

RUSTLE. THE ARMCHAIR DESIGN.

Author: Julia Wywiat

Competiton: Only Natural Home

Category: Furniture

Year: 2024

**“You can find inspiration in everything.
If you can’t, look again.”
- Paul Smith**

THE BRIEF

Design a truly bespoke home item that you would love to live with, that's inspired by nature and made from only natural fibres and materials.

Your design **MUST** include: **two or more natural materials** from **cotton to wool** and **wood to stone** (other materials include but are not limited to bamboo, mohair, hemp, cork, etc.) We accept the use of nature derived products such as glass or metals, where the end result can be recycled and reused.

Your design must **NOT** include **fur or exotic skins** such as crocodile, alligator, python or other snakeskin, ostrich skin, plastic, synthetics such as polyester or lycra.

Your design **CAN** include **a minimal use of non-natural materials to join natural materials together** (e.g. glue, metal screws) or to **enhance item's functionality and durability** (e.g. light bulb filaments, electrical cables, ink, paint, varnish, etc). But we encourage you to swap these for natural alternatives where possible for the ease of recycling.

Other design essentials:

- Ethical sourcing: the use of animal fibres is allowed when sourced from animals not raised or killed for skin or fur. Use of animal waste, for example cow skins and hides is encouraged.
- Sustainability: chosen materials should be sustainably sourced and processed. The resulting product should be designed to minimise waste and support recycling or reuse.
- Commercial viability: your design should align with genuine consumer needs and be suitable for large-scale production and distribution.

The entry should include the following elements:

- A brief summary of your project provided in English. Inclusion of high-res imagery or sketches of your project (JPEG or PNG files) advised.
- Design documentation: a comprehensive document detailing the product's design process, from inspiration boards to technical specifications (Please note: a prototype does not need to be physically made at this stage).
- Material breakdown: a detailed explanation of the fibres and materials used, their sourcing, and the rationale behind their selection.
- A short two-minute video (using a mobile device is accepted) to introduce you and your design. This is optional but encouraged.

THE BRIEF SUMMARY

Rustle. The Armchair Design.

General information:

In response to the given topic, an idea was created to design an armchair for private use using natural materials inspired by nature – in my case by a seashell and beauty of seaside.

Project context:

The potential project finds its application in private spaces – modern, elegant, luxury, but cozy and coastal style interior. It will be used most often after work and during weekends to relax and rest. It will be placed in a living room close to a coffee table and a sofa. The form of the pillows was inspired by the shape of a seashell, both the pillow and the backrest as a pattern of an open, full shell.

Target group:

Adults in stable, well-paid jobs living with their partners with or without children. They also are animal lovers. During the week they work hard and full-time, and on weekends they relax at home or go on short holidays.

Technical specification:

The frame of the furniture is made of natural beech wood. The furniture frame was connected using wooden dowels (H=80mm, Ø10mm). Two pillows have natural filling and natural 100% cotton upholstery. The filling between the furniture frame is made of jute while the smallest cushion for head rest is filled with spelled husks.

Material selection:

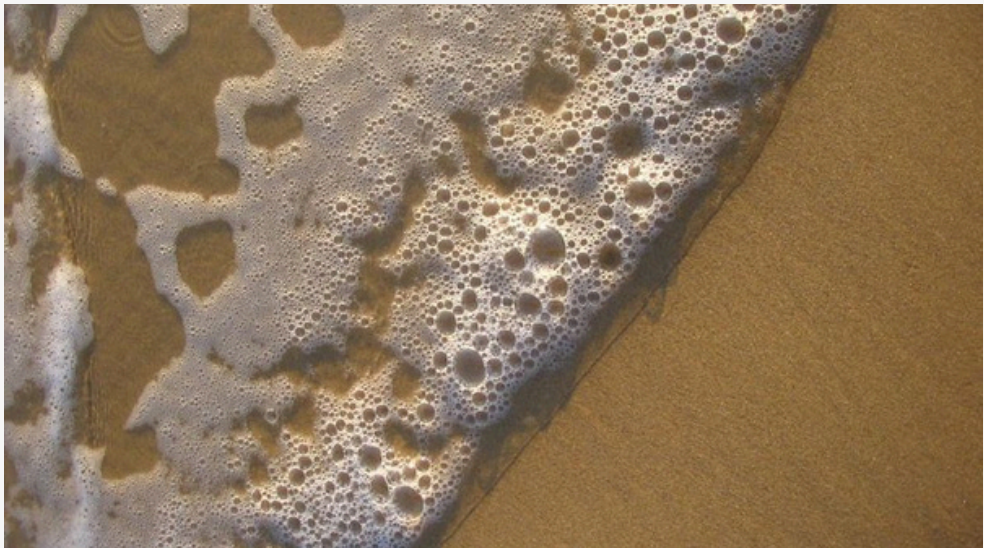
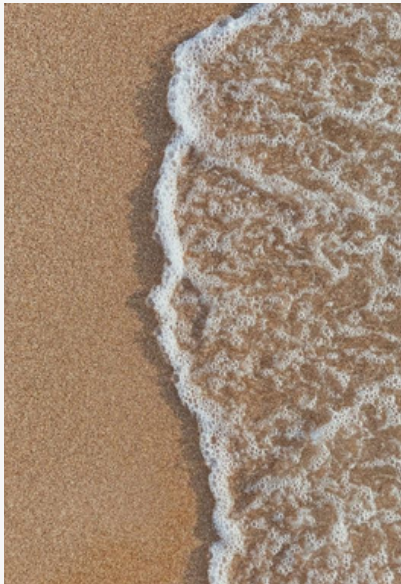
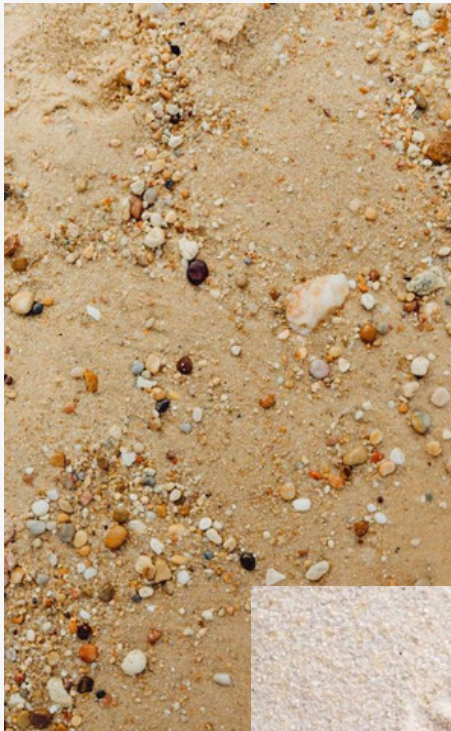
The chosen material for frame of the furniture is wood due to stability, true color and sense of natural material. Beech is a species of wood that is exceptionally hard, dense and strong. It has been used as a material for furniture production for thousands of years. A specific feature of beech is that it is easy to process, so it can be easily colored and shaped during the production process. Cotton is one of the most popular and most frequently used fabrics for pillowcases. It is natural, soft and pleasant to the touch. Cotton is also breathable, which means it maintains proper air circulation around our head and neck. However, filling the seat and backrest with appropriately selected upholstery foam allows the product to maintain the appropriate softness and specific form. The spelled husk makes a rustling sound when moved (for some people it may be additionally relaxing), has a positive effect on the sensory system and initiates a micro-massage. In addition, it facilitates falling asleep, is anti-allergic, relieves stress and tension, and stimulates the nervous system, helping to maintain internal balance. It has properties that eliminate various types of pain. The rustle of the pillow is supposed to bring to mind the imitation of shell noise or the sound of the sea. The husk should be replaced every 1-1.5 years for hygiene reasons.

