



**ADVANCED CREATIVE
ENQUIRY**

2004880
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PRODUCT AND FURNITURE DESIGN



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DESIGN PROCESS

WOOP by Fuchs & Habicht

WISH-OUTCOME-OBSTACLE-PLAN

1. WHAT DO I WISH FOR AND WHAT ARE MY NEEDS?

My plan is to learn new things and grow as a designer, by trying new things and getting out of my comfort zone. That way I can know what I truly enjoy designing.

As for this project, I am doing a set of furniture.

2. WHAT SHOULD THE RESULT LOOK LIKE?

A set of furniture inspired on the three art movements that appeal to me the most as a furniture designer.

3. WHAT OBSTACLES AWAIT ME?

Designing bold and colourful furniture that people would want to have at their house, so that they are not too striking or gaudy.

Plus, designing them with a timeless appeal so people don't get tired of them and keep them for longer, despite all the changing trends.

4. LET'S CREATE AN ACTION PLAN

I want to try and combine some of the art movements' main characteristics with some of the Scandinavian characteristics.

Art History Timeline

1908

Cubism

1910

Abstract art

1905

Expressionism

1916

DADAISM



1919

BAUHAUS



1958

POP-ART





RAOUL HAUSMANN

PRÄSIDENT DER BUNDE-
DER BUNDE UND DER KLEINEN ERDE (INNENFLÄ-
KADENHOF DADAHAUOL, DIRECTOR DES CIRKUS)



849 N-VENUS THEODORE CARLSON PENCIL CO. NEW YORK

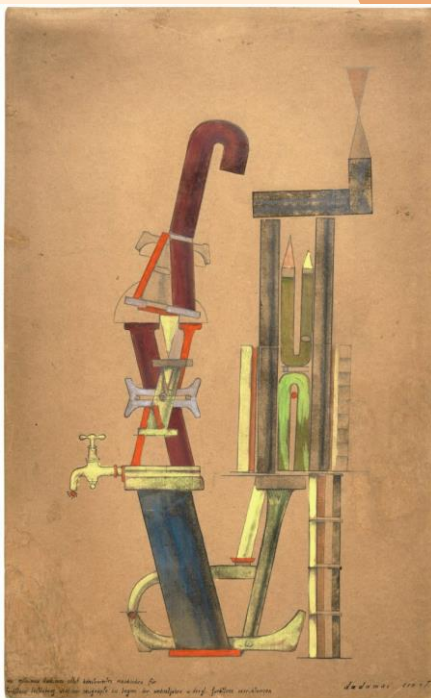
DADAISM

1916

Dadaism is aimed at portraying and protesting against the absurd/odd nature of the modern world, and they do this by combining varying degrees of absurdities.

Can be expressed in any form: writing, sculpture, painting, music, dance, and design.

Its influence can also be traced through Surrealism, Minimalism, Pop-art and Fluxus.



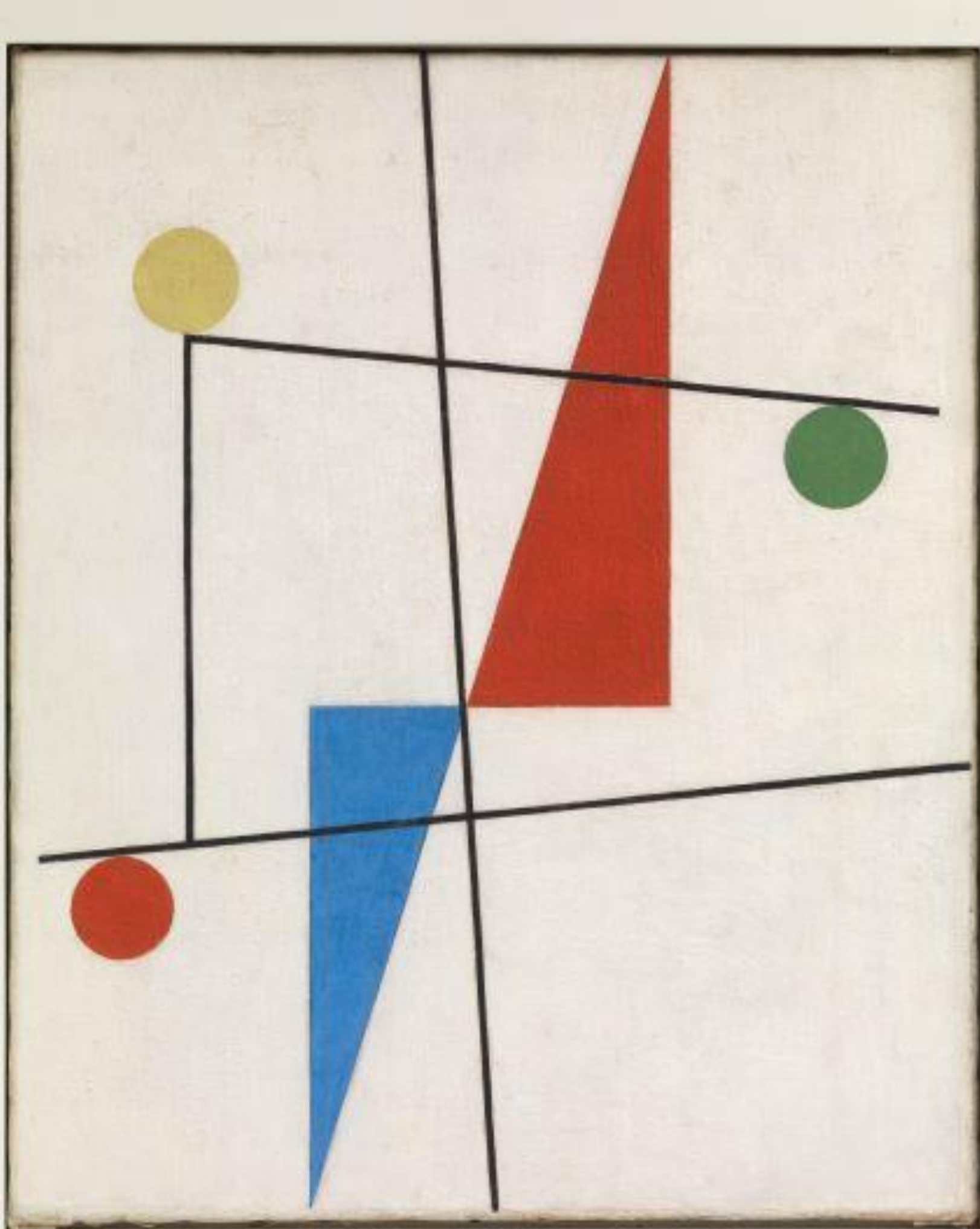
- « View that art can only be relevant if it is spontaneous
- « Known for their frequent use of already available objects
- « Aims to create a relationship between art and daily activities
- « Taeuber worked with visual language based on geometrical shapes
- « Purpose was to raise curiosity and uncomfortable questions

- « Designing with any combination of things together
- « Not defined by a particular style or aesthetic
- « Furniture pieces that invoke curiosity or wonder
- « Spur-of-the-moment curiosity
- « Spontaneous
- « Abstraction
- « Boldness

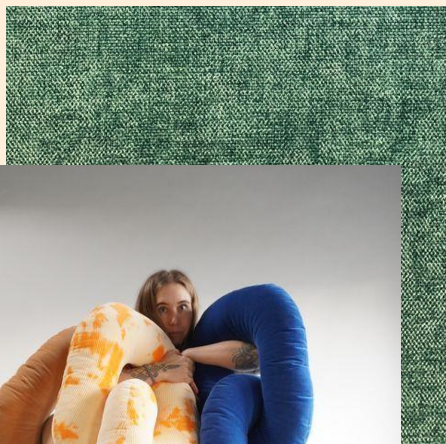
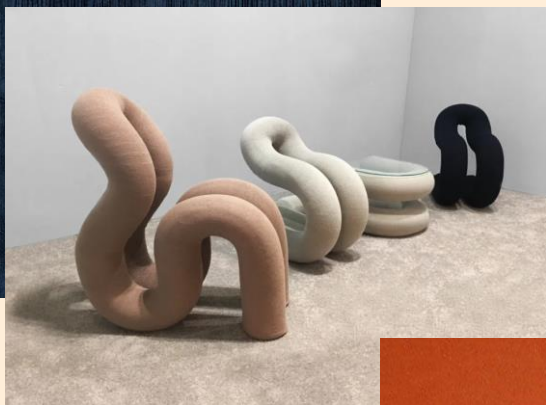












My focus points

- « Designed with any combination of things together.
- « Components put together as a Collage
- « Not a one piece
- « Spontaneous
- « Abstract
- « Invokes curiosity or wonder
- « Bold + novel + unusual
- « Textured materials
- « Round edges

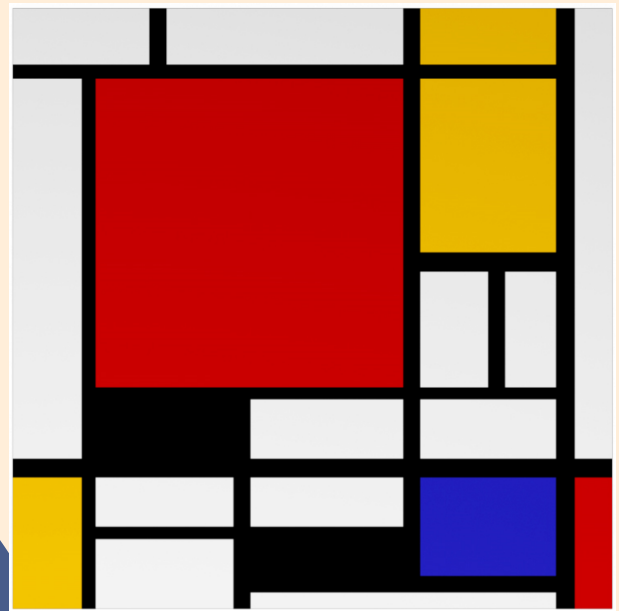
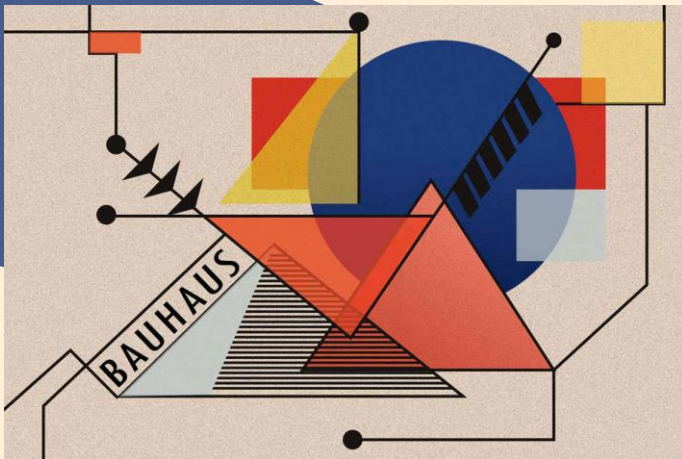


BAUHAUS

1919

The Bauhaus was founded in response to concerns about the vapidness of contemporary production and the loss of social importance of art. The Bauhaus artists vision was to unite the divisions between the fine arts and the utilitarian craft by designing practical things with the essence of works of art.

Various forms of artistic practice: painting, sculpture, architecture and design



- « Minimalism: linear/ geometrical shapes
- « Aesthetic rhythm governed by horizontal, vertical and diagonal lines
- « Keler outlined his feelings about colour and its psychological effect on humans
- « 3 primary visual selections: red, blue and yellow forms
- « Utilitarian design + aesthetic enjoyment
- « Fragile transparent geometric figures
- « True materials: does not hide brutal/rough materials

- « Components placed with a simplicity that made its structure and function clearly apparent
- « Designed to be functional above all other qualities
- « Form follows function: simple + elegant geometric shapes based on intended function/purpose of an object
- « Stripped down to their basic qualities- Table tops/legs were reduced to geometric forms
- « Simple designs to produce them more effectively





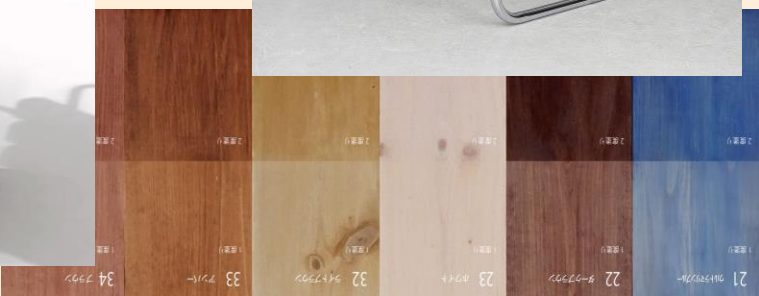
Marcel Breuer- Wassily Chair

Sleek fusion of curved, overlaying stainless tubes + tight rectangular textile panels

Took traditional form of overstuffed club chair and simplified it down till it was just the outline

"most severe piece, least artistic, most rational, least cosy and most mechanist"





My focus points

- « Simplicity- that way its structure and function are clearly apparent- “less is more”
- « Functional above all other qualities
- « Minimalism- no additional ornamenting
- « Simple + elegant geometric shapes
- « Stripped down to their basic qualities
- « Use of steel/glass/plywood/plastic
- « Lightweight
- « True materials- not hide brutal/rough materials
- « Primary colour gradations
- « Meshwork of linear and curved lines

SWEET
DREAMS,
BABY!

POW!!



POP-ART

1958

Pop art was an art movement which emerged in 1950s in Britain and the United States as a reaction to abstract expressionism. The main emphasis was done on constant changes, diversity, fun, rebel spirit, short-life disposable objects and mass consumption.

