extraordinary collection includes classic pieces by Breuer, Le Corbusier, and Castiglioni as well as anonymously designed objects like the deck chair and the whisk. Each entry has been carefully reviewed to bring every detail fully up to date and, with the addition of 30 products designed within the last 15 years, this new edition is more comprehensive -- and relevant -- than ever. Praise for the original edition: "Phaidon seems to have pulled off the rare trick of creating something accessible and wide-ranging, but genuinely interesting and informative too." --Design Week

"A groundbreaking and illuminating look at the state of abortion access in America and the first long-term study of the consequences-

emotional, physical, financial, professional, personal, and psychological-of receiving versus being denied an abortion on women's lives"--
Dieter Rams: As Little Design as Possible Phaidon Press

Have you been seeking happiness and success but struggled to secure it? Would you like to inhabit a world where your life has limitless possibilities and opportunities? You can do it! We all, as human beings, want roughly the same things in life. To be happy and content, to be successful and to not be held in check by the limitations which are often placed upon us, usually by society. In this ground-breaking new book, *Ten Feet Beyond Possible: Your Life Without Limits*, you have the chance to see just how you can achieve this, using a ten-step program which includes: Achieving balance, Discovering that anything is possible, Removing the obstacles that get in the way of happiness and success, Discovering the genius within you, Developing peaceful rituals, And much more... In a world where society so often places limits on us, through social and family pressure, education and work opportunities, it's refreshing to know that not everyone thinks that way. Now, you can have the happiness and success you always knew you deserved by going *Ten Feet Beyond Possible*. Get your copy now! Make a difference today!

Hella Jongerius: Misfit, is the second Phaidon monograph on Dutch product designer Hella Jongerius (1963). The book exhibits Jongerius' work in detail and discusses her unique aesthetic; a fusion of industry and craft, high and low tech, traditional and contemporary. The book has been written and designed in collaboration with Jongerius, it includes all of her work and has contributions from three experts on contemporary product design, Louise Schouwenberg, Paola Antonelli and Alice Rawsthorn. It is illustrated with over 350 photographs and has been designed by renowned graphic designer Irma Boom. There will also be a collector's edition, available in specially designed packaging and accompanied by a limited edition vase designed by Jongerius and manufactured by Royal Tichelaar Makkum.

Published to accompany an exhibition held at the Design Museum, London, November 18, 2009 - March 7, 2010 and at the Museum Angewandte Kunst, Frankfurt am Main, May 22 - September 5, 2010, before moving on to the Delim Contemporary Art Museum in Seoul from December 17, 2010 - March 27, 2011 and to the San Francisco Museum of Modern Art from August 27, 2011 - February 20, 2012.

Welcome to the world of *Fine Little Day*. Take a peek into the fascinating life of Elisabeth Dunker. This is a woman of many talents: blogger, writer, stylist, designer, photographer and artist. This, her first book, is filled to the brim with inspiring images of everything that she takes joy in. We meet her in the studio, where she presents her workplace and sanctuary, before she introduces us to one of her greatest loves collecting! With colourful baskets, crochet potholders, vintage embroidery patterns, Scandinavian china and retro novels just as a start Next a tour of Elisabeth's own eclectic home. Bursting with colour and pattern, her Gothenburg apartment is an enviable mix of handmade blankets, vintage finds, bold printed wallpaper and fabrics, smart storage and classic Scandinavian furniture. She also gives us plenty of ideas for recreating the look, with quick and easy projects to try at home. Press flowers, re-use textiles in a patchwork, make pearl baskets, decorate wooden spoons or print a sweatshirt Enjoy a trip out of the city as we are shown around Elisabeth's cabin in the woods, with atmospheric pictures of the beautiful Swedish countryside and yet more decorating ideas, this time with a more rustic feel. With home tours of Elisabeth's creative friends and partners we also meet Japanese artist Mogu Takahashi, Swedish illustrator Henning Trollbäck and hear about her successful collaboration with Swedish homewares brand House of Rym, to name a few. This inspiring book is full of pictures, fun and heart. From the acclaimed Booker Prize-winning author comes a dazzling novel of family, love and love's disappointments Anna's aged mother is dying. Condemned by her children's pity to living, subjected to increasingly desperate medical interventions, she turns her focus to her hospital window, through which she escapes into visions of horror and delight. When Anna's finger vanishes and a few months later her knee disappears, Anna too feels the pull of the window. She begins to see that all around her, others are similarly vanishing, yet no one else notices. All Anna can do is keep her mother alive. But the window keeps opening wider, taking Anna and the reader ever deeper into an eerily beautiful story of grief and possibility, of loss and love and orange-bellied parrots. Hailed on publication in Australia as Richard Flanagan's greatest novel yet, *The Living Sea of Waking Dreams* is a rising ember storm illuminating what remains when the inferno beckons: one part elegy, one part dream, one part hope.