Functional analysis:

Furniture must be resistant to dirt, dyeing, loosening, pulling or pilling of clothes. The furniture should include: a comfortable, ergonomic seat with a dirt-resistant backrest and armrests.

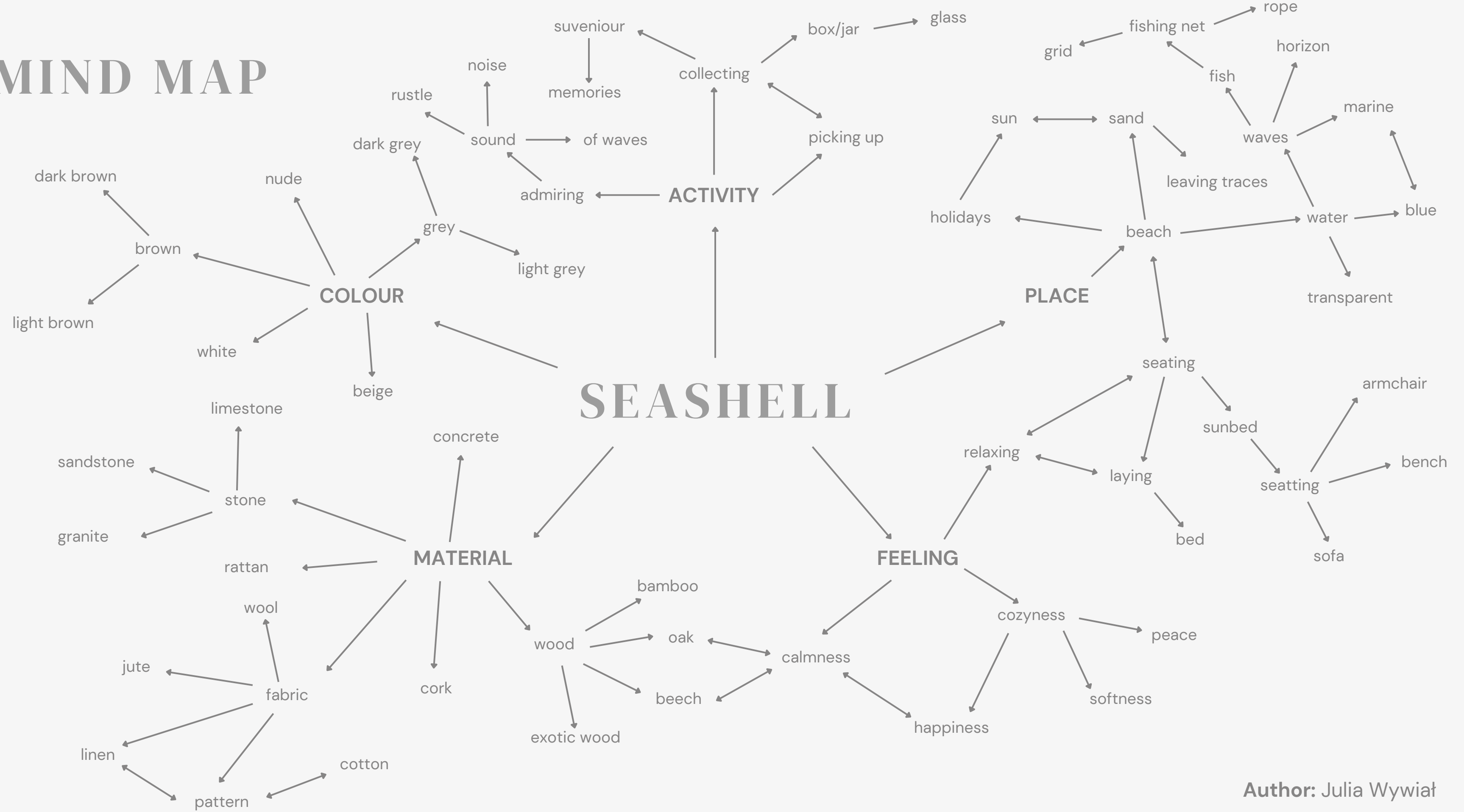
