

GCSE Design & Technology

Designing and making: looking at the work of designers

Braun

Braun began as a small engineering shop in Frankfurt, Germany, set up by Max Braun in 1921, which made its name manufacturing radios. The use of plastics contributed greatly to the firm's expansion and by 1940 it had more than 1000 employees.

In 1955, Dieter Rams joined its design team, which he led from 1961 to 1995. He once explained his design approach as 'Less, but better' and created ten principles of good design. His products were simple, unfussy and easy to use and during his time with Braun, the product range expanded to include razors followed by many common electrical household appliances.

From 1984-2005 Braun was a wholly owned subsidiary of the Gillette Company, which has now been acquired by Proctor & Gamble.

Braun products are characterised by their advanced technology and functionality, and their sleek, industrial design aesthetic.

