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[‘Less, but better’ - vast Dieter Rams collection to go under hammer](#)

Lead

One of the most influential industrial designers of the 20th Century, Dieter Rams boasts a résumé that ranges from timeless furniture and audio equipment to hair dryers and cigarette lighters. Now, Wright will auction a comprehensive collection of his works in Chicago...

Omnipresent meets downright unusual



On 12 July, Wright will offer ‘The JF Chen Collection’, comprising over 130 works designed by Dieter Rams’ and his colleagues, each of which embodies his ‘less, but better’ principle. As Head of Design at Braun from 1961 to 1995, Rams designed everything from audio equipment to watches and calculators, and he always strived to ensure his works were innovative, useful, aesthetic, and long-lasting. Wright’s collection demonstrates this beautifully and ranges from culturally omnipresent men’s shavers to unusual and curious objects such as the Gerd Alfred Müller Multipress juicer and the Reinhold Weiss dashboard fans. Pre-sale estimates begin at just 75 US dollars, so if you’d like to bag yourself a timeless piece of design by arguably *the* designer of the 20th Century, head to the Windy City this July.

Photos: Wright

Gallery

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