Platform 10: Live Feed confronts a central paradox: the "live feeds" of our lives are exponentially more mediated than the analog forms of documentation they are so quickly replacing and erasing. This fact, in combination with the rapid manipulability endemic to all electronic media, now presents us, its users, with radically new conditions of knowledge and imagination. Under these conditions, real-time platforms for meaningful self-expression and fictionalization are inextricably tied to the novel consequences--political, ethical, epistemological--of a world in which distortion, simulation, and manipulation are often indistinguishable from their opposite. *Platform 10: Live Feed* is a document of images presented in reverse chronological order from July 2017 to August 2016. Pulled from a crowd-sourced database of 117,518 available files, this "live feed" of the institution samples images from students, faculty, and staff alike, revealing the fluidity between the place, production, and people of the Harvard University Graduate School of Design. With Contributions of Mohsen Mostafavi, Dean and Alexander and Victoria Wiley Professor of Design at the Harvard University Graduate School of Design.

The first monograph on one of today's best-known Japanese product designers.

NEW YORK TIMES BEST SELLER • A TODAY SHOW #READWITHJENNA BOOK CLUB PICK! • The moving story of an undocumented child living in poverty in the richest country in the world—an incandescent debut from an astonishing new talent “Heartrending, unvarnished, and powerfully courageous, this account of growing up undocumented in America will never leave you.” —Gish Jen, author of *The Resisters* In Chinese, the word for America, Mei Guo, translates directly to “beautiful country.” Yet when seven-year-old Qian arrives in New York City in 1994 full of curiosity, she is overwhelmed by crushing fear and scarcity. In China, Qian's parents were professors; in America, her family is “illegal” and it will require all the determination and small joys they can muster to survive. In Chinatown, Qian's parents labor in sweatshops. Instead of laughing at her jokes, they fight constantly, taking out the stress of their new life on one another. Shunned by her classmates and teachers for her limited English, Qian takes refuge in the library and masters the language through books, coming to think of *The Berenstain Bears* as her first American friends. And where there is delight to be found, Qian relishes it: her first bite of gloriously greasy pizza, weekly “shopping days,” when Qian finds small treasures in the trash lining Brooklyn's streets, and a magical Christmas visit to Rockefeller Center—confirmation that the New York City she saw in movies does exist after all. But then Qian's headstrong Ma Ma collapses, revealing an illness that she has kept secret for months for fear of the cost and scrutiny of a doctor's visit. As Ba Ba retreats further inward, Qian has little to hold onto beyond his constant refrain: Whatever happens, say that you were born here, that you've always lived here. Inhabiting her childhood perspective with exquisite lyric clarity and unforgettable charm and strength, Qian Julie Wang has penned an essential American story about a family fracturing under the weight of

invisibility, and a girl coming of age in the shadows, who never stops seeking the light.

In *Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

"This book is a message from autistic people to their parents, friends, teachers, coworkers and doctors showing what life is like on the spectrum. It's also my love letter to autistic people. For too long, we have been forced to navigate a world where all the road signs are written in another language." With a reporter's eye and an insider's perspective, Eric Garcia shows what it's like to be autistic across America. Garcia began writing about autism because he was frustrated by the media's coverage of it; the myths that the disorder is caused by vaccines, the narrow portrayals of autistic people as white men working in Silicon Valley. His own life as an autistic person didn't look anything like that. He is Latino, a graduate of the University of North Carolina, and works as a journalist covering politics in Washington D.C. Garcia realized he needed to put into writing what so many autistic people have been saying for years; autism is a part of their identity, they don't need to be fixed. In *We're Not Broken*, Garcia uses his own life as a springboard to discuss the social and policy gaps that exist in supporting those on the spectrum. From education to healthcare, he explores how autistic people wrestle with systems that were not built with them in mind. At the same time, he shares the experiences of all types of autistic people, from those with higher support needs, to autistic people of color, to those in the LGBTQ community. In doing so, Garcia gives his community a platform to articulate their own needs, rather than having others speak for them, which has been the standard for far too long.

