

TOP TEN SIMPLE DESIGNS THAT CHANGED THE WORLD.



THE WAFFLE SOLE

Pouring rubber into a waffle iron in 1972 created an optimal traction sole and Nike changed the world from "sneakers" to "athletic shoes".



MODEL 302 PHONE

Celebrated designer Henry Dreyfuss came up with it in 1937, and the simple grace of The Western Electric Model 302 was in service for 20 years.

THE AIRSTREAM TRAILER

Incorporating aircraft construction to lessen wind resistance, the first 'airstream' trailer started the RV revolution in 1934.



GEODESIC DOME

Popularized by Buckminster Fuller, a pattern of self-bracing triangles created a strong, simple sphere and changed architecture forever.



LEGO

It freed imagination and changed the world of play. There are 362 billion pieces in the world. That's 67 for every person.



TUPPERWARE

In 1945, Du Pont chemist Earl Tupper used newly-invented Polyethylene to transform everyday domestic convenience.



HELVETICA TYPE

Designed in 1960, it's been called the "Typeface of the 20th Century" and has shaped our modern visual landscape.



TULIP CHAIR

Architect Eero Saarinen reduced the chair to its simplest and most effective structural solution in 1956 and revolutionized furniture design.

VOLKSWAGEN BEETLE

Ferdinand Porsche designed it in 1938 and its remarkable simplicity made it one of the 4 most influential cars of the twentieth century.



PEACE SYMBOL

It's the 50th anniversary of this simple line drawing that became the most powerful political and pop culture symbol ever.



ANTIBODY
S I M P L I F Y

7th in series