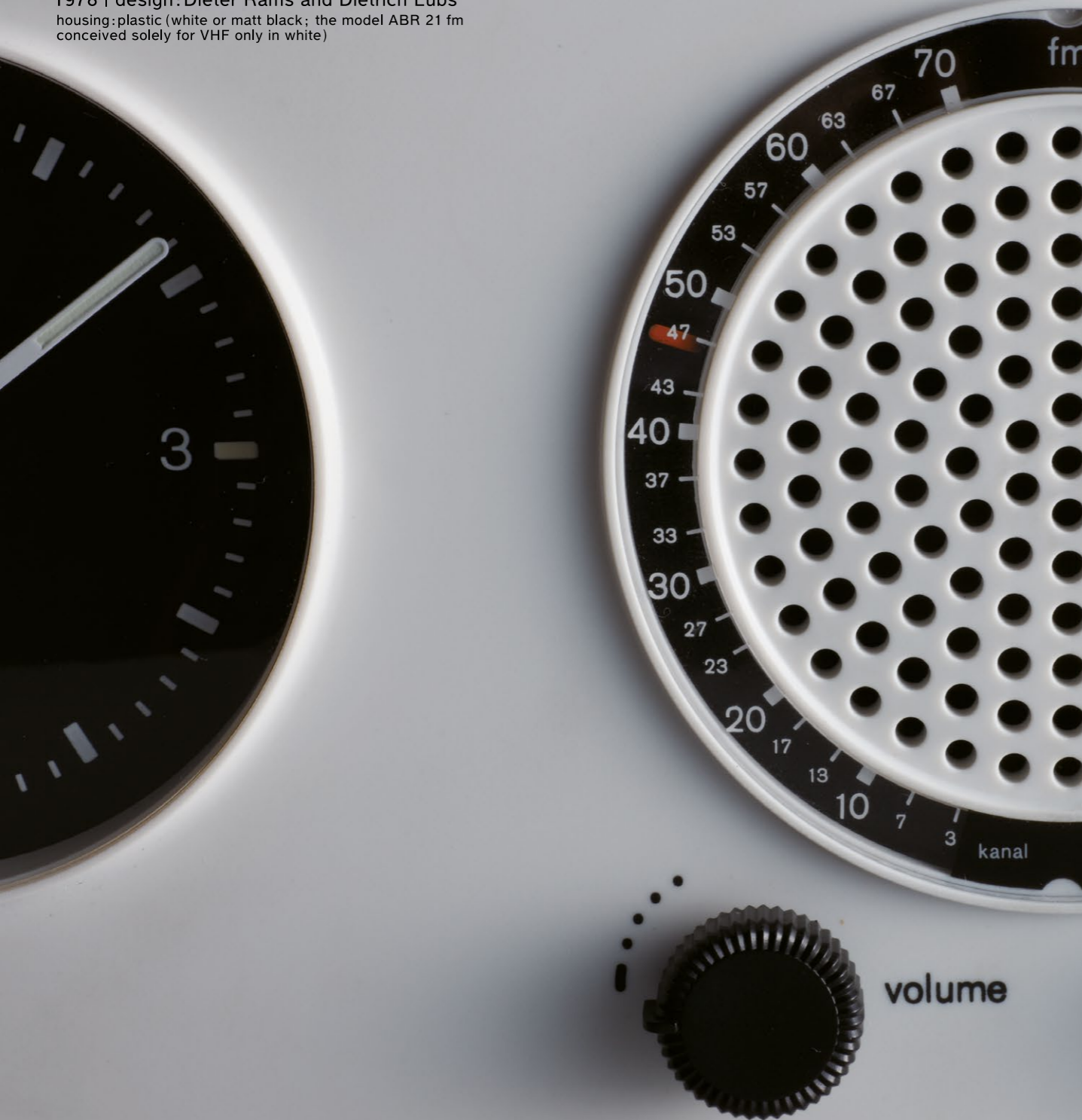


ABR 21 signal radio

radio clock
1978 | design:Dieter Rams and Dietrich Lubs
housing:plastic (white or matt black; the model ABR 21 fm
conceived solely for VHF only in white)



Being woken by the ring—whatever it may sound like—of your alarm clock is one thing, but being woken by the sound of your favourite radio station is quite a different experience. Since 1971 when Braun entered the waking business with its electric alarm clock phase 1 it was only logical to also incorporate the old core competence, radio. Dieter Rams and Dietrich Lubs were inspired in their design by the rocker switch of two connected circles developed in 1975 for the digital alarm clock 'functional'. Positioned on the top, the switch handles all the necessary functional settings. The form of this rocker switch is repeated in the two circles of clock and frequency display on the front. Thanks to an auratic product typography arising from the two circles the design creates coherence rather than humdrum harmony. Some people might feel inclined to read the sun and moon into these two circles of the alarm.