The young, beautiful and intelligent widow, Julia Jacobs, suddenly and impossibly faces life without her husband, Jonathan, the only man she ever loved. A wounded Julia returns home to start her life over, embraced by her loving family. She is shocked by not just one, but two relationships that awaken new feelings of love. Through her grief and anger, she surrenders to God and trusts that His plans for her are good. She finds that all things are possible through the great "I AM," perhaps even healing and new-found love.

NEW YORK TIMES BESTSELLER. A habit expert from Stanford University shares his breakthrough method for building habits quickly and easily. With *Tiny Habits* you'll increase productivity by tapping into positive emotions to create a happier and healthier life. Dr. Fogg's new and extremely practical method picks up where *Atomic Habits* left off. "There are many great books on the topic [of habits]: *The Power of Habit*, *Atomic Habits*, but this offers the most comprehensive, practical, simple, and compassionate method I've ever come across." ??—?? John Stepper, Goodreads user BJ FOGG is here to change your life??—??and revolutionize how we think about human behavior. Based on twenty years of research and Fogg's experience coaching more than 40,000 people, *Tiny Habits* cracks the code of habit formation. With breakthrough discoveries in every chapter, you'll learn the simplest proven ways to transform your life. Fogg shows you how to feel good about your successes instead of bad about your failures. This proven, step-by-step guide will help you design habits and make them stick through positive emotion and celebrating small successes. Whether you want to lose weight, de-stress, sleep better, or be more productive each day, *Tiny Habits* makes it easy to achieve??—??by starting small.

Esta enciclopedia presenta numerosas experiencias y discernimientos de profesionales de todo el mundo sobre discusiones y perspectivas de la la interacción hombre-computadoras

The new edition of the benchmark work originally published by the Dieter and Ingeborg Rams Foundation and Jo Klatt. *Less but Better* does not set out to be a complete documentation of Dieter Rams's body of work, nor does it claim to tell the full story of the company Braun. Rather, the book explores the ideas, criteria, and methods behind Rams's creations and reveals how a shifting culture of product manufacturing gave rise to universal design benchmarks.

"Guides readers toward the road less consumptive, offering practical advice and moral support while making a convincing case that individual actions . . . do matter." —Elizabeth Royte, author, *Garbage Land* and *Bottlemania* Like many people, Beth Terry didn't think an individual could have much impact on the environment. But while laid up after surgery, she read an article about the staggering amount of plastic polluting the oceans, and decided then and there to kick her plastic habit. In *Plastic-Free*, she shows you how you can too, providing personal anecdotes, stats about the environmental and health problems related to plastic, and individual solutions and tips on how to limit your plastic footprint. Presenting both beginner and advanced steps, Terry includes handy checklists and tables for easy reference, ways to get involved in larger community actions, and profiles of individuals—*Plastic-Free Heroes*—who have gone beyond personal solutions to create change on a larger scale. Fully updated for the paperback edition, *Plastic-Free* also includes sections on letting go of eco-guilt, strategies for coping with overwhelming problems, and ways to relate to other people who aren't as far along on the plastic-free path. Both a practical guide and the story of a personal journey from helplessness to empowerment, *Plastic-Free* is a must-read for those concerned about the ongoing health and happiness of themselves, their children, and the planet.

An enlightening narrative exploring an oft-overlooked aspect of the sixteenth president's life, *An American Marriage* reveals the tragic story of Abraham Lincoln's marriage to Mary Todd. Abraham Lincoln was apparently one of those men who regarded "connubial bliss" as an untenable fantasy. During the Civil War, he pardoned a Union soldier who had deserted the army to return home to wed his sweetheart. As the president signed a document sparing the soldier's life, Lincoln said: "I want to punish the young man—probably in less than a year he will wish I had withheld the pardon." Based on thirty years of research, *An American Marriage* describes and analyzes why Lincoln had good reason to regret his marriage to Mary Todd. This revealing narrative shows that, as First Lady, Mary Lincoln accepted bribes and kickbacks, sold permits and pardons, engaged in extortion, and peddled influence. The reader comes to learn that Lincoln wed Mary Todd because, in all likelihood, she seduced him and then insisted that he protect her honor. Perhaps surprisingly, the 5'2" Mrs. Lincoln often physically abused her 6'4" husband, as well as her children and servants; she humiliated her husband in public; she caused him, as president, to fear that she would disgrace him publicly. Unlike her husband, she was not profoundly opposed to slavery and hardly qualifies as the "ardent abolitionist" that

some historians have portrayed. While she provided a useful stimulus to his ambition, she often “crushed his spirit,” as his law partner put it. In the end, Lincoln may not have had as successful a presidency as he did—where he showed a preternatural ability to deal with difficult people—if he had not had so much practice at home.

