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Concept camera from Korea: Tribute to Dieter Rams

Lead

Although it might look like it's been penned by famous Braun designer Dieter Rams, this simple camera concept is actually the work of young graduate Kim Seongjin...

It's reminiscent of the products Rams sired for electrical manufacturer Braun in the 50s and 60s

Not only Sir Jonathan Ive (the Godfather of Apple design) worships the celebrated German designer. A fan can also be found in the form of Kim Seongjin, a recently graduated Korean product designer with a soft spot for the products Rams sired for electrical manufacturer Braun in the 50s and 60s. Their simple, functional appearance could be seen as a precursor to that adopted by Apple several decades later, and inspired by this, Seongjin has come up with this sleek digital camera.



Although the 'less is more' design would fit right in with products on the market today, the neo-retro piece remains a concept for now. But with many camera manufacturers now embracing the classic look, it might not be long before you see a Seongjin-designed camera on the market.

Gallery

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