Author: Julia Wywiat

INSPIRATION BOARD



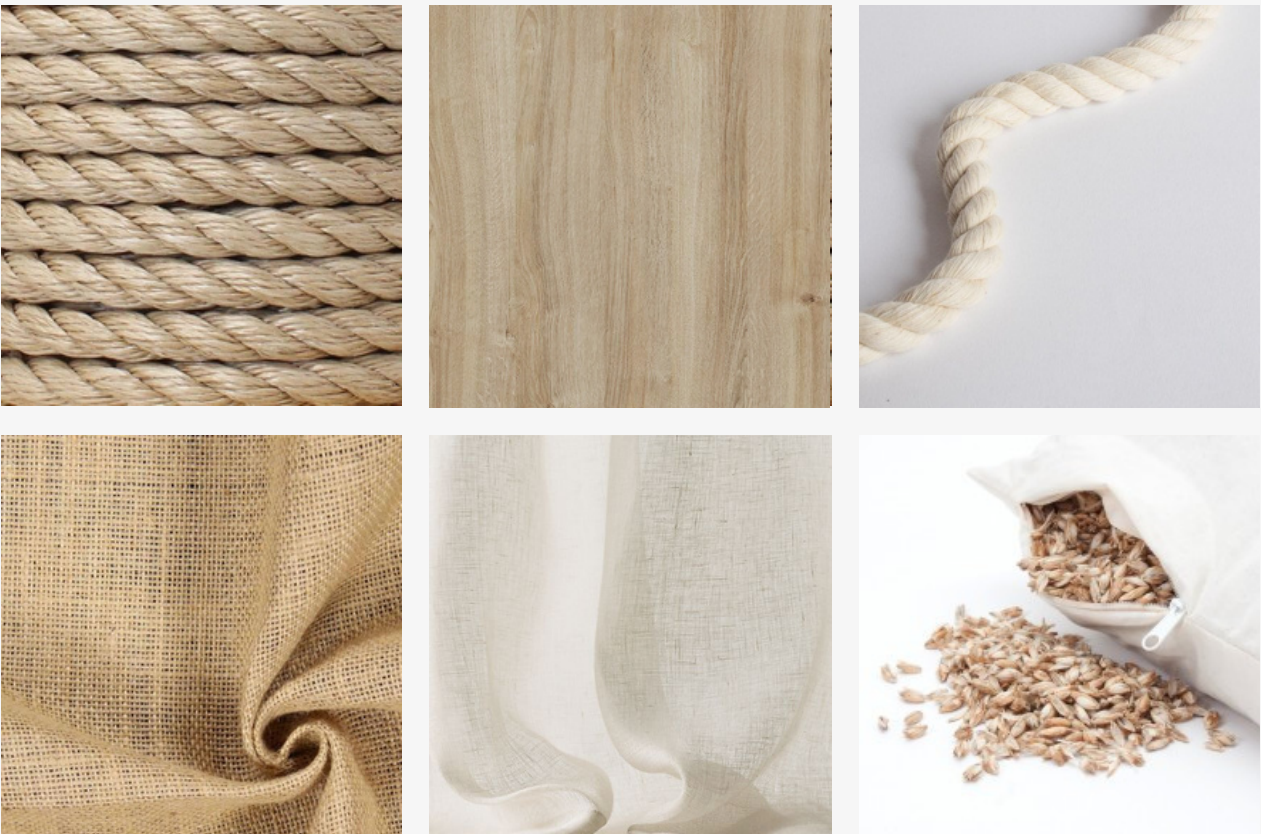
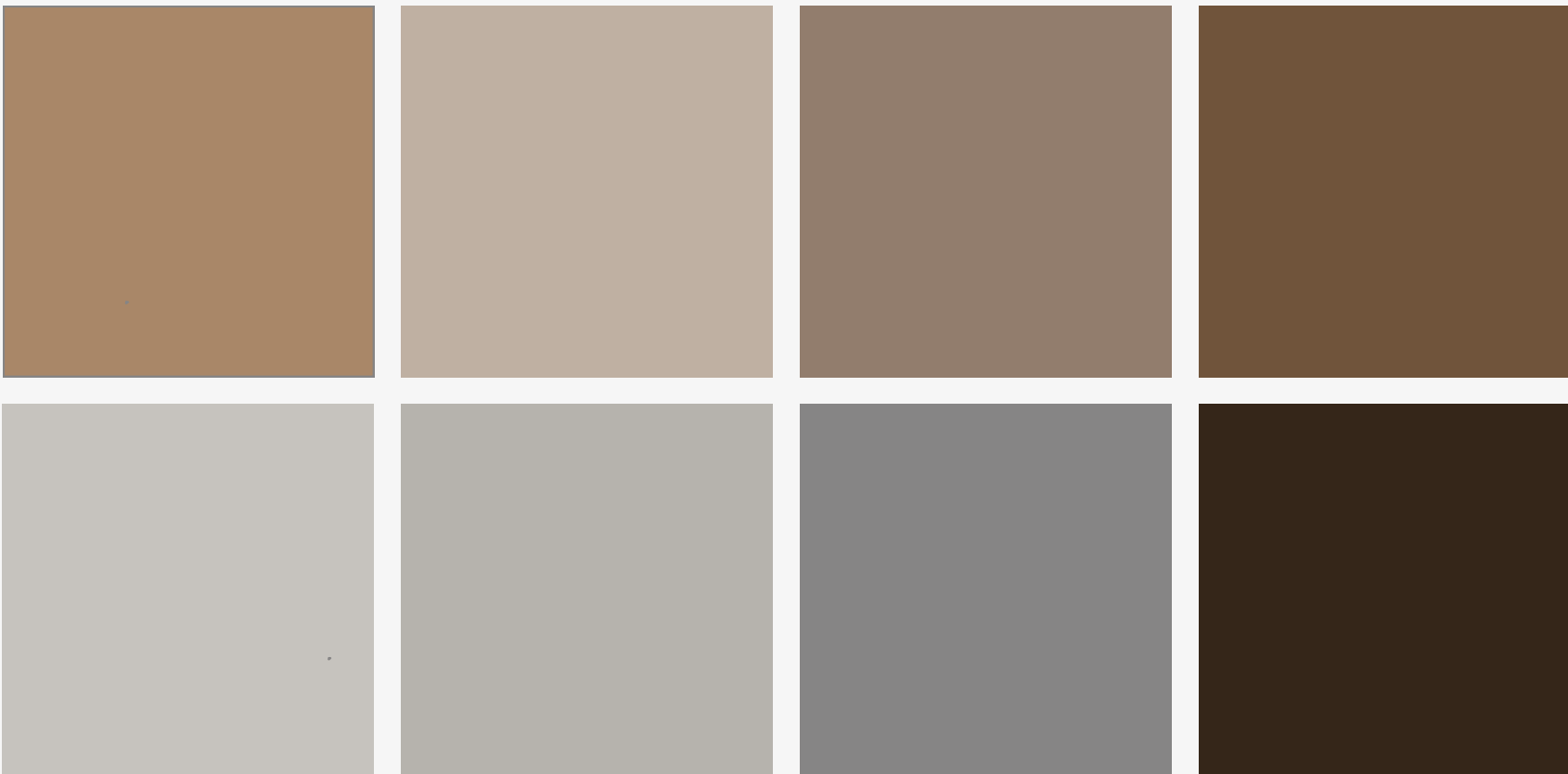
Author: Julia Wywiat

MIND MAP

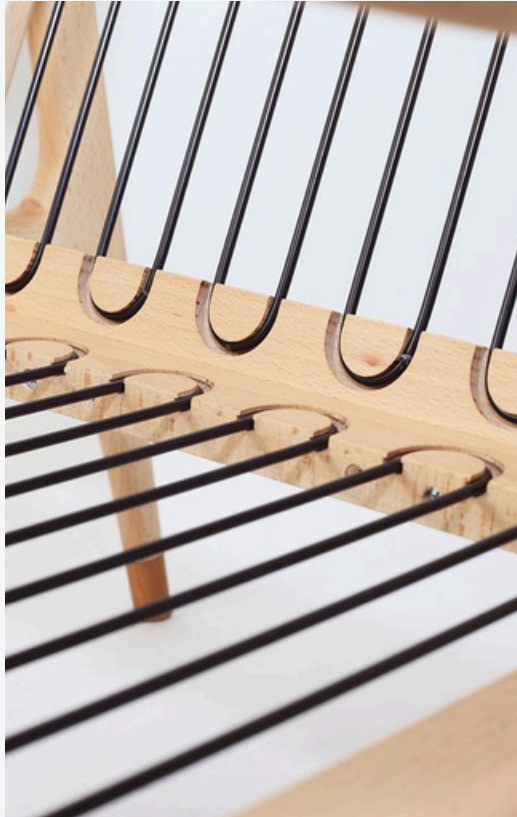
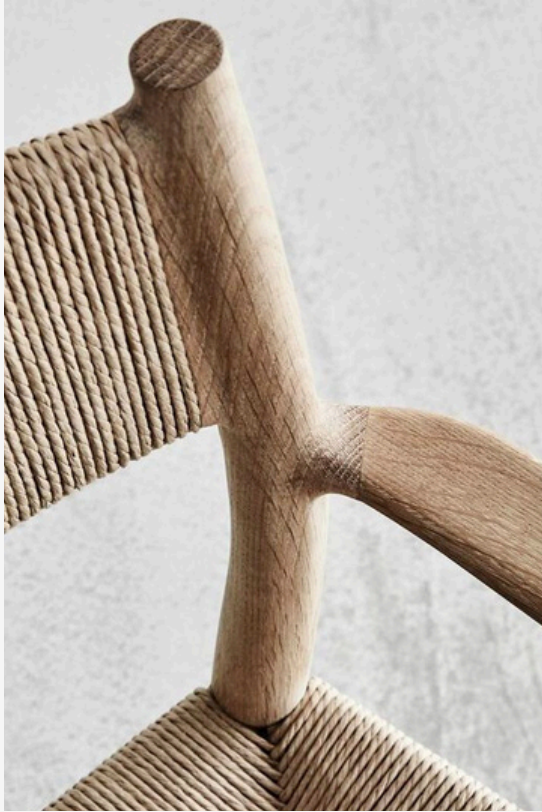