Discover 500 of the most innovative, influential, and enduring products from the last five centuries in one compact and highly collectable volume. The Design Book presents iconic pieces by Le Corbusier, Philippe Starck, the Eames, and the Apple design team, alongside classic objects such as the paper clip, the hurricane lantern, and the martini glass. Each entry pairs an image with a descriptive caption, providing accessible information about the product, designer, manufacturer, and history. Take an extraordinary journey through the objects that have improved our functionality, shaping our society and culture today.

NATIONAL BESTSELLER • A stunning “portrait of the enduring grace of friendship” (NPR) about the families we are born into, and those that we make for ourselves. A masterful depiction of love in the twenty-first century. A NATIONAL BOOK AWARD FINALIST • A MAN BOOKER PRIZE FINALIST • WINNER OF THE KIRKUS PRIZE A Little Life follows four college classmates—broke, adrift, and buoyed only by their friendship and ambition—as they move to New York in search of fame and fortune. While their relationships, which are tinged by addiction, success, and pride, deepen over the decades, the men are held together by their devotion to the brilliant, enigmatic Jude, a man scarred by an unspeakable childhood trauma. A hymn to brotherly bonds and a masterful depiction of love in the twenty-first century, Hanya Yanagihara’s stunning novel is about the families we are born into, and those that we make for ourselves. Look for Hanya Yanagihara’s new novel, *To Paradise*, coming in January 2022. **Modelland - the FIERCE NEW NOVEL BY TYRA BANKS—IS OUT!** No one gets in without being asked. And with her untamable hair, large forehead, and gawky body, Tookie De La Crème isn’t expecting an invitation. Modelland—the exclusive, mysterious place on top of the mountain—never dares to make an appearance in her dreams. But someone has plans for Tookie. Before she can blink her mismatched eyes, Tookie finds herself in the very place every girl in the world obsesses about. And three unlikely girls have joined her. Only seven extraordinary young women become Intoxibellas each year. Famous. Worshipped. Magical. What happens to those who don’t make it? Well, no one really speaks of that. Some things are better left unsaid. Thrown into a world where she doesn’t seem to belong, Tookie glimpses a future that could be hers—if she survives the beastly Catwalk Corridor and terrifying Thigh-High Boot Camp. Along the way, she learns all about friendship, courage, laughter and what it feels like to start to believe in yourself. When you enter the fantastical world of Modelland, you’ll see that Tookie was inspired by Tyra’s life as a supermodel. All those crazy and wild adventures Tookie has with her friends? Some of them were ripped straight from the headlines of Tyra’s life! Tyra knows all about beauty and fashion and fierceness, and she shares everything here in **MODELLAND**. It’s fun, zany, and 100 bazillion-percent Tyra. You don’t want to miss Tyra’s amazing new novel! From the Hardcover edition.

The personal stories of the founder of Patagonia, Inc. describes his underprivileged childhood as an immigrant in southern California, early fame as a successful mountain climber, and company's dedication to quality and environmental responsibility. Reprint. 75,000 first printing.

50 of the world's most exciting designers and visionary artists have devised simple objects that anyone can make at home. Affordable, accessible and inspirational, this book redefines DIY for the IKEA generation. Each easy-to-make project can be made with basic tools and everyday items. Every project includes hand-drawn step-by-step illustrations and colour photographs to ensure success. Also provides photographic lists of tools and materials, plus details of the cost and time needed to complete. With a biography for each designer, the text also reveals the inspiration behind the design.

A new edition of the acclaimed monograph on the legendary designer, published to coincide with the centenary of his birth. The life and work of Ettore Sottsass is more relevant than ever, with exhibitions around the world and renewed collector interest in the Memphis movement. Now available in a new format, this book, packed with beautiful images taken from the extensive Sottsass archives and including drawings and sketches from the designer's countless sketchbooks, explores his entire career from the 1940s to the 2000s, covering everything from his architectural projects and product design to his jewellery, sculpture, and graphics.

This book explores the effect that generations of trial and error, individual craftsmanship, and an instinct to carve out the essential with the slenderest of means brought to objects that made life both livable and meaningful to a pre-industrial society.

New in paperback, this book presents Dieter Rams' aesthetic philosophy through highlights from a forty-year career designing iconic consumer products that enhance our daily lives. For decades, anyone who cared about product design looked to the Braun label when choosing their appliances, radios, and other consumer items. Dieter Rams, the guiding force behind the Braun look, breaks down his design principles and processes in this elegant new paperback edition. Enumerating each of his ten principles such as "good design is innovative"; "good design is aesthetic"; "good design is useful", etc., this bestselling book presents one hundred items that embody these guidelines. Taken together, the images and texts offer the most comprehensive overview of Dieter Rams' work to date and will serve as both a reference and an inspiration for anyone interested in how and why good design matters.

