

# CLASSIC DRIVER

## Artcurial to auction Dieter Rams' design classics

### Lead

With the simple everyday objects he created for the electronics brand Braun, Dieter Rams rewrote product design history – and provided inspiration for generations of talented designers. Artcurial will soon sell off some of his most iconic masterpieces in Paris...

### Less is more



The [art and design auction to be held by Artcurial in Paris on 21 September 2015](#) is simply entitled 'More', referencing the minimalistic design approach taken by [industrial designer Rams](#) during his stint at the electronics company that lasted from 1961 to 1995. Even modern-day Apple design chief Jonathan Ive admitted to being inspired by the Braun design classics. Design collectors have become increasingly fascinated by the rarest examples, and are willing to pay top prices when they appear on the market. Artcurial will now bring 13 such examples into the limelight once again – items set to be auctioned include a T1000 transistor radio, a T3 portable radio (clearly the inspiration behind early versions of the iPod), and an SK4 turntable whose design memorably earned it the nickname 'Snow White's Coffin'.

### Gallery

























**Source URL:** <https://www.classicdriver.com/en/article/design-furniture/artcurial-auction-dieter-rams-design-classics>  
© Classic Driver. All rights reserved.