

Phaidon and Core77 Design Challenge: Good Design Is Long Lasting

To celebrate the release of *As Little Design As Possible: The Work of Dieter Rams*, Core77 and Phaidon are hosting a design contest inspired by Rams' work and design principles.

- 1.) Pick your favorite Dieter Rams design from our shortlist at <http://www.core77.com/Phaidon>
- 2.) Sketching guidelines: You must only use black fineliners and markers on the official entry form to ensure a quality reproduction.
- 3.) We'll add the best sketches to the Core77 Dieter Rams product timeline exhibition, on view from August 10–24, 2011, at the Phaidon flagship store in New York City.
- 4.) Submit your sketch to mail@core77.com with the subject "Good Design Is Long Lasting" by August 8 for inclusion in the exhibition!

Our favorite sketch will be awarded a copy of *As Little Design As Possible: The Work of Dieter Rams*.

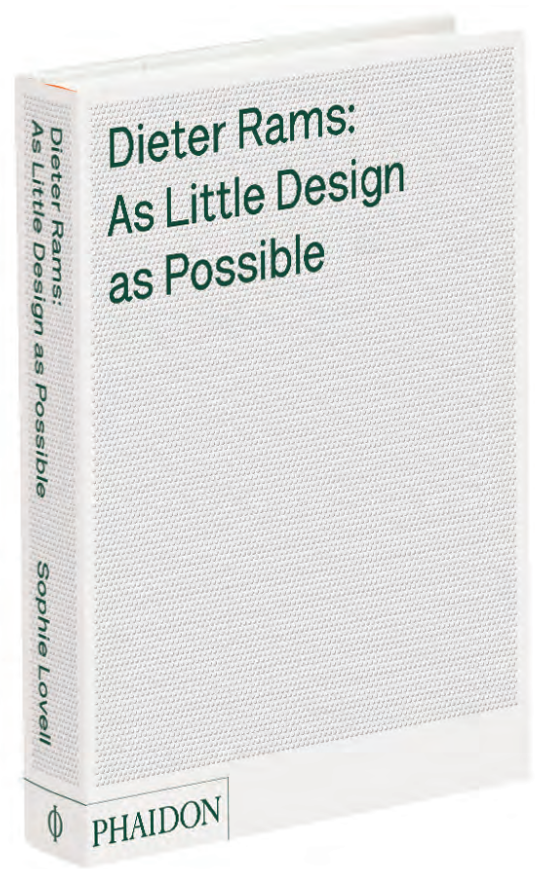
And if you're in New York City, join us for the exhibition launch and roundtable discussion!

Wednesday, August 10th, 2011
6:30PM Doors

Core77 presents a Roundtable Discussion with
Zoe Coombes (CMMNWLTH)
Michael DiTullo (frog)
Gary Hustwit (*Objectified*)

Phaidon | Store
83 Wooster St. (at Spring)
New York, NY 10012

core77
PHAIDON | **STORE**



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Official Entry Form

Name: _____ Product Name: _____
E-mail: _____ Product Year: _____

Submit your sketch to mail@core77.com with the subject "Good Design Is Long Lasting" by August 8!

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