Author: Julia Wywiat

COLOUR & MATERIAL IDEAS



MOODBOARD



Author: Julia Wywiat

TARGET PERSONA TYPE 1

Name: Hannah

Age: 32

Gender: Female

Marital status: Engaged

Family status: 0

Job title: Fashion Merchandiser

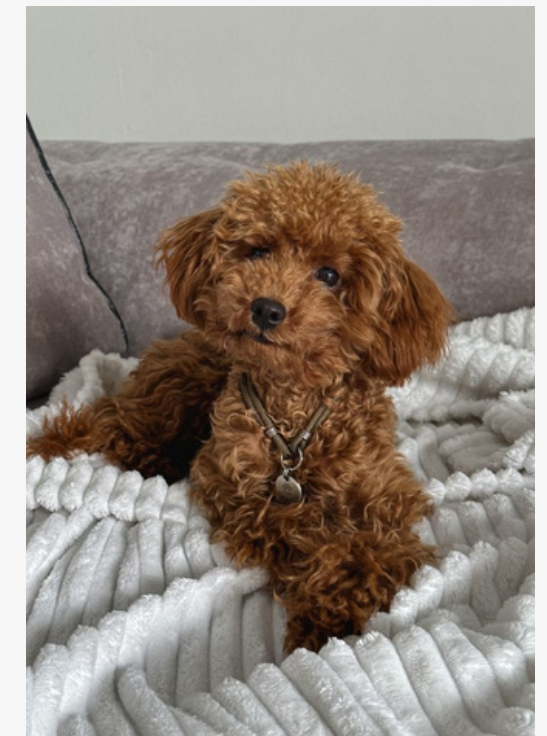
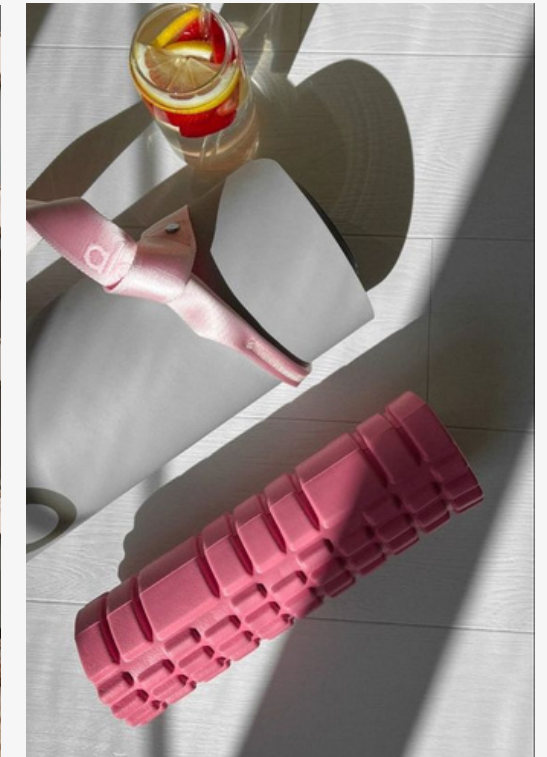
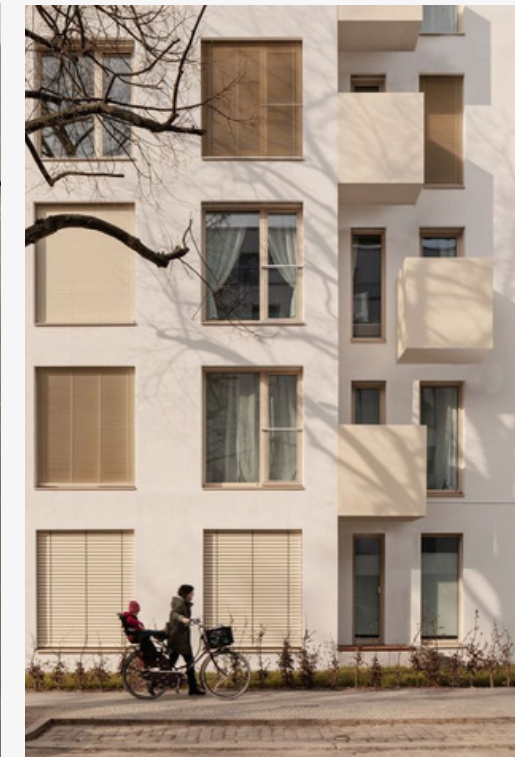
Location: Berlin, Germany

Background:

Hannah was born in Berlin. She studied Finance and Accounting for 3 years. Then she changed her profession to fashion. She graduated from an art school in Paris and worked there in her field. Then she returned to Berlin and there she met her partner, still developing in fashion.

Interests:

She is interested in fashion, loves a healthy lifestyle – she walks with her beloved dog every morning. In the evenings, she likes to practice pilates at home. In her free time, she loves going to the beach and relaxing.