'Pop Art' is described as a new form of art characterized by the imagery of consumerism, new media, and mass reproduction. Through bold, simple, everyday imagery, and vibrant block colors.



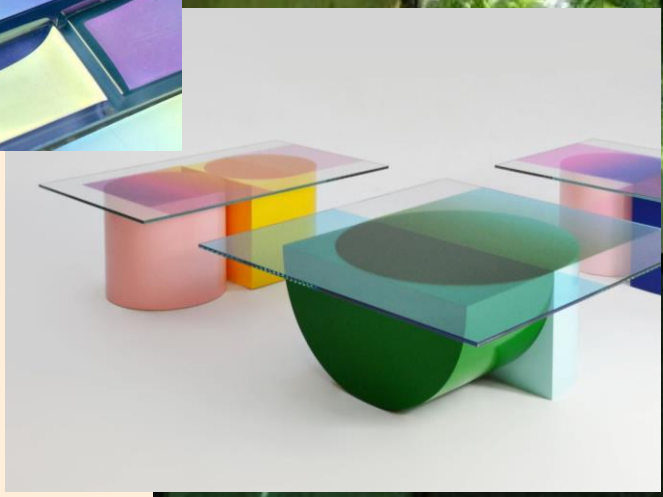
- « Humorous + provocative
- « Vibrant + youthful- creates Dynamic vibes
- « Colour scheme: bright and clashing
- « Optical illusions in artwork/furniture
- « Uses repetition
- « Colour black is a must

- « Bold and extravagant artwork
- « Glossy man-made finishes
- « Like lacquered furniture and plastic chairs
- « Exciting geometric patterns
- « Common household objects, consumer products and images from popular media









My focus points

- « Vibrant + youthful
- « Exciting geometric shapes
- « Boldness
- « Glossy finishes
- « Colour scheme- bright and clashing
- « Colour black is a must

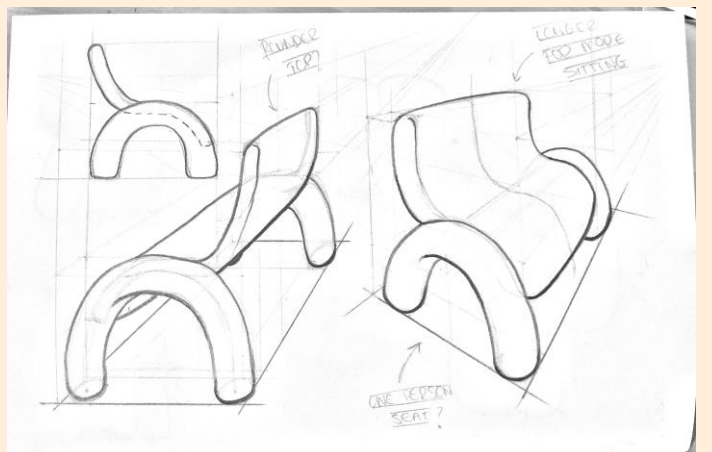
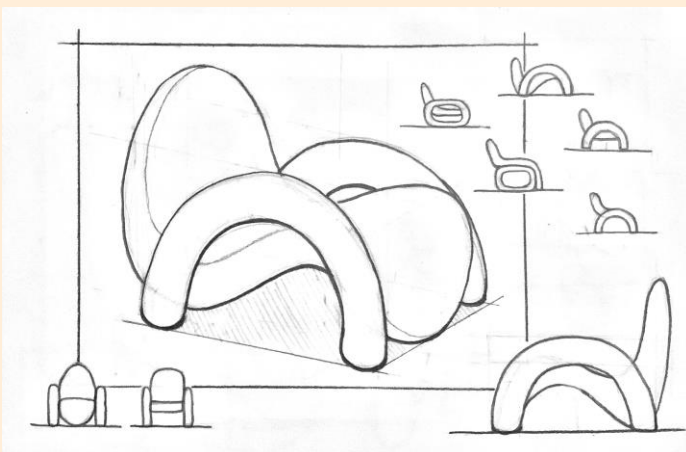
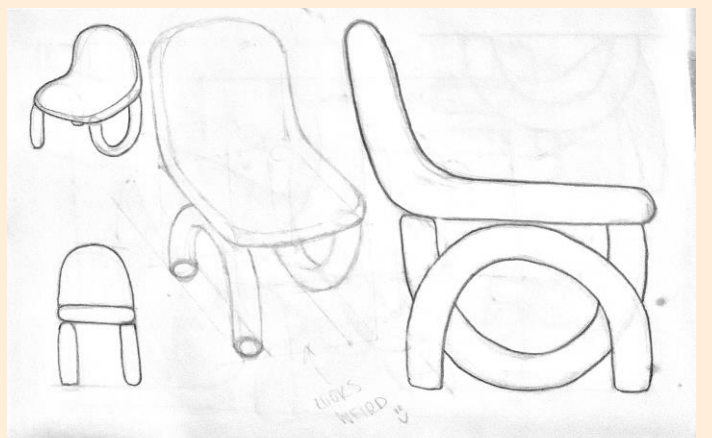
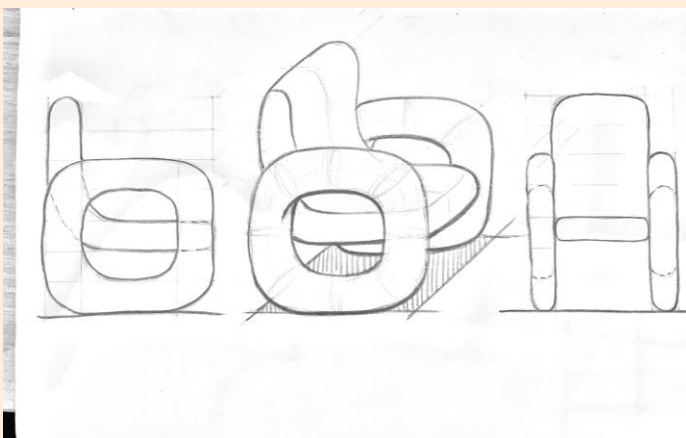
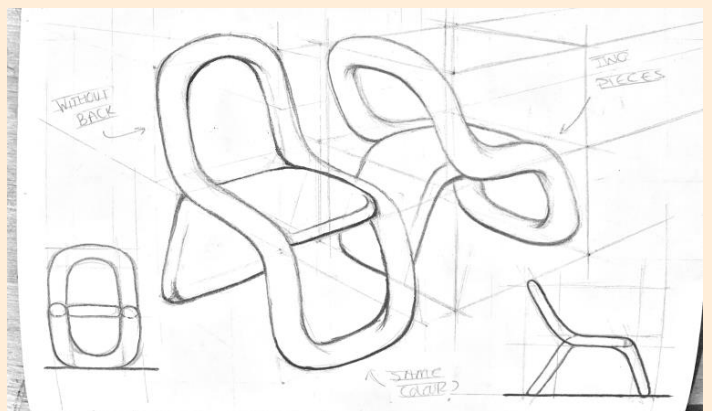
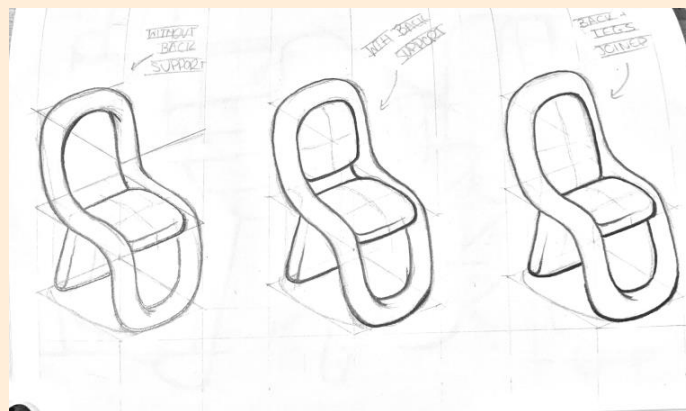
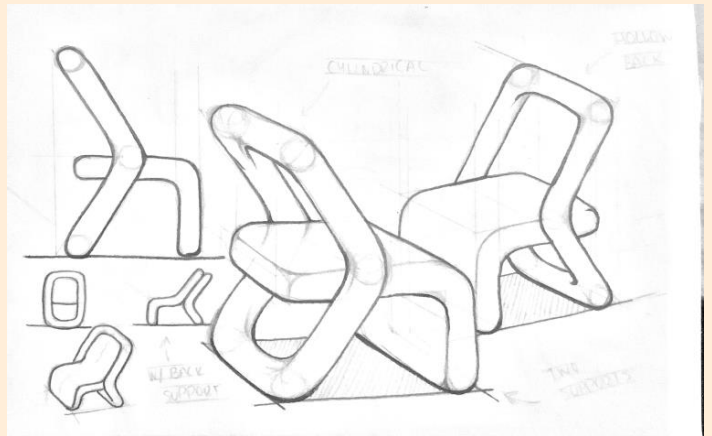
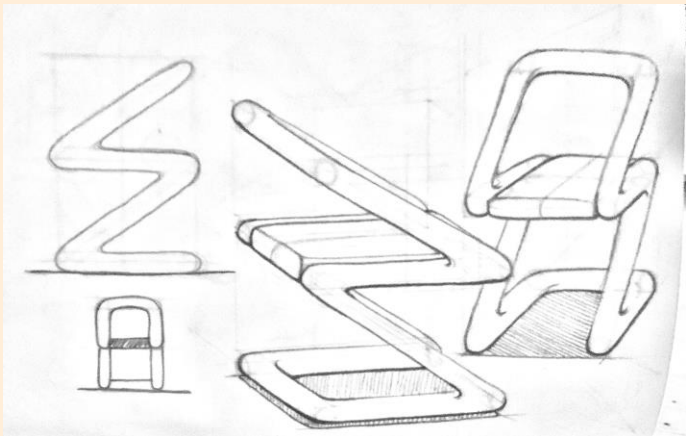
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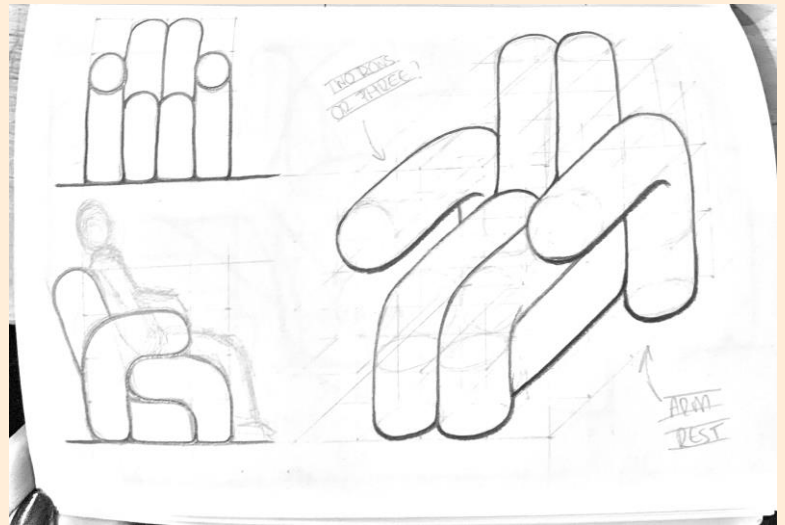
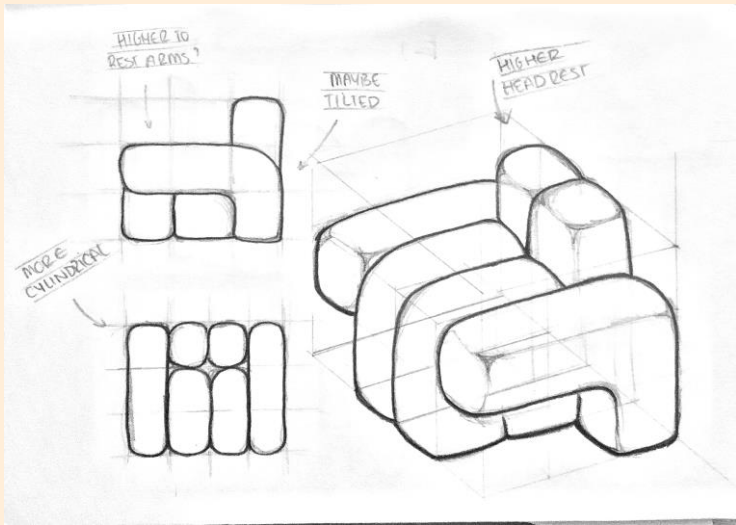
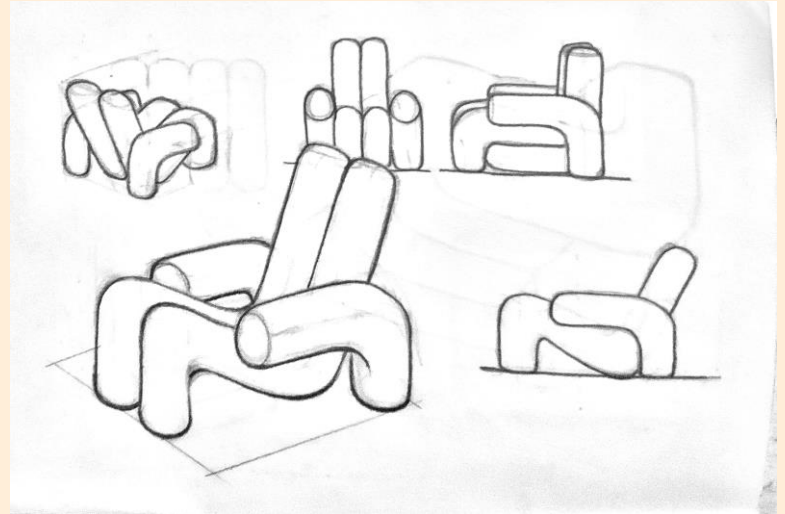
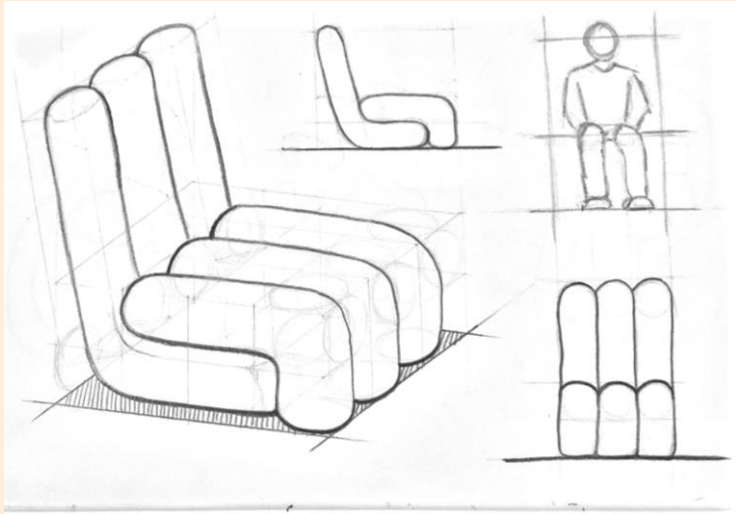


