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.

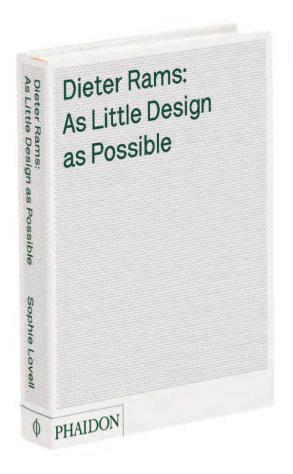
And if you're in New York City, join us for the exhibition launch and roundtable discussion!

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





Phaidon and Core77 Design Challenge: Good Design Is Long Lasting **Official Entry Form**

Name:	Product Name:
E-mail:	Product Year:
Submit your skatch to mail@coro 77 com with the subject "Good Design Is Lang Lasting" by August 91	

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