Author: Julia Wywiat

TARGET PERSONA TYPE 2

Name: Alexander

Age: 48

Gender: Male

Marital status: Married

Family status: 2

Job title: Layer

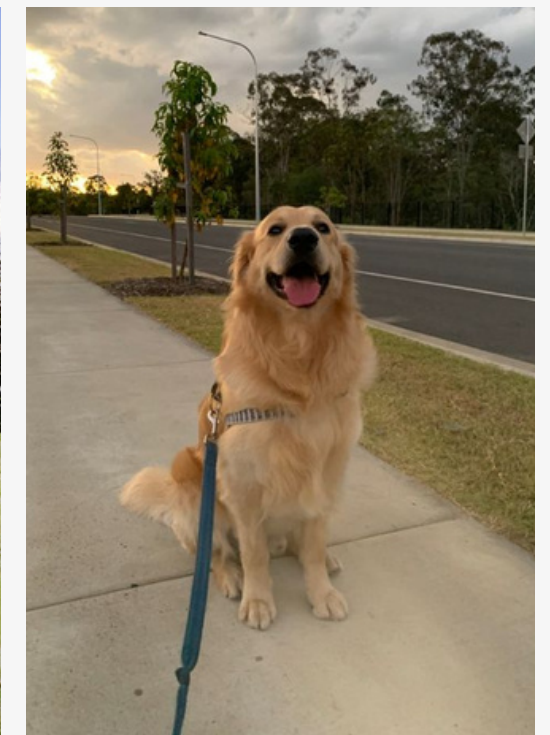
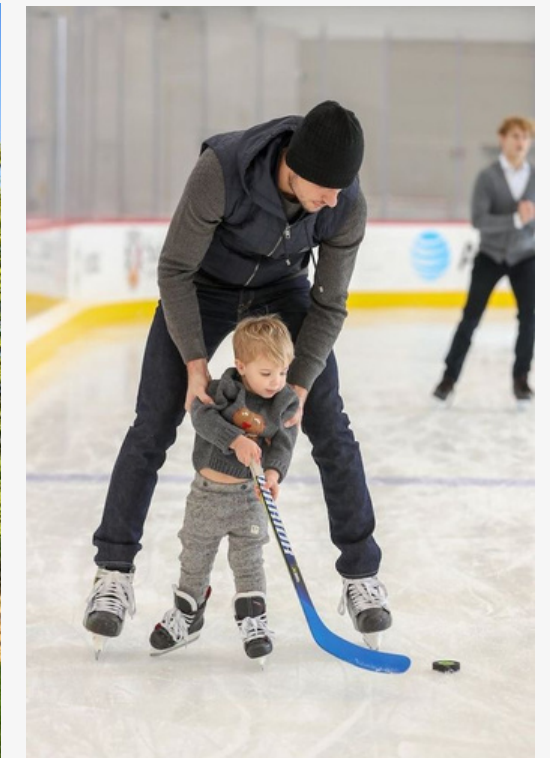
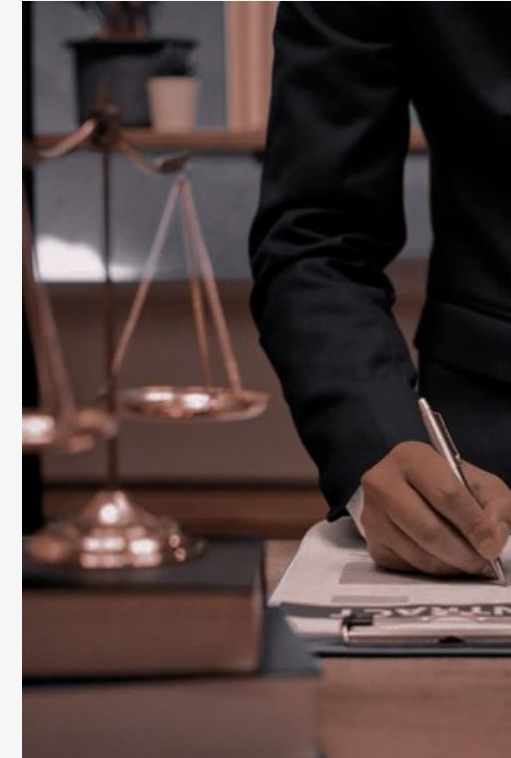
Location: Lugano, Switzerland

Background:

Alexander was born in Zurich. He studied law there and met his wife during classes. After graduating, he married her and moved to Lugano, where he founded his own company. Currently he has two children.

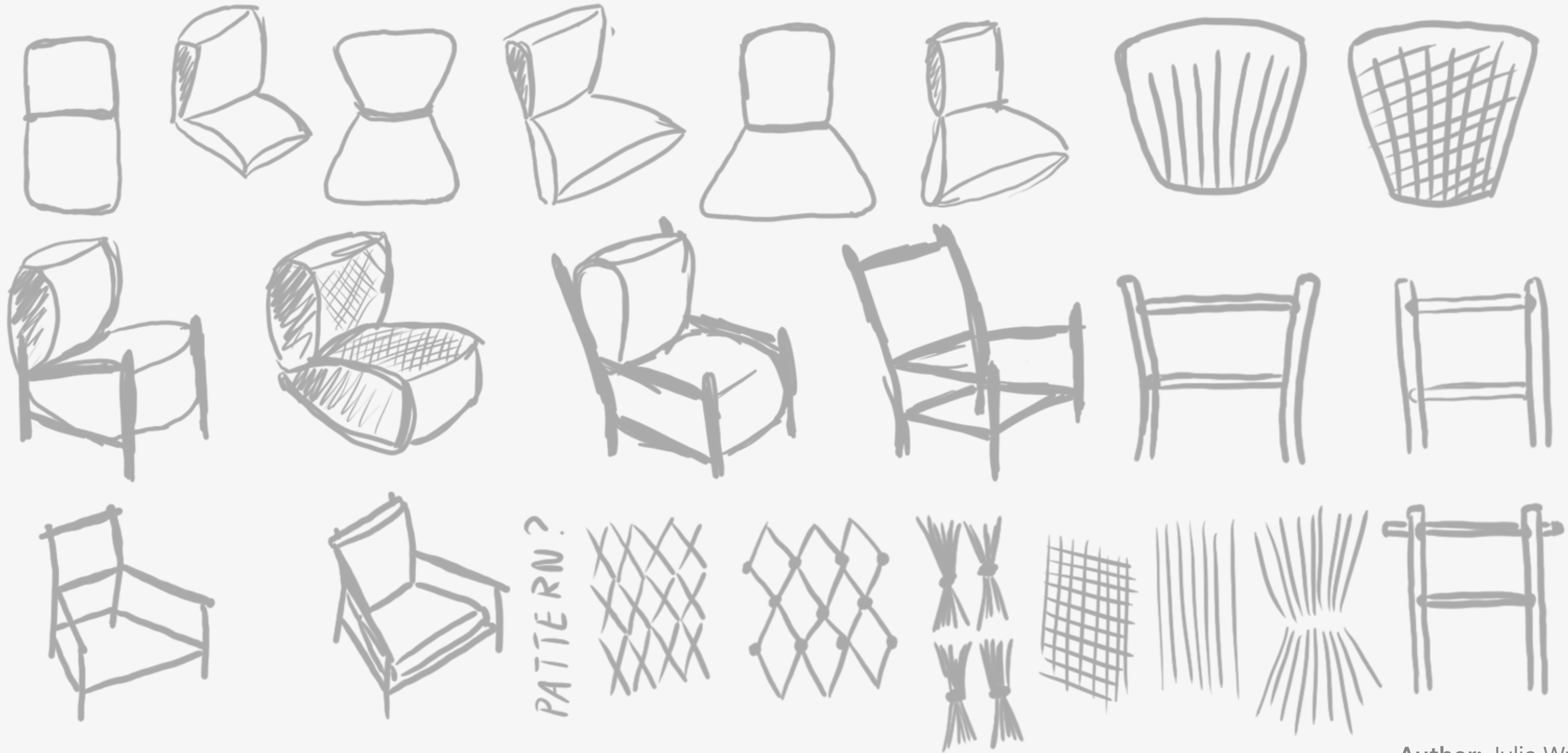
Interests:

In his free time, he loves mountain climbing. However, the most important time for him is with his family. He likes teaching his children and playing various sports with them. He also is an animal lover.