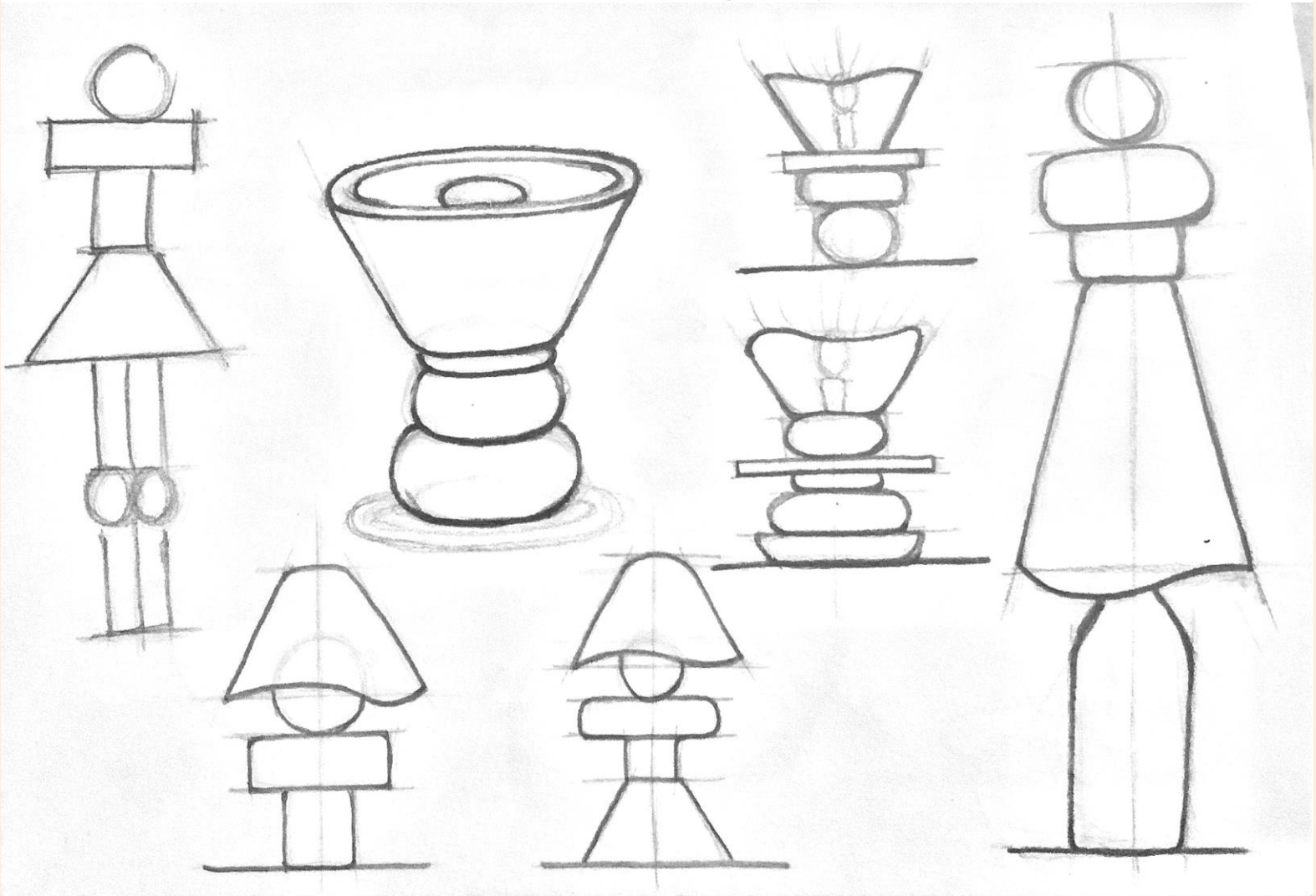
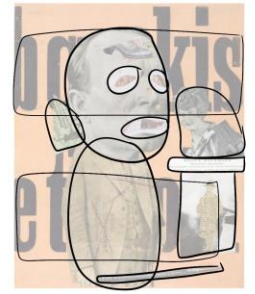
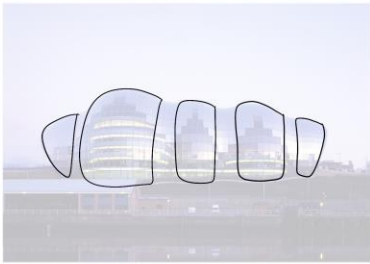
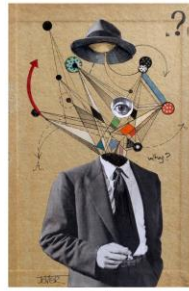
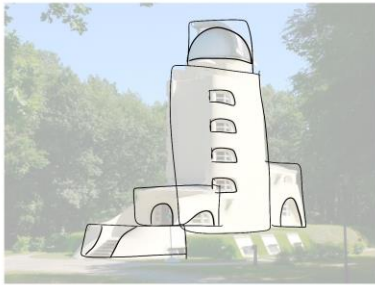
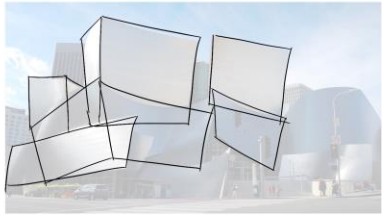
NAVIAN DESIGN

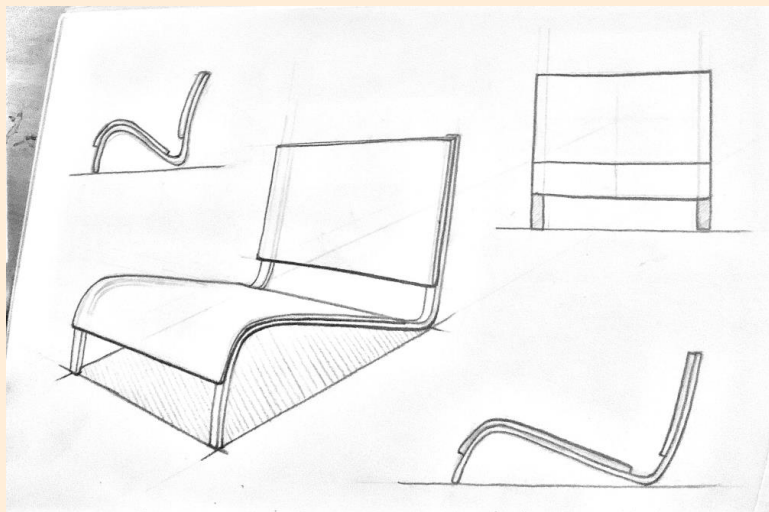
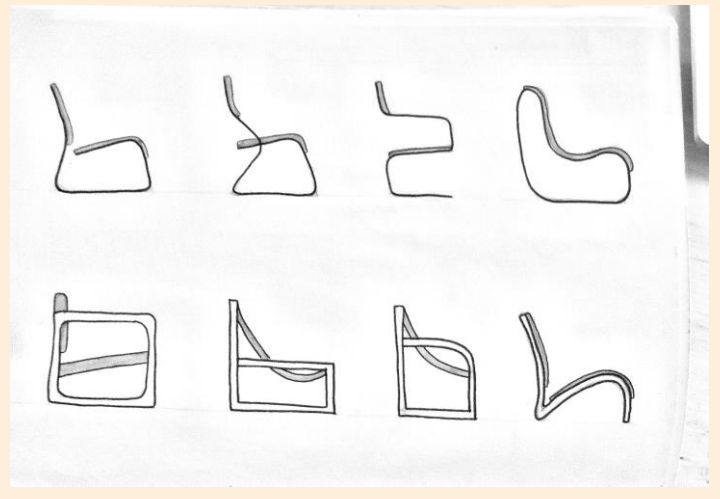
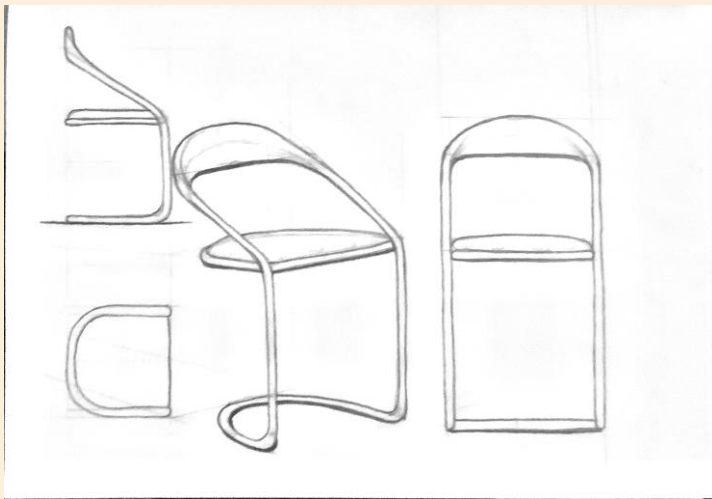
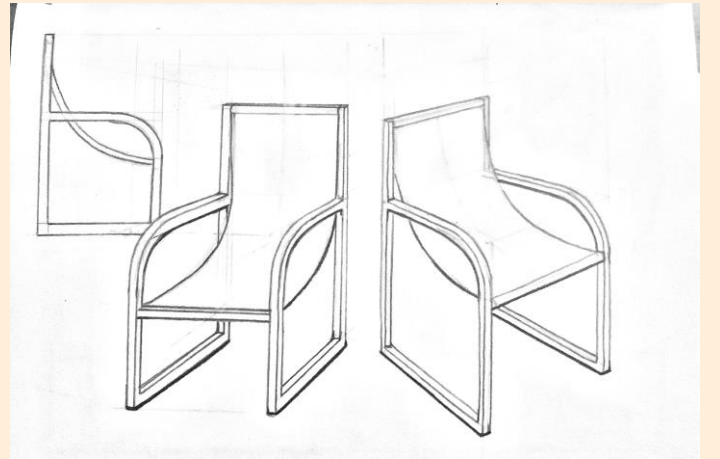
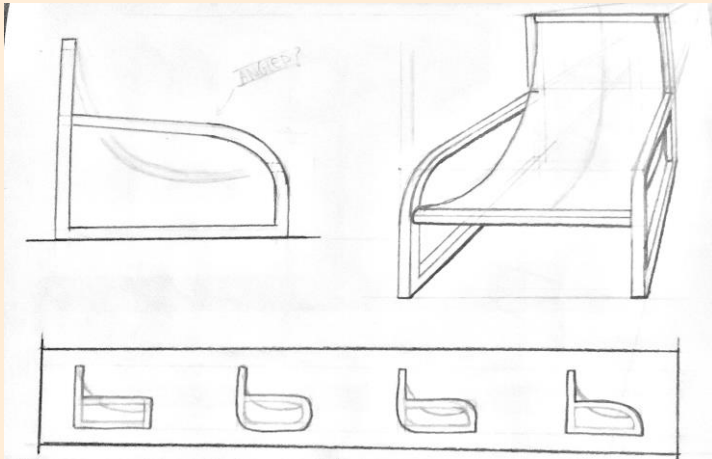
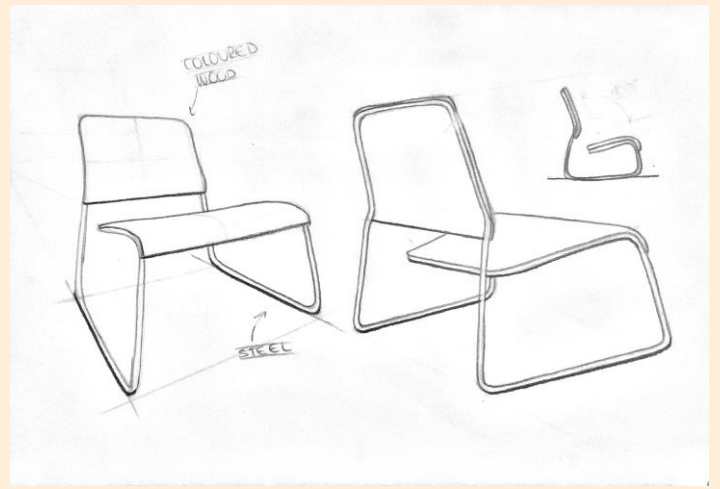
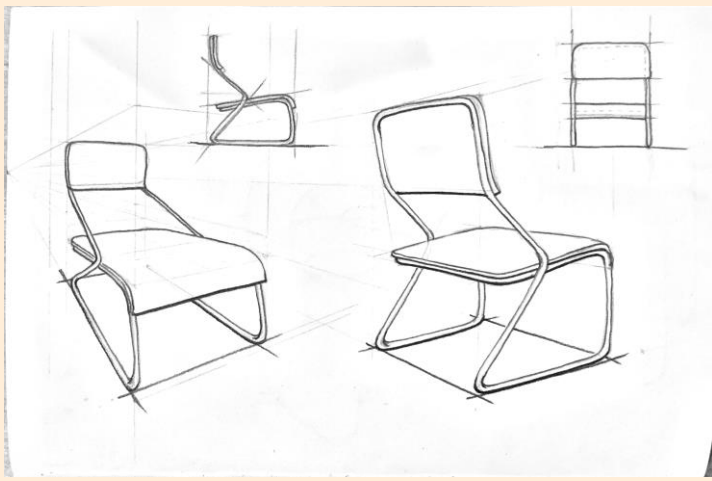
- « Functionality
- « Simplicity
- « Craftsmanship
- « Minimalist aesthetic
- « Design that follows function
- « Light/neutral colours
- « Muted/dark hues
- « Wood
- « Multifunctional/flexible designs
- « Plush sofas + tactile fabrics
- « Natural textiles
- « Steel/brass/copper accents

