


The power of good design

VITSOE



“All too much of the man-made is an ugly, inefficient, depressing chaos.”

Dieter Rams

The power of good design



At Vitsoe we stand for the inordinate power of good design in everything we do: designing thoughtfully, responsibly and intelligently for our company, our furniture and the many people who share a profound interest in all of our tomorrows.



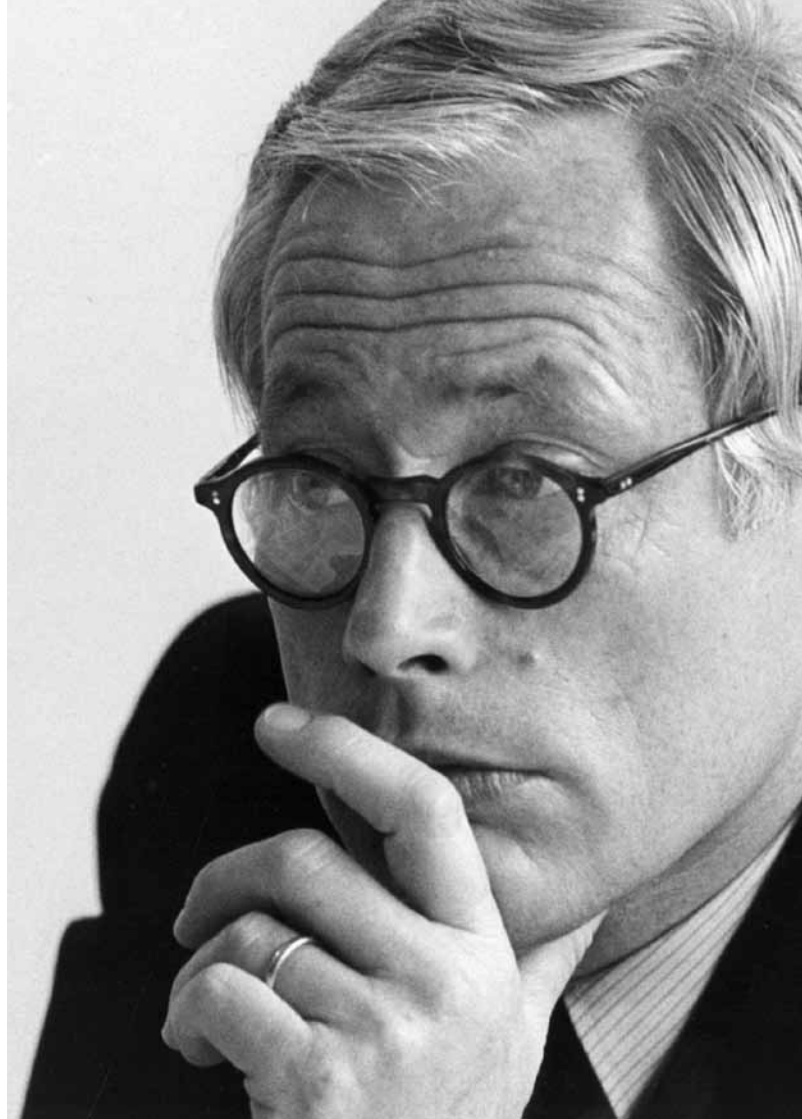
Vitsoe

For more than half a century our aim at Vitsoe has been to produce simple, timeless furniture that will not only encourage you to use and reuse it but will also impel us to invest continuously, to our mutual long-term benefit.

The result is that even the most hardened cynics can become lifelong converts to the concept that truly satisfied customers are those who buy less – of a better quality – and use it for longer.

Dieter Rams

Born in 1932 in Germany, Dieter Rams is one of the foremost industrial designers of the post-war period. He has worked continuously for Vitsœ since 1959 – still improving his designs to this day – and is often cited by a new generation of designers as a key influence on their work that is shaping the 21st century.



Ten principles for good design

Back in the late 1970s Rams was becoming increasingly concerned by the state of the world around him: "An impenetrable confusion of forms, colours and noises."

Aware that he was a significant contributor to that world, he asked himself an important question: is my design good design?

His answer is expressed in his ten principles for good design.