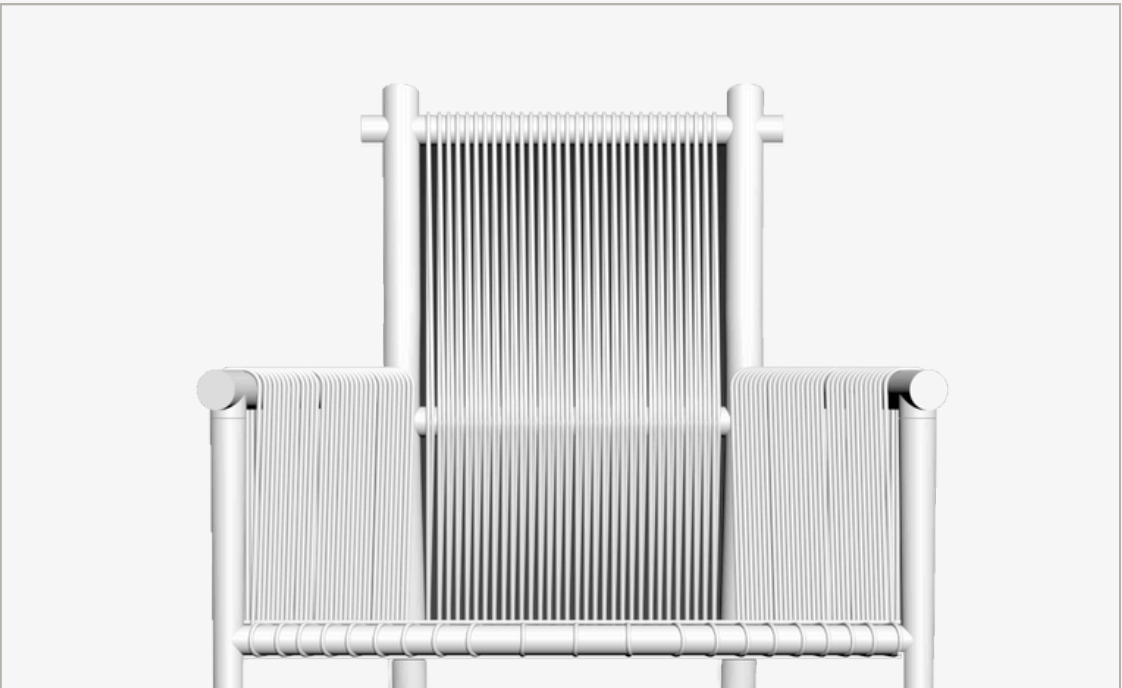
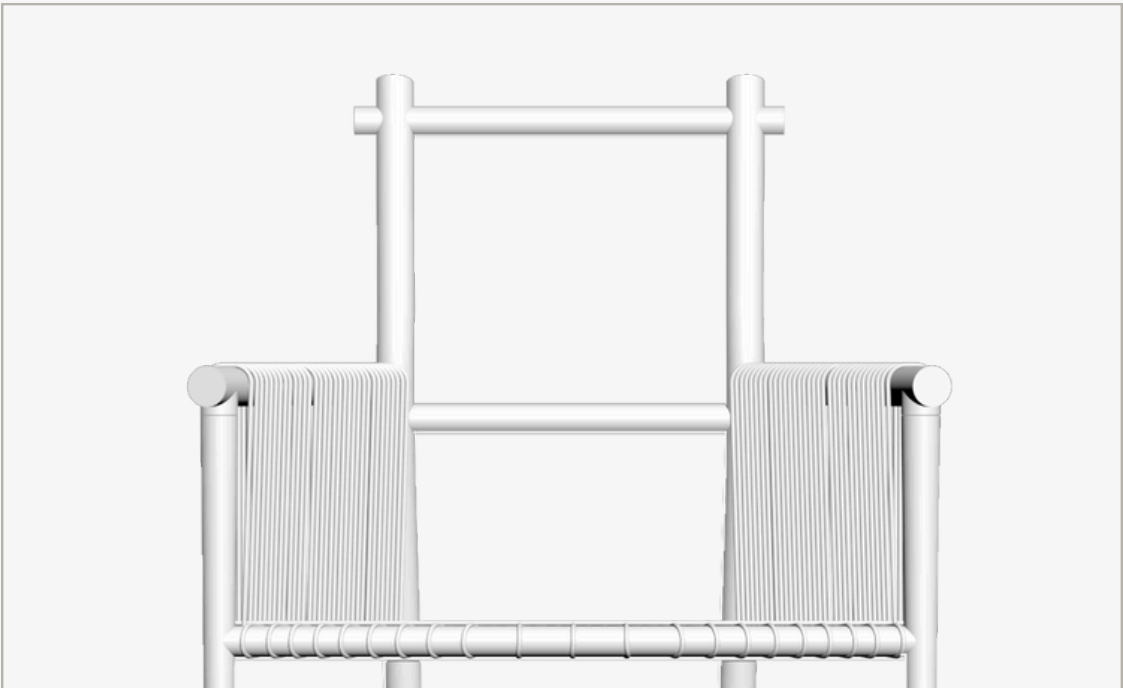
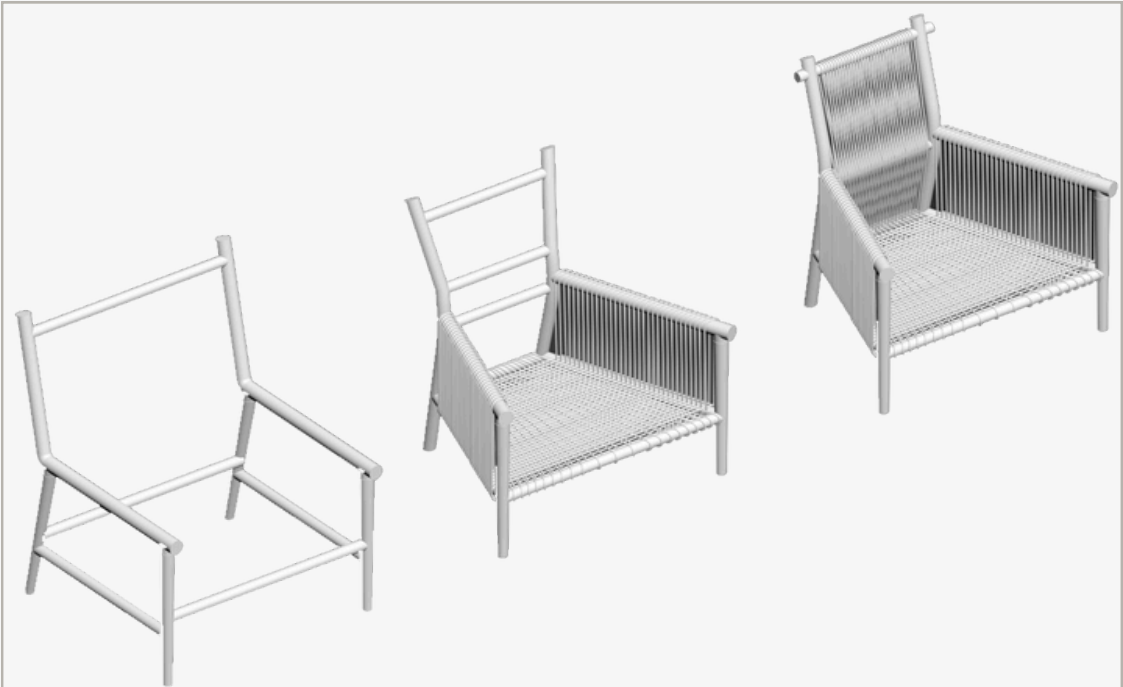
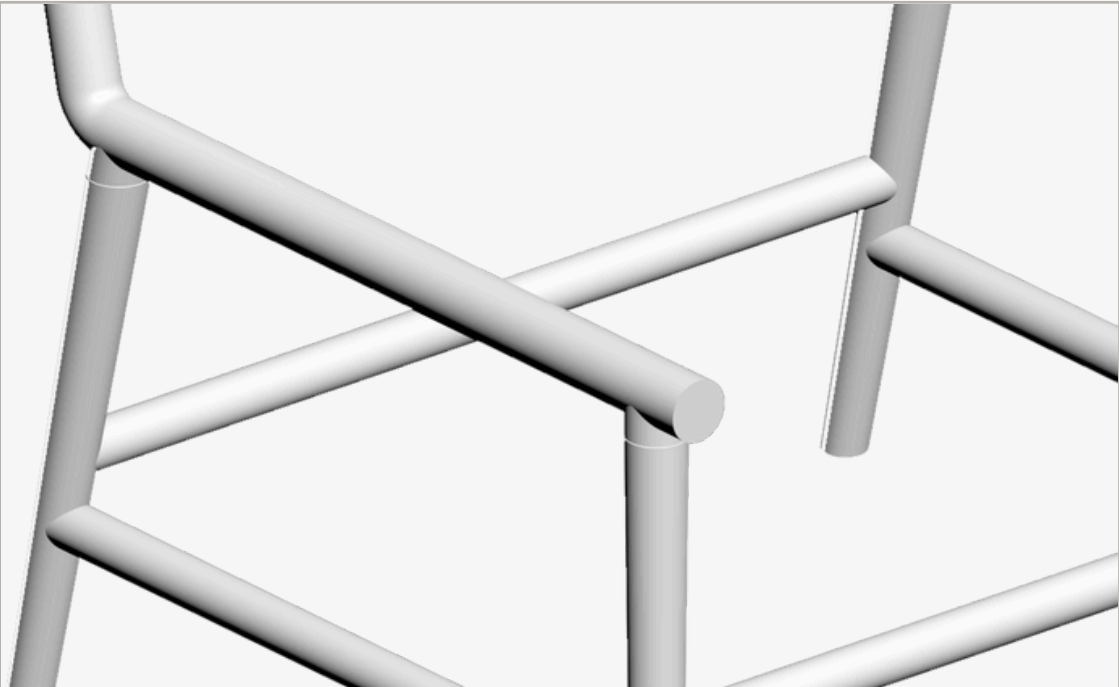
Author: Julia Wywiat