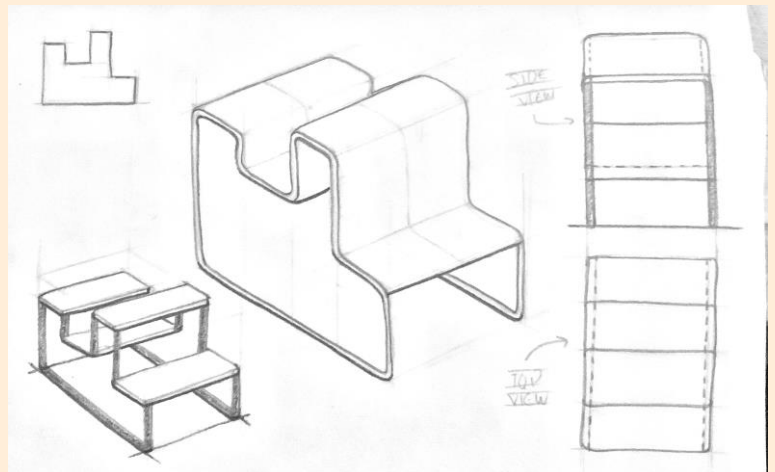
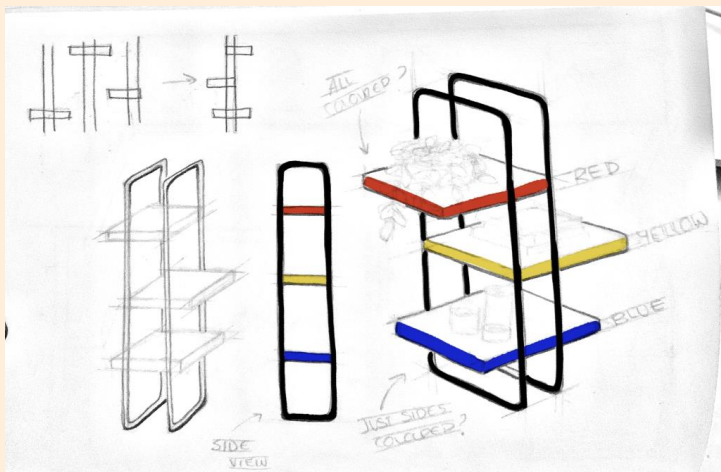
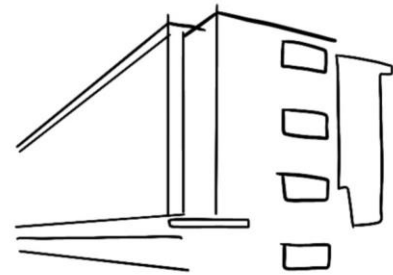
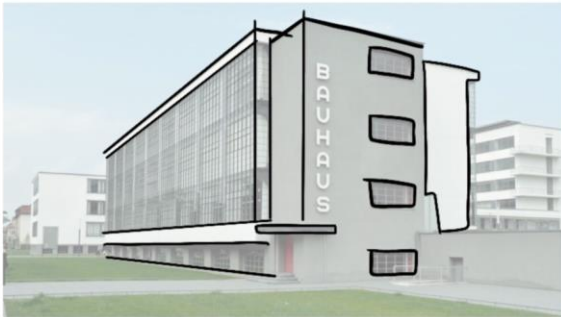
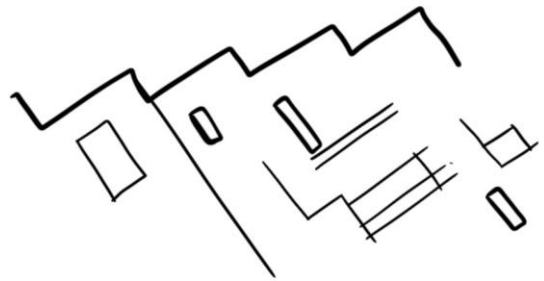
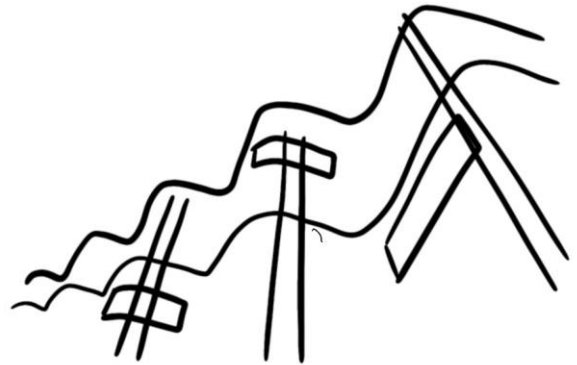
SKETCHES

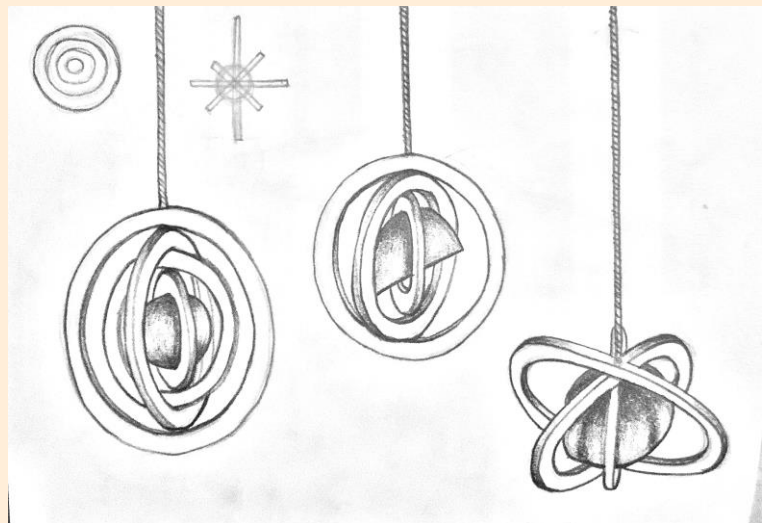
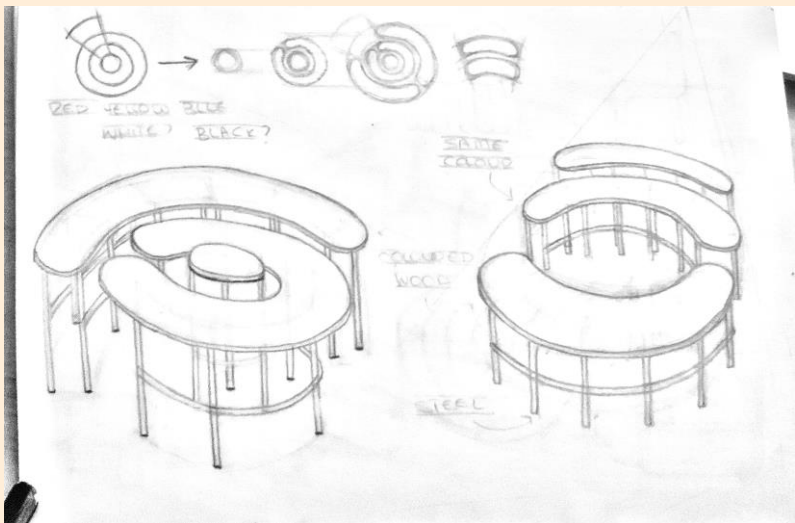
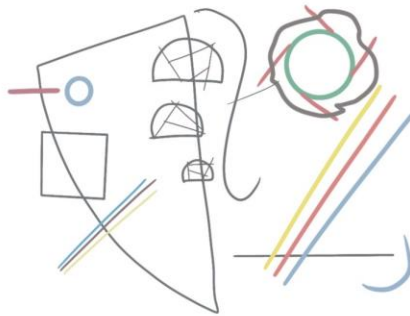
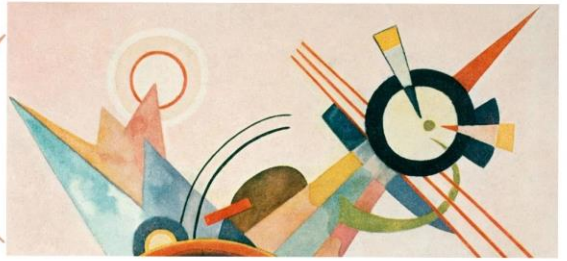