**Dieter Rams joined
Braun in 1955 and
was head of design
from 1961 to 1995**





1

Good design is innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

The original extruded aluminium X-Post was designed to take the load of Vitsø's shelving system when no wall was available. Two decades after its introduction the development of finite-element-analysis software allowed it to be reengineered to become stronger while using less aluminium. Importantly the new post was compatible with earlier components.



2

Good design makes a product useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

On first glance Vitsoe's metal shelf is precisely that – a shelf. But closer inspection reveals it can actually be used three ways: the right way up with its distinctive upturned end; flipped to form a continuous shelf; or rotated to create a vertical magnetic surface for a noticeboard or to cover obstructions on a wall. Useful, certainly.



3

Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

“The design of this chair is a personal, original creation of a highly aesthetic value.”

This was the statement of the German court on 10 October 1973 when granting the 620 Chair Programme copyright protection.

4

Good design makes a product understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

The shelves, cabinets and tables of the shelving system are attached to an extruded track with an aluminium pin. Yet the only tool needed to help move the pin...is another pin. Self-explanatory? Hopefully.



5

Good design is unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

It has been said that the 606 Universal Shelving System is a blank canvas on which to paint your colourful life: its virtue is its invisibility.

no
sale

**Sales are for clearing stock before
it becomes obsolete**

For 50 years Vitsoe has stood against
product obsolescence, which means
you can still add shelves to your old
system.

That's why we do not have any
obsolete stock. Sorry.

6

Good design is honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

For decades at Vitsoe we have offered honest prices. Prices that are reasonable because we sell directly. Prices that are never inflated so that a discount can be offered. Prices that are the same all year round.



7

Good design is long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today’s throwaway society.

Upon its arrival on the market in the early 1960s, the 620 Chair Programme was designed knowing that it would last longer than its upholstery. Today customers regularly order replacement upholstery for decades-old chairs – and replace it themselves.



8

Good design is thorough down to the last detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.

The 621 Table was designed by Dieter Rams in 1962. Over the years it became clear that the addition of adjustable feet would allow the table to be levelled on uneven floors. The feet were designed by Rams and added in 2014 when the table was fully reengineered.



9

Good design is environmentally-friendly

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.

At Vitsoe we believe there is too much emphasis put on the merits of recycling; reuse is our touchstone. Recycling is what must happen when you fail to reuse. Simplicity, flexibility and adaptability – and a determinedly long-term attitude – ensure that our products can be reused time and again. Which, coincidentally, means that Vitsoe costs you less than cheaper alternatives while virtually never being discarded or recycled.



10

Good design is as little design as possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

Welcome to Vitsoe

The ten principles are at vitsoe.com/gooddesign

Good service nourishes good design

Good design is meaningless without good service. And to receive good service you need to work with those who live and breathe their products daily.

Wherever you are in the world you only deal directly with Vitsoë. Our affable planners look after you to ensure that you receive expert advice on how to make the very best use of your furniture – now and in the future.

Moreover, direct contact with our customers ensures that every comment you make about our service and products is acted upon. Always.





606 Universal Shelving System

The 606 Universal Shelving System was designed by Dieter Rams for Vitsoe in 1960.

It is timeless; it moves with you when you move; and constant additions and improvements ensure that it always caters for today's needs.

You can buy one shelf or an entire library.

vitsoe.com/606



620 Chair Programme

The 620 Chair Programme was designed by Dieter Rams for Vitsoe in 1962.

Like its sibling, the 606 Universal Shelving System, 620 is a kit of parts that adapts to your changing life. Separate chairs can become a sofa – or vice versa – at any time in the future.

And because of this system thinking, 620 arrives in easily manageable boxes, however large the sofa you have ordered.

vitsoe.com/620



621 Table

The 621 Table was designed by Dieter Rams for Vitsoe in 1962.

Not only is 621 a partner to the 620 Chair Programme but it is also a series of large and small surfaces that can be used almost universally. The table is part of Rams's constant quest to elevate plastic, as he has said, "to be a noble and long-living material."

Working closely with Rams the table was fully reengineered in 2014.

vitsoe.com/621

Direct expert contact. Worldwide

At Vitsø we use technology, telephones and shops to bring us closer to you – wherever you are in the world.

Please contact our affable planners via:
vitsoe.com/contact

Photography

Vitsø, except
Regan/Grey (pp 16, 36, 38)

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