SKETCHES



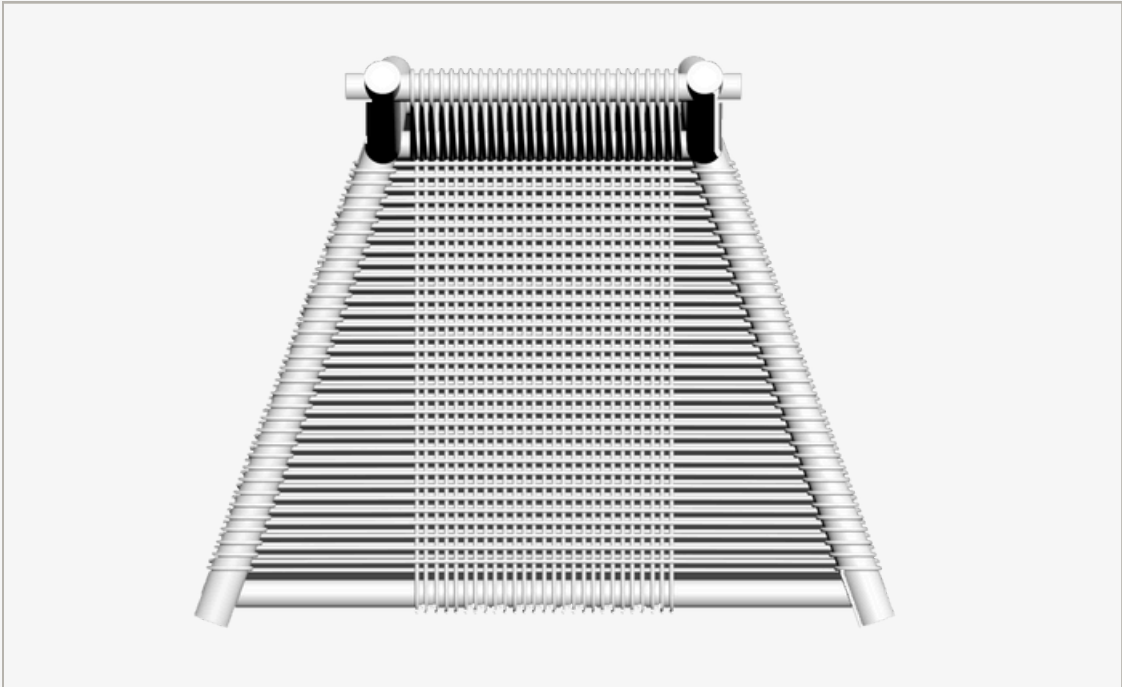
Author: Julia Wywiat

DESIGN PROCESS



Author: Julia Wywiat

DESIGN PROCESS



Author: Julia Wywiat

FINAL RENDERINGS

Author: Julia Wywiat



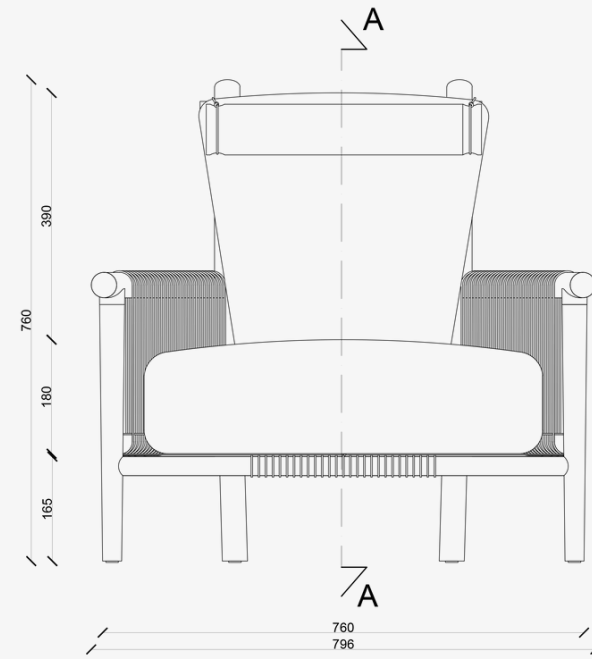




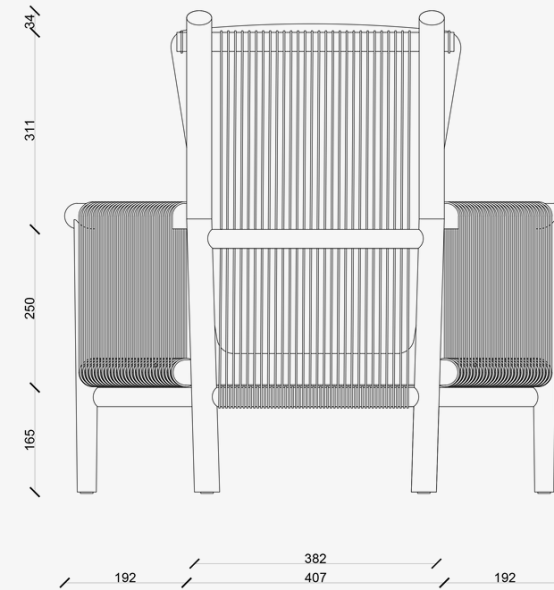
TECHNICAL SPECIFICATIONS

Use of materials

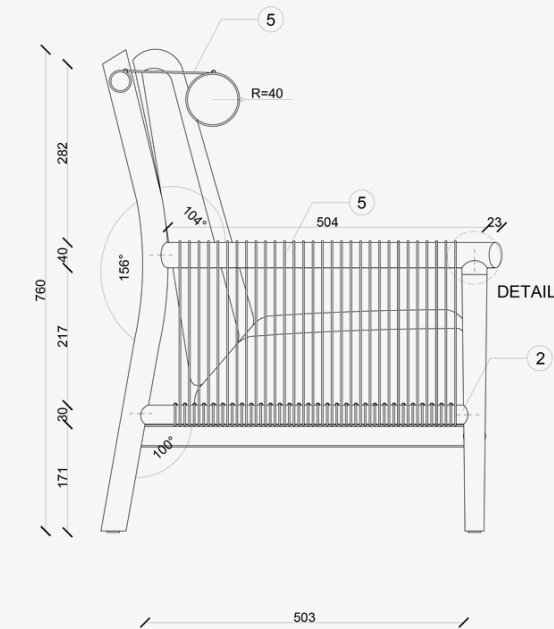
1. NATURAL BEECH WOOD, Ø40MM
2. NATURAL BEECH WOOD, Ø30MM
3. WOODEN CONE LEG, BEECH, UPPER Ø40MM, BOTTOM Ø30MM
4. FELT PAD, Ø20MM
5. NATURAL JUTE STRING, Ø3MM
6. UPHOLSTERY FABRIC - 100% COTTON, COLOUR: LIGHT GREY
7. PILLOW FILLING - SPELLED HUSK
8. ANTI-SLIP MAT
9. WADDING, THK=10MM
10. FILLING - UPHOLSTERY FOAM T25, THK=250MM