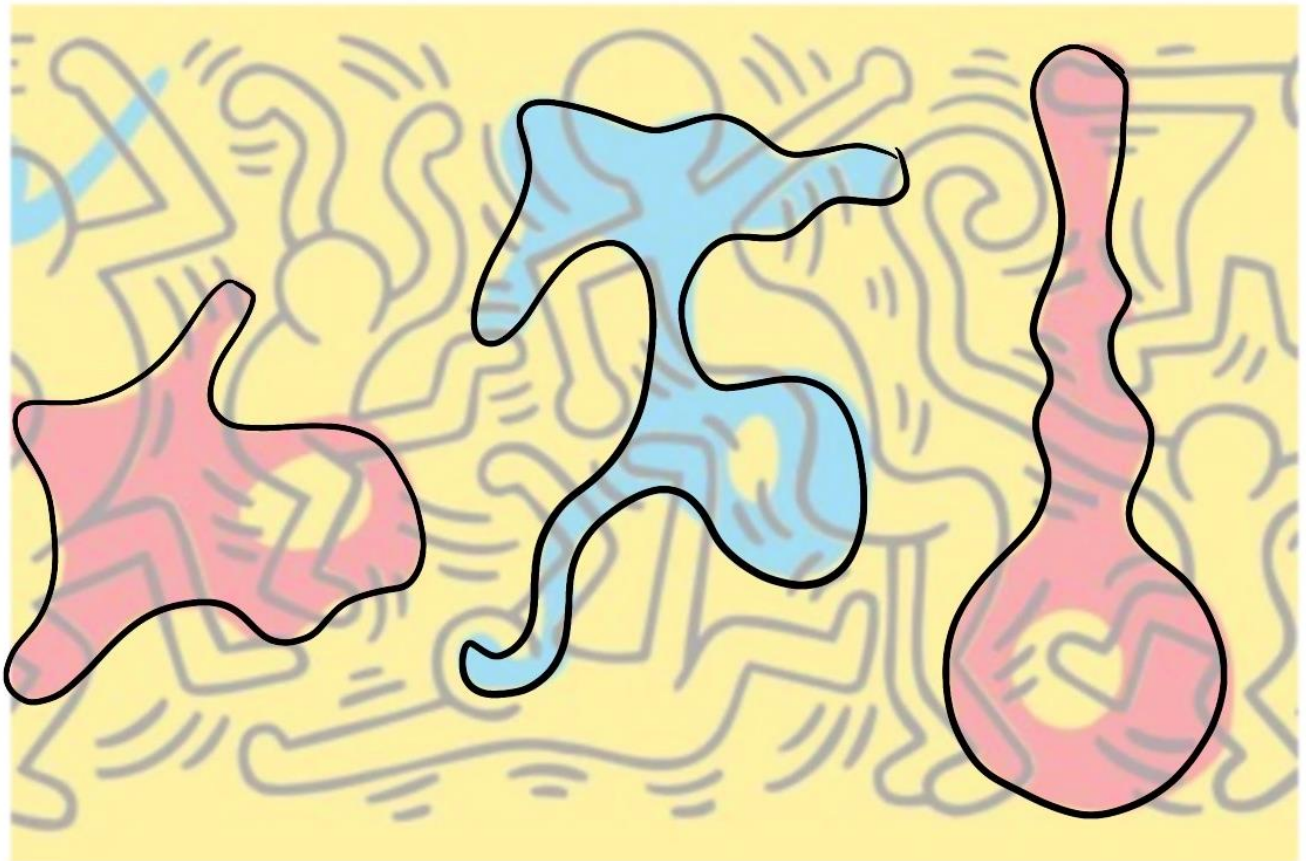


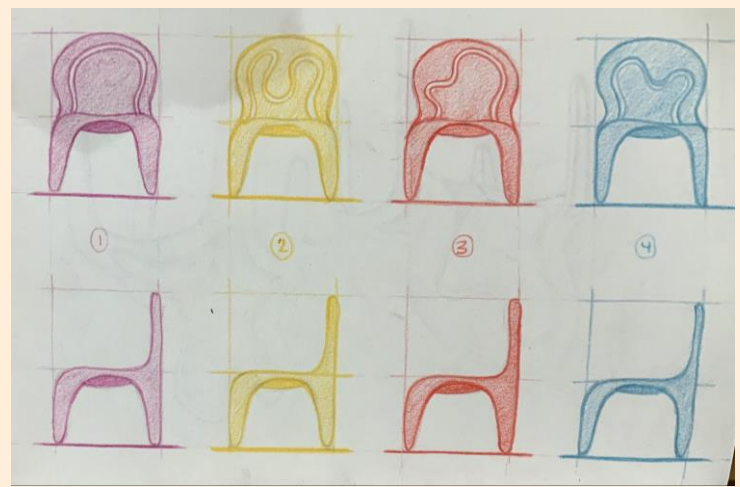
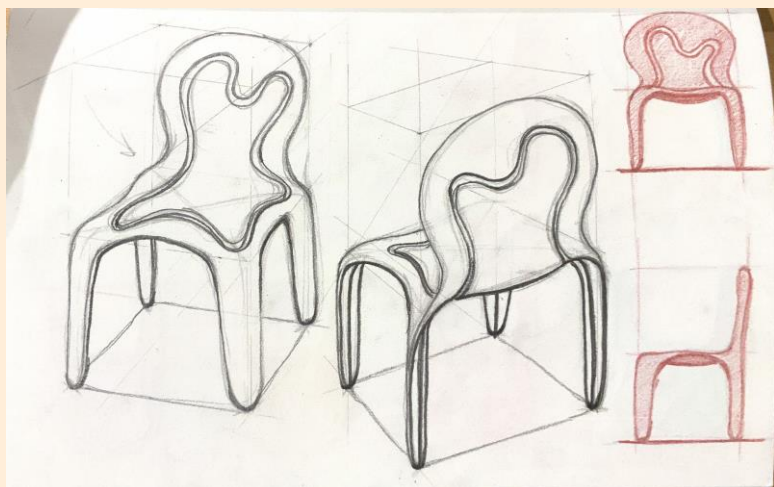
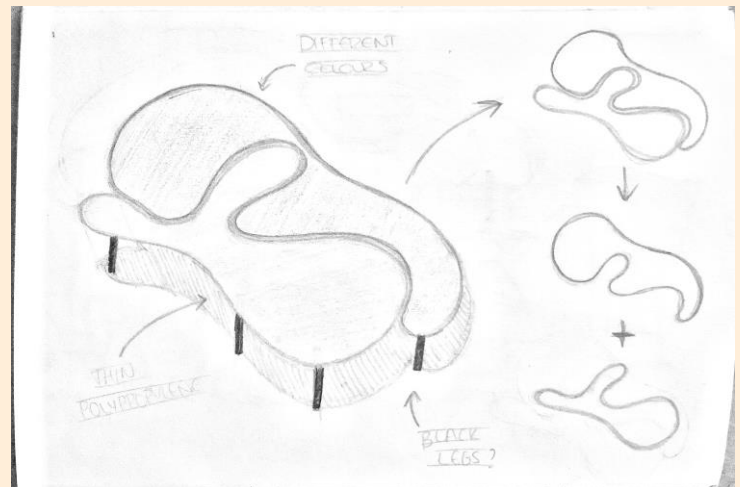
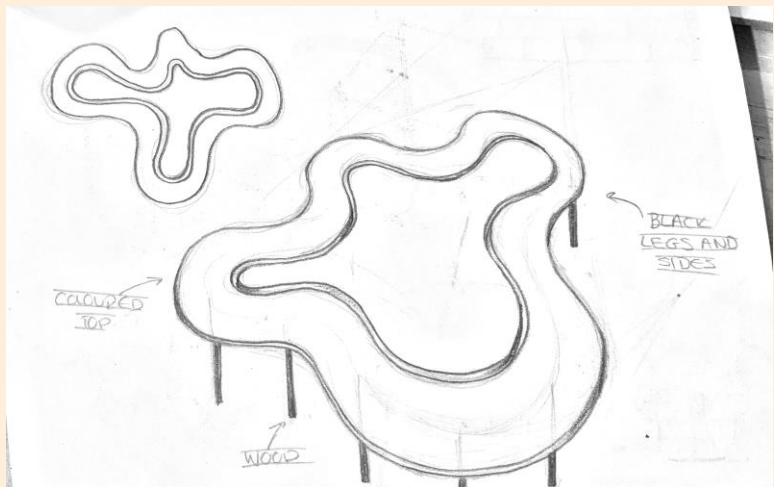
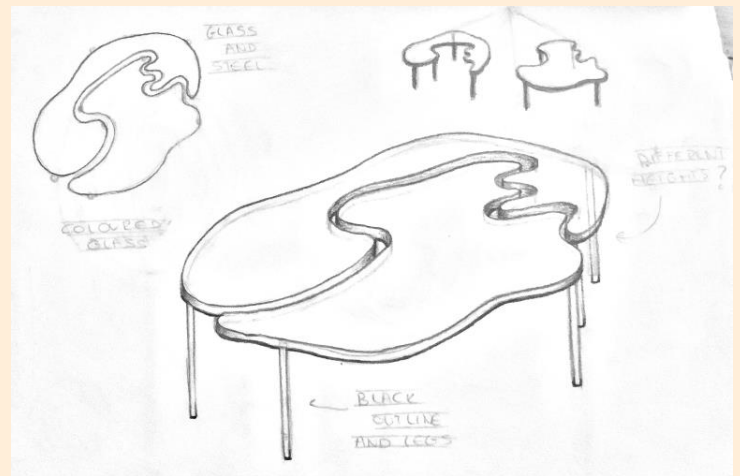
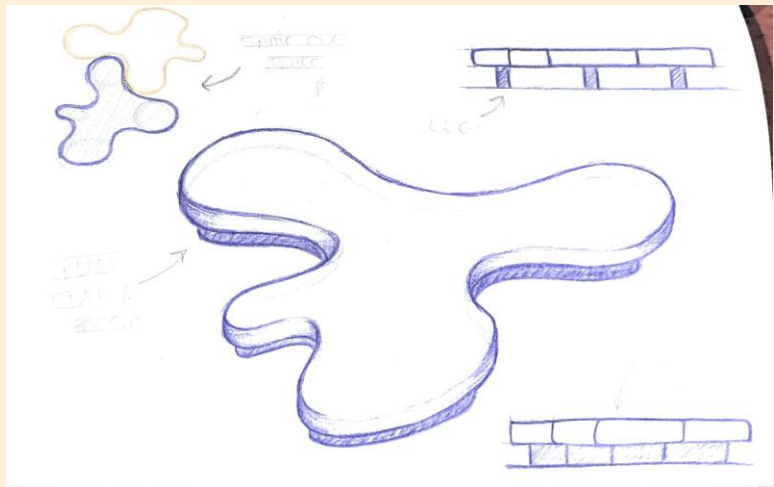










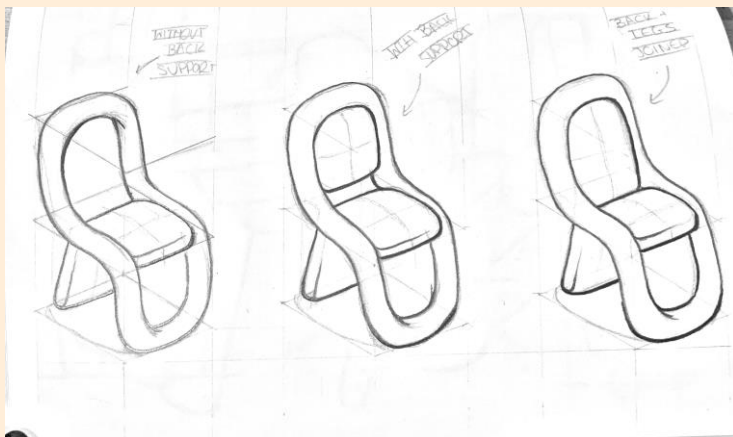
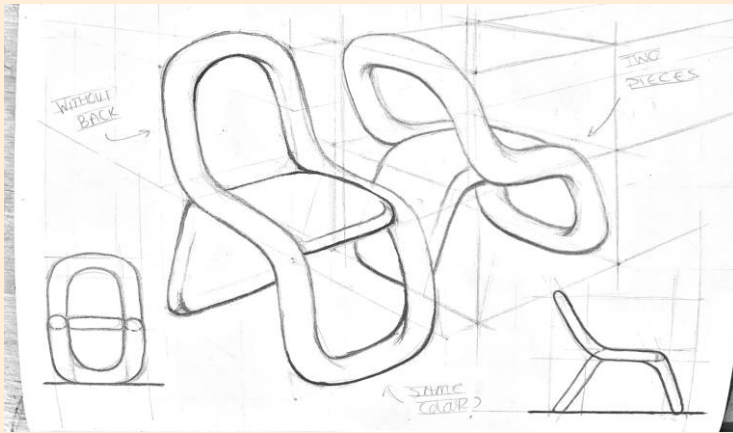
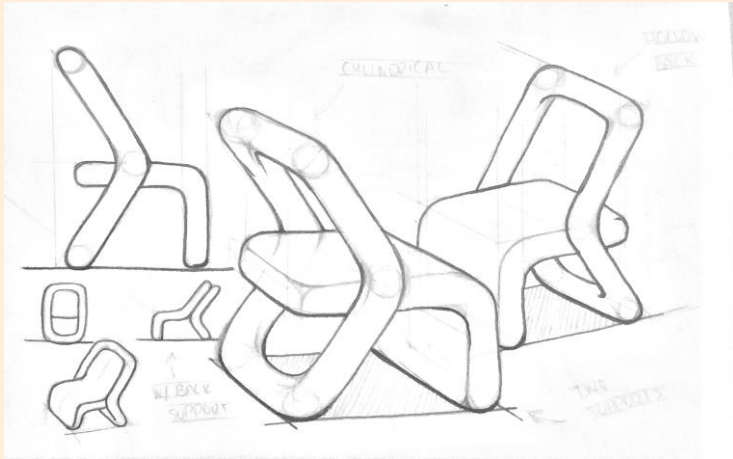


DADAISM

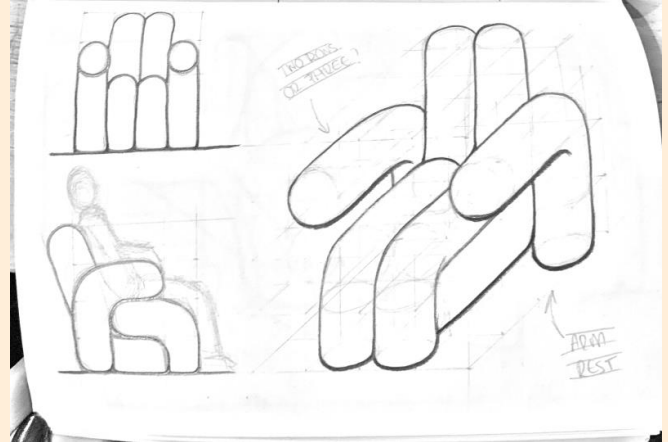
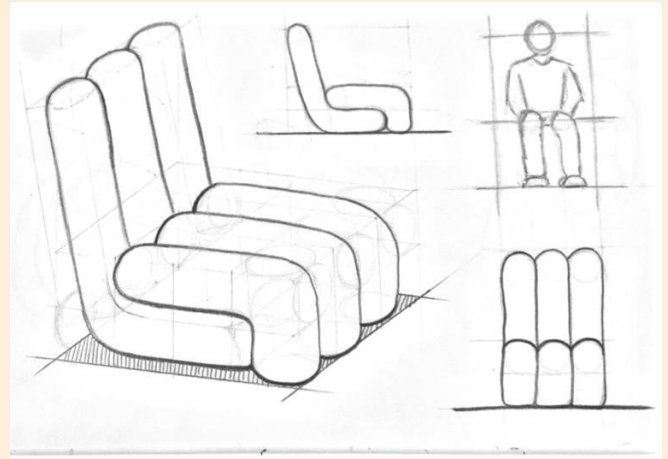
Focused on:

- « Components put together as a collage
- « Not a one-piece
- « Abstract
- « Invokes curiosity or wonder
- « Upholstery & Textured materials
- « Round edges
- « Soft feeling
- « Monochromatic

Concept 1



Concept 2



UPHOLSTERY





COMPONENTS REQUIRED:

- Frame
- Webbing & Springs
- Padding- Foam
- Covers
- Stitching, Seaming & corner details



WEBBING & SPRINGS

Springs or webbing are attached to the frame to give the seat the desired elasticity.

FRAME

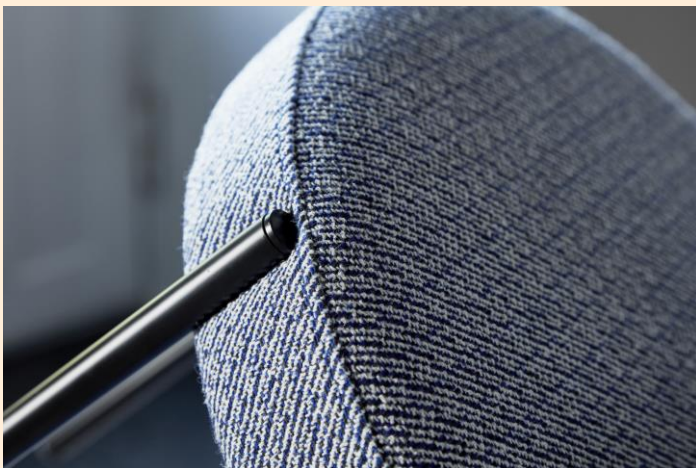
The frame gives structural support and determines the basic shape of any piece of upholstered furniture. Quality frames are generally made of solid wood, but plywood, engineered wood products, and various polymers and metals are also used.

PADDING-FOAM

Layers of padding are added to the springs or webbing to complete the deck (the area under the seat cushions). The cushions are normally wrapped or capped (“crowned”) with polyester, low-density foam or other soft material for added surface plushness, which should give the cushion a softly rounded look.

