

LESS IS MORE CLUB

Dear Friends,

“Less is more” means that simplicity, precision, and the essential can often create a stronger impact than excess or complexity.

This powerful aphorism is most often associated with Ludwig Mies van der Rohe, one of the leading figures of modern architecture.

His minimalist vision made clarity, balance, and economy of means a source of elegance and strength.



Ludwig Mies van der Rohe
(1886–1969)

Origin and history

The expression was first used by the poet Robert Browning in his 1855 poem *Andrea del Sarto*, where it suggested that beauty and effectiveness may emerge from restraint rather than ornament. Mies van der Rohe later transformed this idea into a universal principle of modern design.

What does “Less is more” mean ?

Deep down, “Less is more” embodies the idea that simplicity leads to clarity and, ultimately, to a deeper form of beauty.

It is not minimalism for its own sake, but the deliberate removal of what is unnecessary in order to reveal what is essential.



Barcelona Pavilion, 1929 — clarity, proportion, and elegance through economy of means

The Barcelona Pavilion and the Barcelona Chair illustrate how precision in form, space, and materials can achieve a powerful emotional and intellectual impact without excess.



Interior detail of the Barcelona Pavilion: space, reflection, and restraint.



Barcelona Chair: iconic simplicity serving function and presence.

They show that restraint, when guided by intelligence and intention, can become a form of excellence.

From design philosophy to medical strategy

In a world that often values accumulation and complexity, the timeless wisdom of “Less is more” reminds us that the deepest impact may come from doing less, but doing it with intention, scientific rigor, and care.

This concept is deeply aligned with the scientific, analytical, and programmatic approach of IVIS. Based on a powerful and innovative global functional analysis, IVIS aims to deliver a highly precise, individualized, and minimalist therapeutic strategy.

In medicine, as in architecture, the objective is not to do less for the sake of doing less, but to do exactly what is needed.

This approach allows us to maximize patient benefit while minimizing risk, tissue impact, biological burden, and unnecessary intervention.

**Less is not about doing less for our patients;
it is about doing better — with precision, purpose, and respect for biology.**

Let us share this vision and continue, through collaborative scientific work, to improve our patients' quality of life.

Best regards, from the person who proposed the name of the club

Pr Frédéric Chiambaretta
CHU Clermont-Ferrand
Frédéric CHIAMBARETTA