"This highly engaging landmark work, a natural history of exercise--by the author of the best seller *The Story of the Human Body*--seeks to answer a fundamental question: were you born to run or rest The first three parts of *Exercised* roughly follow the evolutionary story of human physical activity and inactivity, even as each chapter shatters a particular myth about exercise. Because we cannot understand physical activity without understanding its absence, Part One begins with physical inactivity. What are our bodies doing when we take it easy, including when we sit or sleep? Part Two explores physical activities that require speed, strength, and power, such as sprinting, lifting, and fighting. Part Three surveys physical activities that involve endurance, such as walking, running, or dancing, as well as their effect on aging. Part Four considers how anthropological and evolutionary approaches can help us exercise better in the modern world. How can we more effectively manage to exercise, and in what ways? To what extent, how, and why do different types and durations of exercise help prevent or treat the major diseases that are likely to make us sick and kill us?"-- Demonstrates how introverted people are misunderstood and undervalued in modern culture, charting the rise of

extrovert ideology while sharing anecdotal examples of how to use introvert talents to adapt to various situations. Based on cutting-edge research from behavioral science and economics, this eye-opening examination of how scarcity affects our daily lives reveals how individuals and organizations can better manage scarcity for greater satisfaction and success.

" "Indifference towards people and the reality in which they live is actually the one and only cardinal sin in design" – Dieter Rams. Dieter Rams' life and work are indelibly linked to his thoughts about how people live, and how they can live better. Products he designed in the 1960s are still being produced and sold today – only one demonstration of the strength of his work. This comprehensive monograph covers both Rams' life and his work, as well as his ideas on good design, which continue to inspire designers and consumers today. A personal foreword by Jonathan Ive evokes the influence that Rams has had on his own work and, by extension, the objects with which so many of us share our everyday lives. An introduction and an essay by Klaus Kemp tell the story of Rams' early life, his training as an architect, and the intellectual context in which his ideas were developed. The next four chapters examine Rams' work and his life – which are more or less synonymous – in depth. This includes his role at Braun as well as the work he did for the furniture company Vitsoe. Each chapter includes sketches, prototypes, finished products and the marketing for those products, giving a complete picture of Rams' work and its context. Two other chapters in this section present Rams' own house, the only work of architecture that he completed, and examine the products he designed at the level of detail, a crucial aspect to his work. A further chapter examines Rams' "ten commandments" of good design and his credo, "less but better", in the context of his role as head of design at Braun, and a final chapter explores his legacy in the work of contemporary designers including Naoto Fukasawa, Jonathan Ive, Sam Hecht, and Konstantin Grcic. This beautifully designed book includes a wide variety of visual material, including sketches and technical drawings, photographs of Rams' work as well as his life, archival material from both Braun and Vitsoe, Ingeborg Rams' subtle photographs and Vitsoe's playful graphic design and advertising. This book will appeal not only to fans of Dieter Rams' work, but to everyone drawn to the message behind his "ten commandments" of good design – which are really ideas about how we can all live better and more sustainable lives. "

First published in 1943, *The Little Prince* by Antoine de Saint-Exupéry has been translated into more than 250 languages, becoming a global phenomenon. The Sahara desert is the scenery of Little Prince's story. The narrator's plane has crashed there and he has scarcely some food and water to survive. Trying to comprehend what caused the crash, the Little Prince appears. The serious blonde little boy asks to draw him a sheep. The narrator consents to the strange fellow's request. They soon become friends and the Little Prince informs the pilot that he is from a small planet, the asteroid 325, talks to him about the baobabs, his planet volcanoes and the mysterious rose that grew on his planet. He also talks to him about their friendship and the lie that evoked his journey to other planets. Often puzzled by the grown-ups' behavior, the little traveler becomes a total and eternal symbol of innocence and love, of responsibility and devotion. Through him we get to see how insightful children are and how grown-ups aren't. Children use their heart to feel what's really important, not the eyes. Heart-breaking, funny and thought-provoking, it is an enchanting and endlessly wise fable about the human condition and the power of imagination. A book about both childhood and adulthood, it can be read as a parable, a war story, a classic children's fairy-tale, and many more things besides: *The Little Prince* is a book for everyone; after all, all grown-ups were children once.

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