COVERS

The outer component of your upholstery. Options for the colour, pattern and texture of your covers are unlimited, but they fall into two basic categories: natural and synthetic. Natural components include cotton, linen, silk, wool and, of course, leather – while synthetics include acetate, acrylic, nylon, rayon and polypropylene.



STITCHING/SEAMING/ CORNER DETAILS

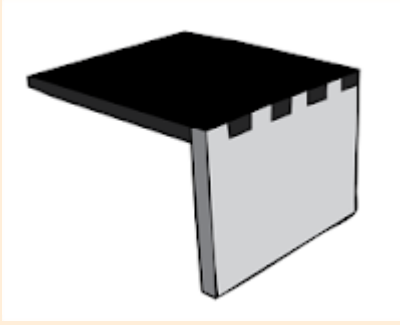
We have various forms of upholstery detailing, which include stitching, seaming and corner details.

FRAME

You want to make sure your frame isn't going to warp or crack, which is why you should really only consider buying sofas made with kiln-dried hardwood or engineered hardwood. That said, engineered hardwood is a broad category of materials, which means it's harder to determine quality. You want to avoid any engineered woods that are listed as medium-density fiberboard (MDF), particle board, or inexpensive standard plywood. The best engineered hardwood is made by pressing at least seven layers of solid wood together to create a material that is exceptionally strong.

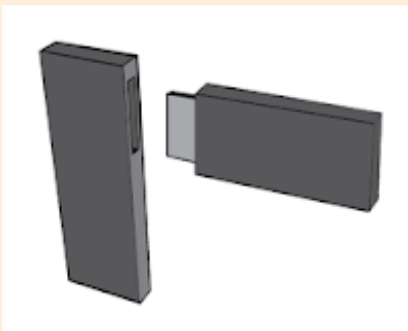
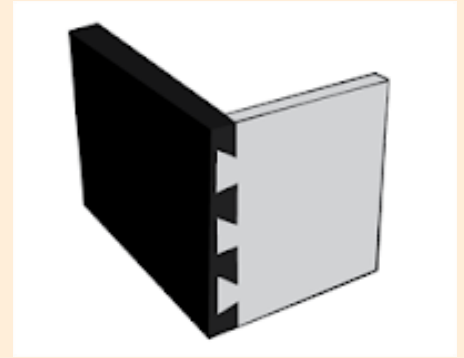


Furniture is made by joining pieces of wood together, so it's the sturdiness of the joints that can ultimately lead to furniture getting wobbly. There are many other ways of joining furniture, some good and some not-so-good.



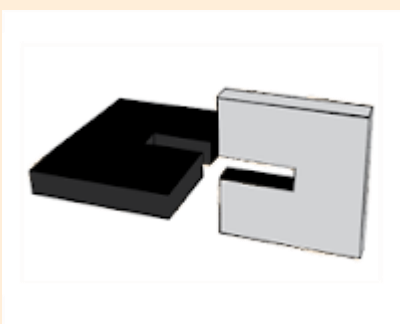
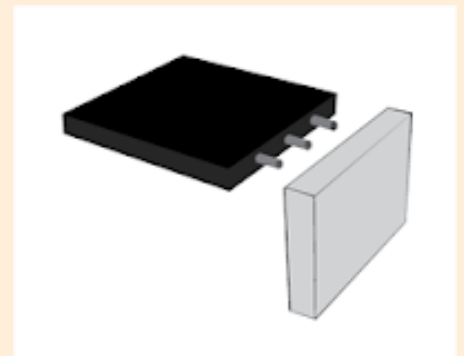
The box joint: also called a finger joint or comb joint, is made by cutting a set of complementary rectangular cuts in two pieces of wood, which are then glued.

The dovetail: one of the strongest and most complex joinery techniques because of how the side piece prevents the front piece from ever being pulled due to its trapezoidal shape away and because the greater number of contact points also allows for a more glueing surface.



Mortise & Tenon: The strongest method, this is used when two pieces of wood meet at a 90-degree angle. One piece of wood has a hole and the other is cut to fit precisely into that hole.

Dowel joint: small, wooden cylinders get inserted into small round holes drilled into two pieces of wood to hold them together. Not as sturdy as a Mortise & Tenon and is more likely to loosen over time.

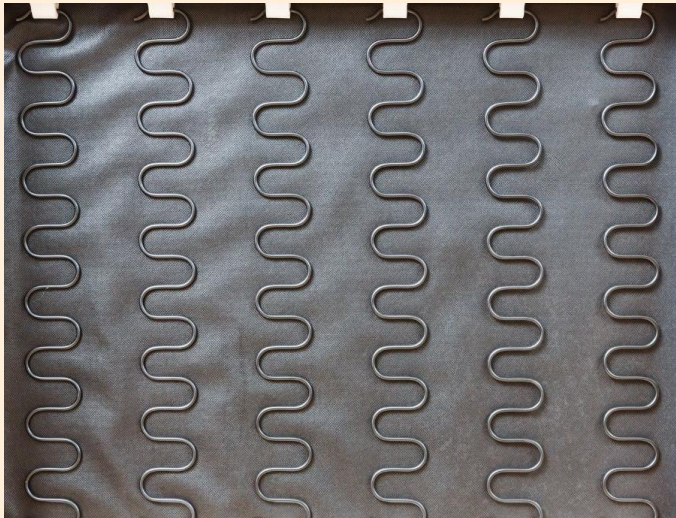


A half-lap joint: is merely the process of joining two pieces of wood together by removing half of the width from each board so that they completely overlap each other when joined. They are quick and easy to make and provide reasonable strength through good long grain to long grain gluing surface

SUSPENSION TYPES

SPRINGS

- Tend to be used in high-end furniture as it drives up the price.
- They have a little bounce when you sit down- which makes you feel more uncomfortable
- Can squeak
- Sinuous springs: middle of the price range
- Eight-way hand-tied springs; most expensive since it is very time-consuming.



Called sinuous spring construction, this suspension system uses horizontal metal rods to provide reinforcement for the springs. The rods prevent the springs from moving or sagging.

A different version of spring support is eight-way, hand-tied springs, which feature springs shaped like hourglasses. These coils are hand-knotted with twine, with each spring tied in eight spots.



WEBBING



Sofa webbing uses polypropylene webbing straps to create the support platform for the cushions. It's standard to run the webbing from the front to the back of the sofa, but it sometimes runs from side to side as well. The webbing attaches to the frame with clips or staples. The quality of the webbing and how well it's secured to the frame affect the quality and support you get from webbing.

- Low-end option
- Not as sturdy as using springs (depends on what type of webbing is used and how well it is secured to the frame)
- High-quality webbing can provide just as much support
- We often see webbing sofas that are low to the ground.
- More affordable
- Material is inexpensive
- Easy and quick to install
- Does not provide the same flexibility as the springs

WEBBING TYPES

Jute Webbing

This is the most common form of webbing and used on seats and backs of traditionally upholstered furniture items within the home. Jute webbing is made from natural, vegetable fibres that are spun into extremely strong bands.



Rubber Webbing

Using natural rubber for resilience and cord for elasticity, rubber webbing is made. Due to its high elasticity there is no need for a webbing stretcher to be used, unlike with other webbings, it can be stretched tight enough by hand.

Black & White Webbing

This is also known as English webbing and is made from jute and cotton in a strong twill weave. It is a strong woven webbing ideal for tacking to furniture as a strong and durable base.



Polypropylene Webbing

Used within a variety of sectors, this is a type of woven webbing with a plastic feel used in some modern upholstery. This particular webbing can bear a lot of weight, is water resistant and buoyant, making it ideal for marine upholstery when being used in a similar way to jute. It is slightly more expensive than traditional webbing



FOAM

Foam is one of the most important and misunderstood aspects of furniture construction. Nearly all the furniture produced for homes, workplaces, and hotels contains polyurethane foam in various quality levels, shapes, and sizes.

Unlike fibre filling, polyurethane foam has a consistent cell structure across the cushion. It's spongy, durable, flexible, and lightweight, making it easy to fabricate.



Few foam basics:

DENSITY AND FIRMNESS

These descriptors have very little to do with the comfort level.

Density is the kilograms of foam per m^3 of material, indicating the foam's resilience and support. Firmness is the force required to indent the foam – which means the surface feel. Density is more closely aligned with the quality and longevity of the foam, whilst firmness is the physical touch. The two features are independent of each other, although higher densities of foams tend to feel firmer.

When looking for upholstery foams, a helpful guide is for foam density to be between $24\text{kg}/\text{m}^3$ and $40\text{kg}/\text{m}^3$ and firmness between 130N and 200N.

THE THICKNESS OF THE FOAM AFFECTS FIRMNESS

A 2536 piece of foam that is 4" thick will feel much different than a piece that is 5" thick, even if the density is the same. That's because the thicker foam will change the experienced load deflection.

If you order a sofa with 3" thick cushions and use the same foam that you liked from a sofa that had 5" thick cushions, you will not experience the same "sit". The thinner cushion will feel much softer and will not retain it's shape as long as the thicker cushion.



CELL STRUCTURE

Open-cell upholstery foam has a cell structure that allows air to escape and return when the compression is removed. This flow of air is the foam taking the pressure away from your body.

FIRE STANDARDS

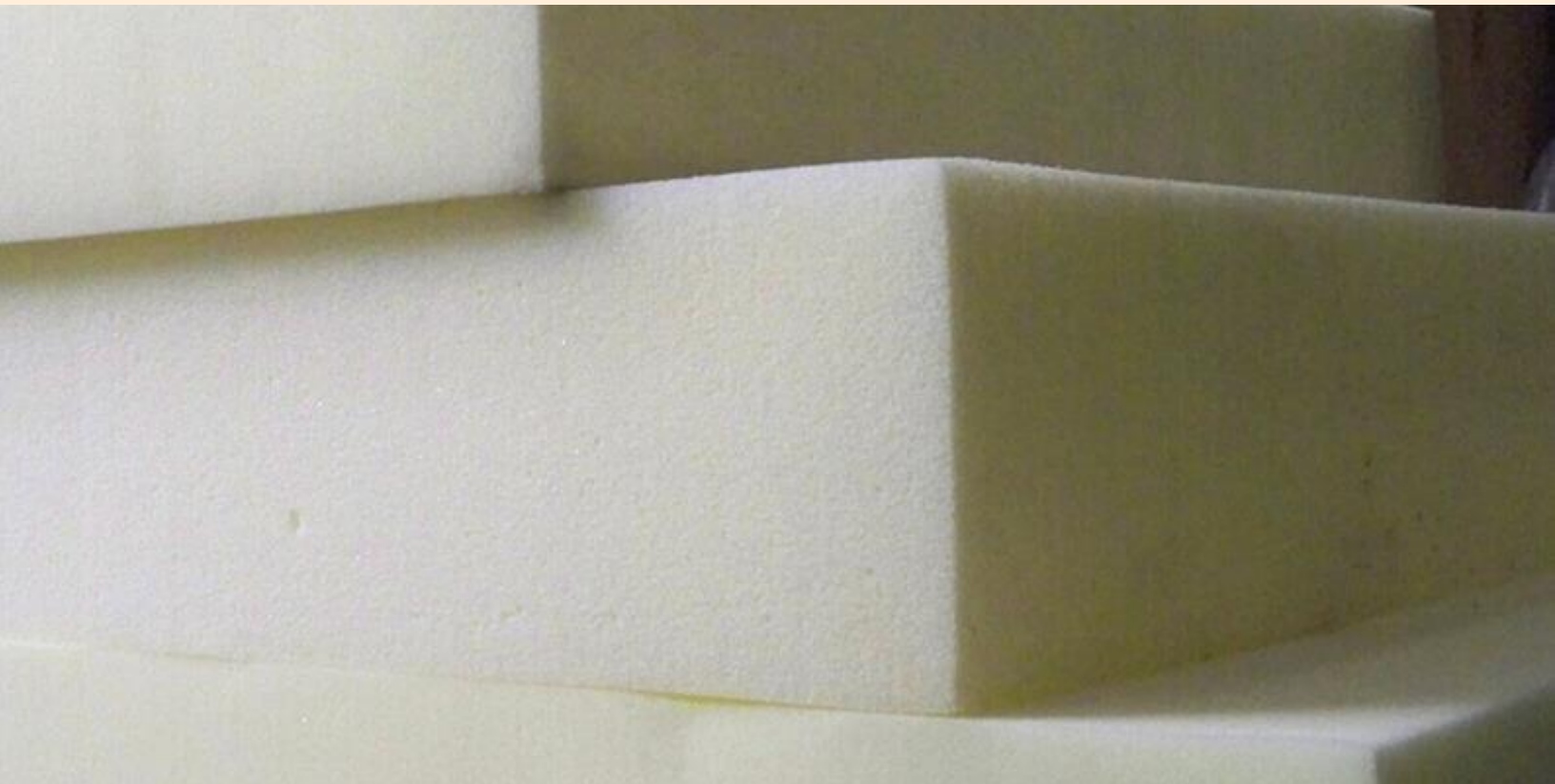
The UK fire standards have set standards for furniture and furnishing. This ensures that your foam is suitable for indoor use.

Other modern alternatives to polyurethane foam are natural latex, synthetic latex, and soy-based foam. Unfortunately, these alternatives are problematic and are yet to be reliable, cost-effective solutions for general upholstery use.

HR foam

High Resilience is an excellent quality foam type that is used in most top-of-the-line furniture. It also makes for an excellent mattress as it is very buoyant and springy, giving it a high responsiveness and allowing it to quickly return back to its shape when pressure is applied and released. It is available in most firmnesses, ranging from Very Soft to Extra Firm.

