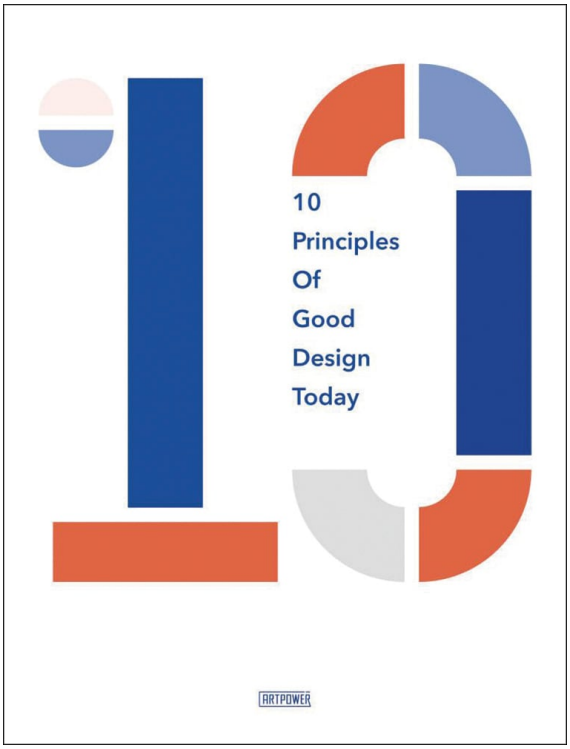
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10 Principles of Good Design Today

Agata Toromanoff

ISBN	9789887506959
Publisher	Artpower International
Binding	Hardback
Territory	World
Size	285 mm x 215 mm
Pages	240 Pages
Price	£30.00

- Presents projects from around the world, by iconic designers

The 10 principles of good design set out by Dieter Rams in 1995 has influenced and inspired a new generation of designers in search of the perfect balance between practicality, simplicity and aesthetics.

What does good design mean in the 21st century? How have the 10 principles influenced modern design? In this book, established and emerging designers tell us how they understand and put these rules into practice thereby contributing to the definition of what good design in the 21st century means, according to the criteria defined by Rams.

The book showcases contemporary products from around the globe; a host of work by iconic designers, such as NENDO, NERI & HU, LARA BOHINC and so on.

Agata Toromanoff is an art and design historian. She has worked for collectors and galleries, and has curated and managed numerous contemporary art projects. As well as writing features for the art press, she is the author of*Chairs by Architects, Vases 250 state of-the-art designs* and *Sofas - 340 Iconic Designs.* Her works have been translated into French, Italian, German, Korean and Chinese and released around the world.

Published 10th Jan 2022