

## Press Release

Hamburg, November 2007

### **Lucky Strike Designer Award for "Mr. Braun"** **The leading European designer prize goes to Dieter Rams – Germany's most influential industrial designer**

This year's Lucky Strike Designer Award, endowed with prize money of 50,000 euros, has been awarded to one of the most influential contemporary industrial designers, Prof. Dieter Rams. "We are currently seeing the beginning of a renaissance of 'the quiet order of things' such as Dieter Rams has been pursuing for decades now in his appealing mixture of functional pragmatism, humanitarian semantics and user-focused product values" – thus the jury of the Raymond Loewy Foundation. "As trendsetting inspiration for young designers, these values are more important than ever before!"

With his personal understanding of design, Dieter Rams has had a decisive influence on our everyday culture. Radio or record player, hair dryer or electric shaver, table lighter or pocket calculator, armchair or door handle – pretty much everyone has used a product designed by Dieter Rams at some time. The single-minded aesthetics of Rams's designs sets standards of worldwide currency. His work has become an international synonym for innovative design from Germany.

Rams says: "It's a special honour for me to receive the Lucky Strike Designer Award from the Raymond Loewy Foundation. The man after whom the Foundation is named invented a design concept to which I owe a great deal: the belief that design must increase functionality. This should be the underlying idea behind all industrial design."

Dieter Rams spent 42 years, from 1955 to 1997, working for Braun, the German manufacturer of electrical appliances. In this period he designed many highly distinctive products that captivate with their clear lines and appropriate materials, and are easy to use. Rams's creed is simple: "Good design is as little design as possible". Following this principle, he produced classic designs that made their mark on the lifestyle of entire generations, and are still used as models by other designers. A success story that made designer Dieter Rams into "Mr. Braun" both at home and abroad.

In his interior designs, too, the trained joiner and architect pursued the vision of creating products that are "honest, balanced, simple, carefully made and restrained". His elegant sixties furniture, such as the shelf system "606" and the "620" range of easy chairs, remain influential on home décor to this day. The new Bundeskanzleramt (Federal Chancellery) in Berlin, for example, is furnished with "620" armchairs.

With its choice of Dieter Rams as the winner of the 2007 Lucky Strike Designer Award, the jury follows its tradition of illuminating the entire spectrum of design in terms of both form and content, and making it known to the public. The Lucky Strike Designer Award will be presented to Dieter Rams on 15<sup>th</sup> November in the "ewerk" in Berlin.

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### **Raymond Loewy Foundation – background**

The Raymond Loewy Foundation makes a significant contribution to the promotion of design and helps emphasize the importance of good design for the development of industry and society at large. The foundation was founded in Hamburg in 1991, and supports pioneering and professional design in the spirit of the American designer Raymond Loewy (1893 – 1986).

**Previous winners of the Lucky Strike Designer Award** have included the Spanish star chef Ferran Adrià (2006), Philippe Starck (2004), Michael Ballhaus (2001), Donna Karan (1999), Peter Lindbergh (1996) and Karl Lagerfeld (1993).

### **Committee of the Raymond Loewy Foundation:**

Prof. Werner Aisslinger (studio aisslinger)

Michael Ballhaus (director of photography and winner of the 2001 Lucky Strike Designer Award)

Prof. Wolfgang Laubsheimer (professor of production technology, Cologne International School of Design)

Jürgen Plüss (brand consulting, Gütersloh)

Prof. Kurt Weidemann (Karlsruhe College of Design, Centre for Art & Media Technology; Koblenz College of Corporate Management)

### **Die Jury der Raymond Loewy Foundation:**

- Chairman:

Prof. Johann H. Tomforde (director, hymer idc Innovation & Design Center, Pforzheim)

- Jury members:

Prof. Werner Aisslinger (studio aisslinger)

Nils Jockel (Hamburg Arts & Crafts Museum)

Prof. Wolfgang Laubsheimer (professor of production technology, Cologne International School of Design)

Jürgen Plüss (brand consulting, Gütersloh)

Dr. Angela Schönberger (director, Arts & Crafts Museum, Staatliche Museen zu Berlin, Preußischer Kulturbesitz, Berlin)

Gabriele Strehle (creative director, Strenesse AG)

Prof. Kurt Weidemann (Karlsruhe College of Design, Centre for Art & Media Technology; Koblenz College of Corporate Management)

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