- Offers resilient yet sturdy support
- Long-lasting (approx. 12 years)
- Key uses: Mattress, cushions and seats
- Cons: sagging and off-gassing problems with lower quality foams.
- Density range : 20- 80 Kg/m³
- Hardness range : 30-250N





CMHR foam

Combustion Modified High Resilience foam

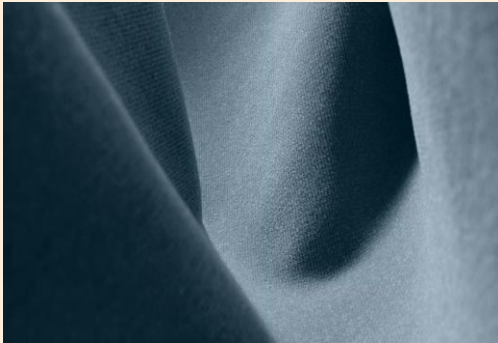
Used in commercial furniture industry, when strictest fire code standard are required.

- 65% flexibility rating
- Hardness range: 55-350N
- Density range: 26-67 kg/m³
- Fire retardant chemicals
- Grainy feel
- Key uses: transport seating domestic and commercial moulded furniture
- HR flexible foam that complies with Crib 5 flammability.

FABRICS

VELVET

Woven tufted fabric with a short dense pile. This delicate upholstery is a living fabric, therefore, when exposed to pressure, the fibbers may appear flat, resulting in slight colour shifts or marks. On curves of the furniture, the velvet can shift form lighter to darker hues, depending on the pile's direction.

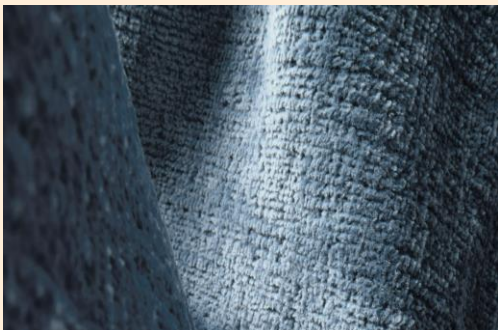


FUR

Sheepskin has a gentle and soft feel and comes in four colour variations. The skin regulates temperature in a natural way and has a cooling effect when it is hot and keeps the user warm when the temperature is cold.

CHENILLE

Chenille is a soft and resistant yarn. The Word means “caterpillar” in French, whose fur the yarn is supposed to resemble.

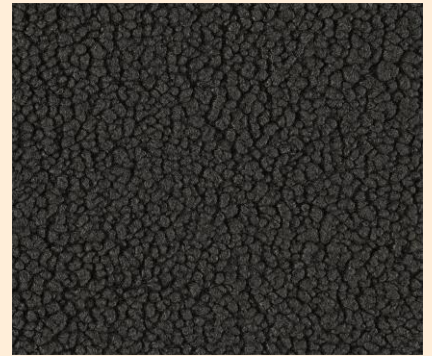
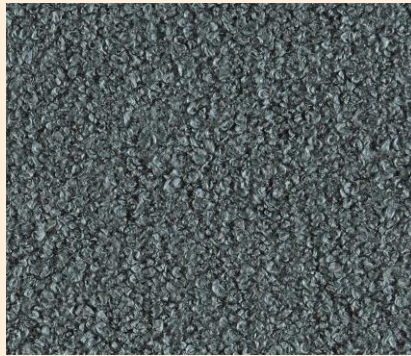


LEATHER

Probably the most durable fabric for upholstery is leather. Leather is a great option for high traffic areas while looking comfy. Leather is also recommended for those who have animals or pets. It is very easy to vacuum hair out of and lasts for a long time.

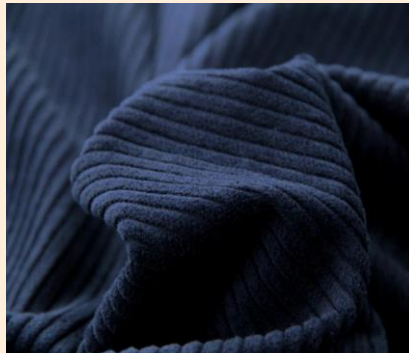
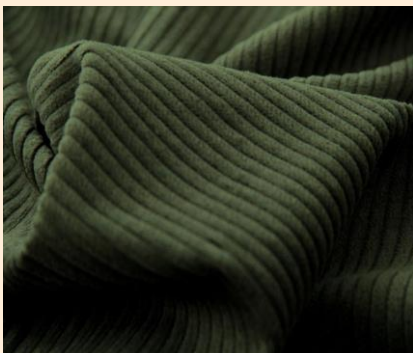
BOUCLE

Boucle is a French name that means ‘loop’ or ‘curl.’ Boucle fabric is thus named because of the loops in its yarn. The loops are nubby, with a fleecy appearance. boucle is a versatile fabric with varying applications in the design industry.



CORDUROY

Corduroy is a durable, ridged fabric that textile producers can make with a variety of different materials. This fabric is most notable for its unique ridged pattern, which corduroy producers can weave in a variety of widths. While it is usually made with cotton, corduroy can also be woven with blends of polyester and cotton or even full polyester.





STITCHING

Different stitching techniques are employed when attaching fabric to complicated shapes and structures.

BOXED



NO WELT



BASEBALL STITCH



MATTRESS STITCH



FRENCH SEAM



WELT

KNIFE EDGED



BUTTERFLY
CORNER-
NO WELT



BUTTERFLY
CORNER-
WELT



OPEN CORNER -
NO WELT



OPEN CORNER -
WELT



CLOSED
CORNER-
WELT

BRAND RESEARCH

FRAME

Painted steel



N
Black

SEAT AND BACKREST

Polyurethane with fabric upholstery

6247

Orsetto fabric

A6247 🔥



1
White



2
Green



3
Brown



4
Rusty
orange



5
Blue



6
Grey

6248

Antibes fabric

A6248 🔥



1
Beige



2
Anthracite



3
Pale
grey



4
Green



5
Wine



IWO



🔥 Fire-resistant version

UK Standard BS 5852 S5, S.I. 1324



Kartell



FRAME

Painted steel

SEAT AND BACK

Fabric-upholstered polyurethane

Chenille



DA
Beige



DB
Grey



DC
Burgundy



DD
Sage



DE
Sky blue

Bouclé



DF
Ecu



DG
Grey



DM
Brick red



DN
Sage



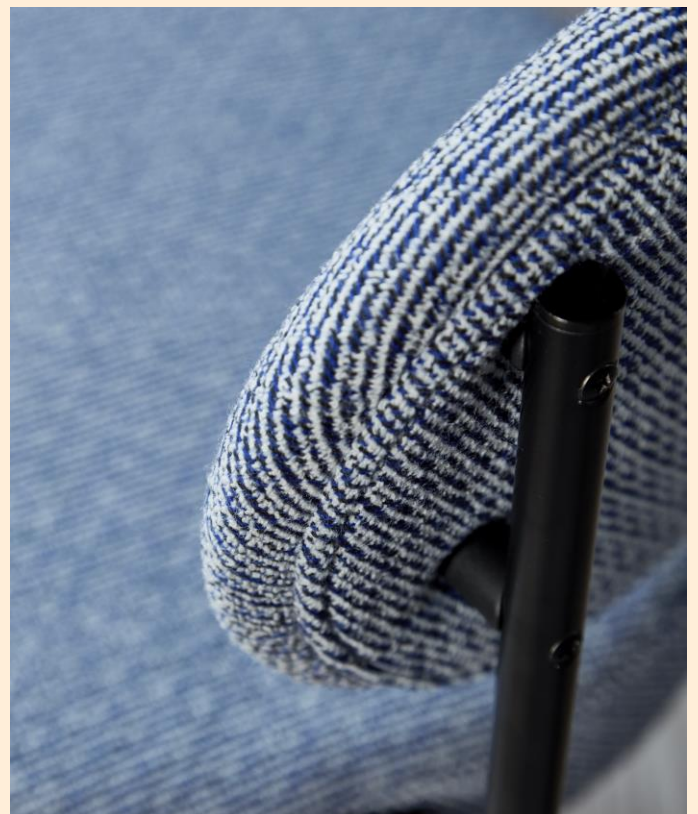
DP
Blue



Removable cover

VERPAN

PRODUCTS



EASY CHAIR

VERNER PANTON 1963

Description

Sculptural lounge chair with two round cushions and a large u-shaped enveloping backrest.

Product category

Furniture

Environment

Indoor

Material

FSC & TSCA certified plywood
CMHR foam (CRIB 5) as standard
HR Foam (Cal 117) upon request

Colours

Stock fabrics; Dedar Karandash 006, Kvadrat Tonus 613, Kvadrat Vidar 222.
Black bottom plate

Made to order options

Multiple upholstery options available
COM upholstery

Dimensions

H: 84 cm (31.5")
Ø80 cm (17.7")

Box dimensions

87 x 88 x 89 cm (34.2 x 34.6 x 35")

Colli quantity

1

Weight

Product: 38 kg
Incl. Packaging: 44 kg



DCE-45 KARANDASH 006

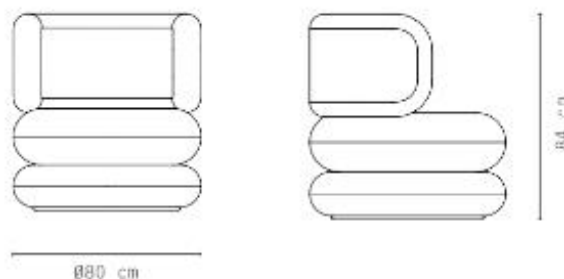


KVADRAT VIDAR 222



KVADRAT TONUS 613

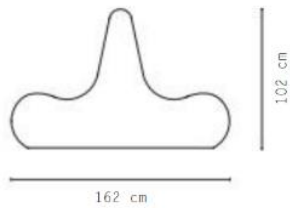
Specifications



FSC-certified plywood as frame
CMHR (CRIB 5) or HR (Cal 117) foam

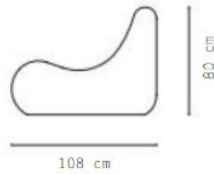
WELLE

/VERNER PANTON 1969



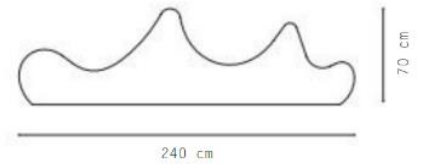
Material

FSC-certified wood frame (15 mm/0.6" plywood)
CMHR (CRIB 5) or HR (Ca1 117) foam



Material

FSC-certified wood frame (15 mm/0.6" plywood)
CMHR (CRIB 5) or HR (Ca1 117) foam



Material

FSC-certified wood frame (15 mm/0.6" plywood)
CMHR (CRIB 5) or HR (Ca1 117) foam

SERIES 430

/VERNER PANTON 1963

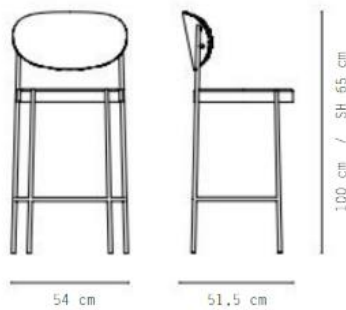


Frame options



Material

FSC-certified wood for seat and back
Elastic band webbing in the seat
CMHR (CRIB 5) or HR (Ca1 117) foam
Brushed stainless steel frame (steel)
Painted or plated metal frame
Felt feet

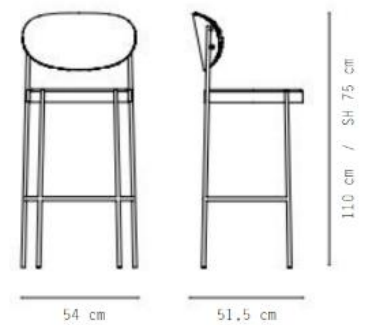


Frame options



Material

FSC-certified wood for seat and back
Elastic band webbing in the seat
CMHR (CRIB 5) or HR (Ca1 117) foam
Painted or plated metal frame
Felt feet



Frame options



Material

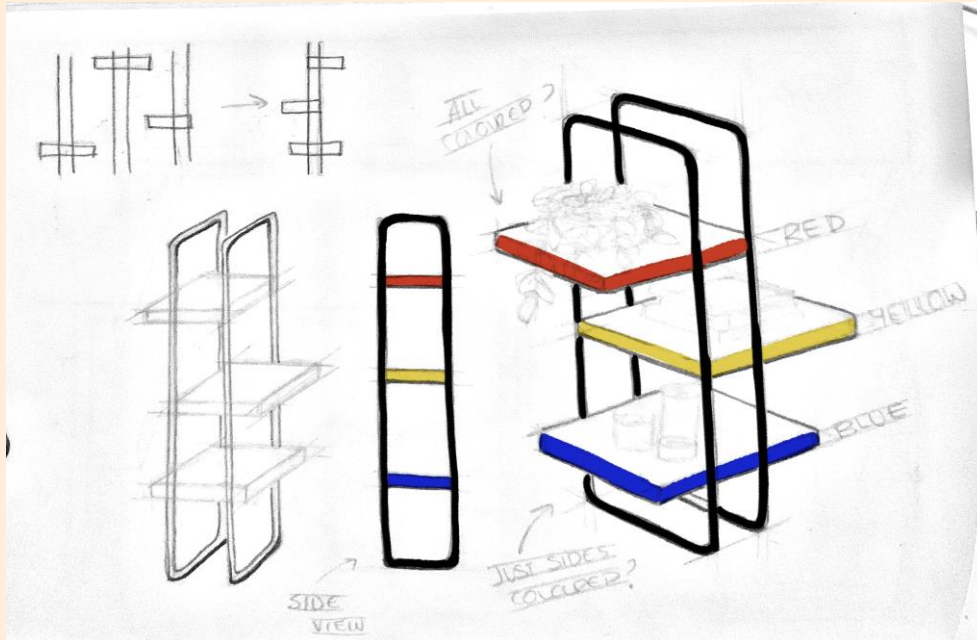
FSC-certified wood for seat and back
Elastic band webbing in the seat
CMHR (CRIB 5) or HR (Ca1 117) foam
Painted or plated metal frame
Felt feet