11. FILLING - UPHOLSTERY FOAM T30, THK=250MM
12. FILLING - UPHOLSTERY FOAM T35, THK=300MM
13. FILLING - UPHOLSTERY FOAM T25, THK=150MM
14. FILLING - UPHOLSTERY FOAM T35, THK=300MM
15. WOODEN DOWEL, H=80MM, Ø10MM
16. MILLING TO A DEPTH OF 1,5MM



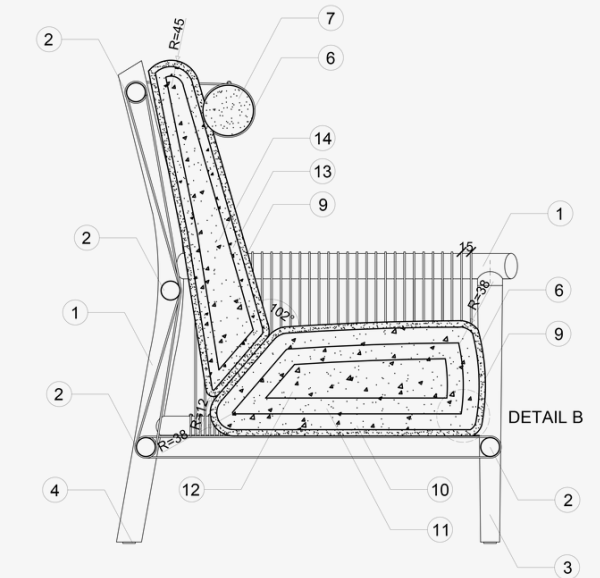
FRONT VIEW



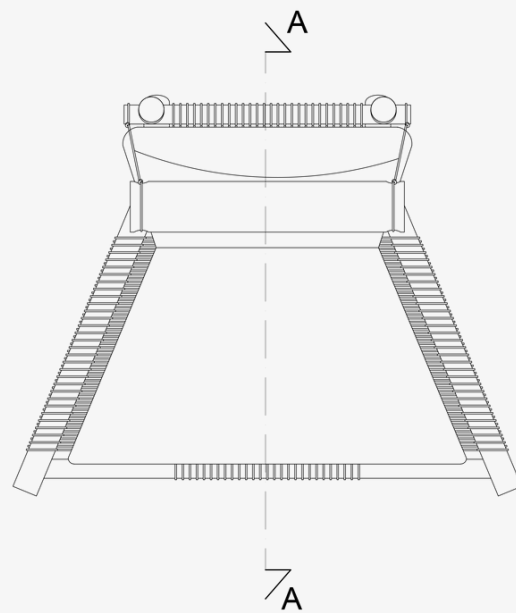
BACK VIEW



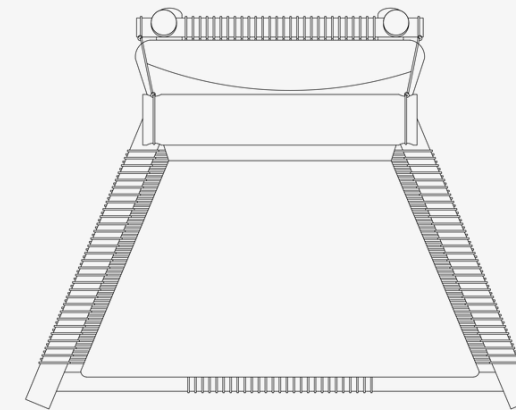
SIDE VIEW



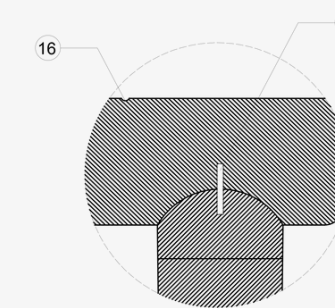
SECTION A-A VIEW



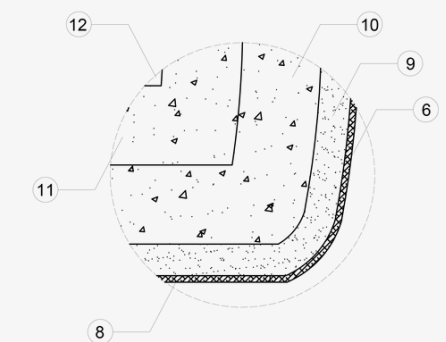
TOP VIEW



TOP VIEW WITHOUT CUSHIONS



DETAIL A, SCALE 1:1



DETAIL B, SCALE 1:1

Author: Julia Wywiął

THANK YOU!

Author: Julia Wywiat

Competiton: Only Natural Home

Category: Furniture

Year: 2024