BAUHAUS

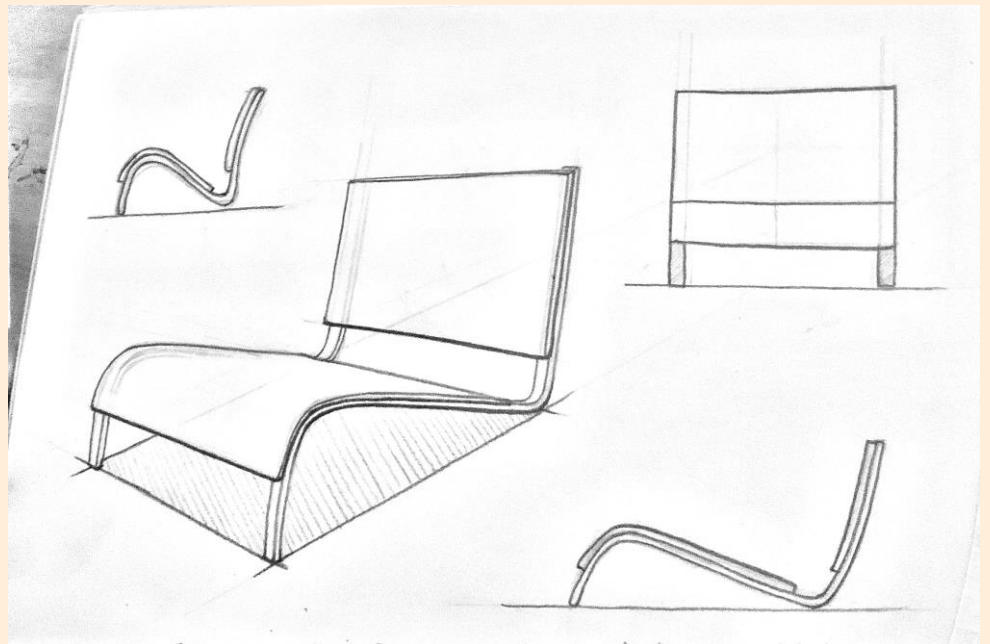
Focused on:

- « Simplicity
- « Minimalism
- « Simple + elegant geometric shapes
- « Stripped down to their basic qualities
- « Use coloured steel for support
- « Coloured Wood or plastic for structure
- « True materials- not hide brutal/rough materials
- « Primary colour gradations

CONCEPT 1



CONCEPT 2



PLASTICS

POLYPROPYLENE (PP)

Polypropylene (PP) is a thermoplastic polymer. Unlike other plastics that took several years to grow in use and functionality, polypropylene rose to prominence rapidly in manufacturing. Today it is one of the most widely used plastics, generating around 45 to 50 million metric tons per year.



If you are looking for a material that can be molded into different shapes, polypropylene is a smart choice. It has the ability to be molded and shape into various designs without breaking or causing damage to the material.



The sustainability of this type of plastic is one reason why it has grown in popularity. Other characteristics of this type of plastic include being lightweight and odourless. It is also a non-toxic material and can be dyed in a variety of colours.



- Fatigue Resistance: One of the major appeals to polypropylene is that it can be bent repeatedly without snapping, like those used on bottle lids. It can bend and flex and still retain its shape.
- Insulation: Polypropylene is often used in electronics because it is highly resistant to electricity.
- Chemical Resistance: Polypropylene holds up well to all but the strongest alkaline and acidic materials, so cleaning products and other chemicals can be used on it.
- UV-Resistant: holds up to the elements and maintains an attractive appearance to all but constant UV exposure.
- Water Resistance: Polypropylene doesn't absorb water, so it won't warp, crack, or grow bacteria or mould from within, even if water is left sitting on it.
- Longevity
- Lightweight
- Ecological
- Low-cost material



POLYCARBONATE

Polycarbonate is one of the strongest types of plastics available, making it great for furniture. This means that entire pieces of furniture can be moulded from polycarbonate including the legs, while still maintaining a reasonable amount of strength. Polycarbonate is also a slightly more environmentally friendly plastic than other types such as PVC and is recyclable.



POLYETHYLENE

Polyethylene has a lower melting point than polypropylene however is much sturdier. The main advantage of polyethylene is that it is a thermoplastic, meaning it can be melted, remoulded and then returned to a solid state. This makes it great for moulding and also means that it can be recycled by melting down again and remoulding.

LUXDECO

Polished stainless steel



Stainless steel is a solid, silver metal comprised of steel and chromium. With a brighter lustre than steel (but duller than chrome) and being extremely resistant to corrosion, rust or stains, it is virtually indestructible and a useful metal for furniture production. Traditionally used for cutlery, stainless steel has become a regular choice for furniture thanks to its subtle deep silver hue.

Satin chrome



Showcasing the same structural characteristics as its polished counterpart (although with a duller lustre), satin chrome features a matte finish which is the result of the metal being sand blasted. Its uniform finish is very forgiving meaning it works well in high-traffic areas.

Polished chrome



Chrome (short for chromium) is another element metal used in furniture production as a metal plate finish – a thin metallic layer which is applied to solid metal via electroplating techniques. As well as being corrosion-resistant, it is highly prized for its bluish tone, mirror finish aesthetic and ultra-bright lustre.

Blackened steel



Blackened steel is solid steel whose surface chemical make up has been altered – or black oxidised – using a chemical blackening agent, resulting in a change of colour and increased resistance to corrosion. Its darkened, semi-matte finish renders it an easy upkeep metal.



Stainless steel is typically renowned for its own unique and 'natural' finish, but may, on occasion, need recoating to gain improved heat resistance, chemical resistance, or simply to meet a new colour scheme. Painting stainless steel can be tricky and should be approached with caution. Standard paints and coatings, including most industrial metal paints, do not adhere to stainless steel.

Along with the benefits of non-extenuating circumstances' corrosion resistance, stainless steel has an aesthetically sound finish that is popular in the home, in workplaces, and in industrial settings. Common stainless-steel finishes include polished, brushed, blasted, etched or a coloured finish. Rough surface finishes, however, offer lower corrosion resistance.



Tom Raffield

ASH

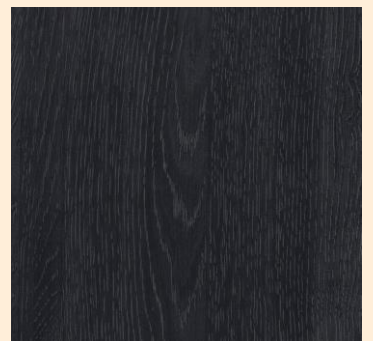
Ash is our palest wood and when cut thinly light emanates through the grain producing an intense glow. It has a slightly narrower grain compared to oak but like oak will darken gradually over time.

OAK

Oak is our mid-colour wood and when illuminated produces a striking contrast between the inner golden glow and darker wood outside. Used in quality furniture production it fits into many other rooms and decoration schemes. Over time sunlight will cause oak to darken and mellow. Both oak and ash are readily available in the UK and grow in the woodland around us. Most of our ash and oak is native and sourced in the UK and Cornwall, with some coming from Europe.

WALNUT

Walnut is our darkest wood. When illuminated it turns a rich golden colour, contrasting with the silhouetted dark exterior and producing stunning warmth and shadows.





Furthermore, the opaque painting on the furniture surfaces is preferred less compared to the other finishing types. Accordingly, it can be deduced that the consumers seek a wood appearance on the furniture surfaces and that it is necessary to take this wish into consideration in standard furniture production.

BRAND RESEARCH

○ ○ ○ ● ○

RECYCLED MATERIAL

A recycled thermoplastic technopolymer obtained from pure waste material that has been set aside and is not contaminated by other materials. The choice is dictated by the possibility to use scrap material that guarantees the aesthetic quality and structural requirements of the product, reducing the emissions necessary for its production. With this material, Kartell intends to go one step further in its commitment to environmental sustainability, using recycled material while eliminating waste from the environment and turning it back into raw material, activating a virtuous process of circular economy.

DISCOVER MORE

MATERIAL

Mass-dyed modified polypropylene

MAT



MATERIAL

Transparent or batch-dyed polycarbonate

TRANSPARENT



MAT



Kartell

○ ○ ○ ● ○ ○

POLYCARBONATE 2.0

Polycarbonate 2.0 is a material, used exclusively by Kartell, which combines a second generation renewable polymer made from cellulose and paper waste with an ISCC (International Sustainability and Carbon Certification) certified process. ISCC was one of the first schemes for the sustainability of products throughout the supply chain in the renewable energy sector to be issued at European level, and it is now one of the most popular and widely recognised. The benefits of polycarbonate, such as superior shock resistant and flame retardant properties, elasticity, excellent mechanical properties and easy recycling, are retained in version 2.0.

DISCOVER MORE

MATERIAL

Mass-dyed or painted polycarbonate with soft touch treatment

GLOSSY



MAT

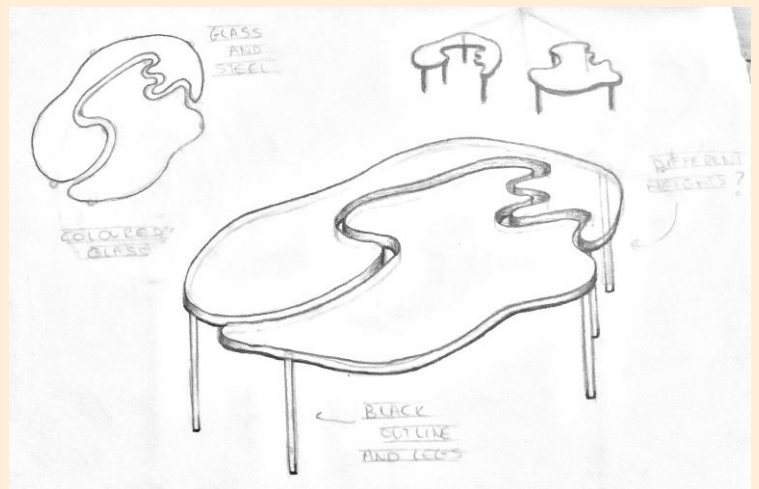
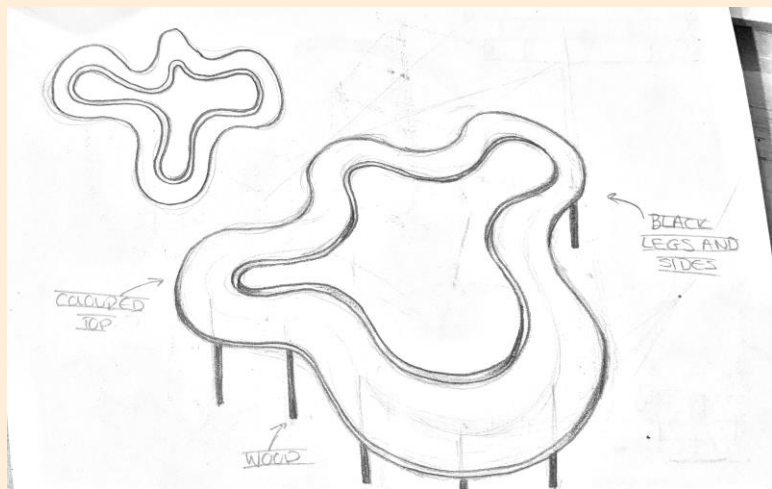


POP-ART

Focused on:

- « Vibrant + youthful
- « Colour scheme- bright and clashing
- « 2 contrasting colours
- « Exciting geometric shapes
- « Glossy finishes
- « Transparent coloured material- glass or acrylic
- « Colour black is a must- Black steel legs as structure

CONCEPT 1:



ACRYLIC

Whether it be chairs, tables or lamps, acrylic can be used to create a varied and versatile collection of unique pieces suitable for any interior. Because of its transparent appearance, a wide range of colour schemes can also be used to complement these pieces.

With its rigid and strong nature, it also has the capability to withstand high impact or large weights, making it a great sturdy dining table, able to hold as many decorative items as you require. Acrylic is also highly resistant to variations in temperature and humidity meaning there will be no shrinking or expanding.



- Lightweight
- Easy to clean
- UV-resistant
- Durable and safe
- Affordable price

GLASS

Glass furniture – dining tables, patio furniture, desk tops and more – is both stylish and functional.

Tempered glass is perfect for tables because they are long-lasting, resistant to heat, and don't scratch easily. Glass tables are easy to clean, simple to maintain and make small spaces feel larger and more open.



In general, 1/2 and 3/8 inch thickness are the most durable and most attractive. 1/4 inch thickness are best for smaller tables such as patio tables and coffee tables.

COLOUR PSYCHOLOGY



COLOUR PSYCHOLOGY

Red

- « triggers powerful emotions and creates a sense of urgency
- « traits: bold, adventurous, energetic
- « 9 percent of people consider it “cheap”

Orange

- « generates a feeling of warmth
- « traits: adventurous, competitive, disaffected
- « 26 percent of people consider it “cheap”

Blue

- « associated with strength, wisdom and calm
- « traits: loyal, respectful, social
- « 1 percent of people consider it “cheap”

Purple

- « associated with royalty
- « traits: sensitive, dignified, understanding
- « 4 percent of people consider it “cheap”



Design experts suggest colour trends in 2023 will be marked by earthy tones and rich contrasts: alongside soft pastel hues, bold shades of blue, red, and orange. Variations of green, on the other hand, have taken a backseat for the time being.

Research institute WGSN and Coloro have chosen Digital Lavender as the designated trending colour for 2023. The soft pastel hue conveys a multi-faceted mood that seems both calming and uplifting at the same time.