

In creating a product, a designer has many factors to consider: the choice of material, the manufacturing method, the way the product is marketed, cost and practicallity, and how easy the product is to use, to understand. But what many people don't realize is that there is also a strong emotional component to how products are designed and put to use... I argue that the emotional side of design may be more critical to a product' success than its practical elements.

Donald A. Norman "Emotional Design"

Table of Context

The TEAM

Design Thinking

High Point Trip

CONCEPT development

CULTURAL PROBE development & design

CULTURAL PROBE data collection & analysis

Conclusion

The TEAM



Suthinee Kasemsomporn

M.F.A. Furniture Design Bangkok, Thailand



Dane Rimko

M.F.A. Furniture Design Cleveland, OH, USA



Olesya Golub

M.A. Design for Sustainability Rostov-on-Don, Russia



Birsen Kilinc

M.F.A. Furniture Design Mersin, Turkey

Design Thinking

"Whatever we possess becomes of double value when we have the opportunity of sharing it with others"

Jean, Nicolas Bouilly

From all the reading that we read, emotion plays a significant role in the furniture design world. The story behind each piece of furniture adds more value to it.

Aesthetics alone without any meaningful backstory, would not hold power that creates emotional attached to people.

High Point Trip

During the High Point Furniture Market there seemed to be two large areas that the furniture fell into. The large factory tours like Thayer Coggin evoked very emotional responses by getting the true essence of history and culture. As we experienced some of the other areas of the market it felt as though the furniture was following more of a trend and did not have as much of a backstory. These showrooms gave us all a sort of disconnect. The furniture that stood out had a strong backstory that we connected with.

HI HHI development





During a brainstorming exercise as a group we were trying to see what the commonalities were between people and furniture. In the exercise we took single words that would describe each category. After, we looked to see what common areas existed between each category. From there we categorized them to create distinct areas that related to emotion, and sustainability among others. From this point we started with our idea and executed a way to get a response.



The initial idea of the overall project started from the idea that we want to create furniture that brings people together. We want to see how they react to our furniture and to each other. The reason why we designed a long dining table is that we want to create a piece of furniture that is able to draw people's attention. We believe that a bigger table would have more impact to people and it would create a sense of a communal gathering place. The four chairs that we picked to set up with our handmade table are completely different. In addition to appearance we incorporated stories to accompany each piece of furniture. We were thinking of multiple ways to tell stories of our table and chairs. We chose to incorporate the new printing technology into this project since we believed that printing stories directly on our table's top was

a great opportunity to integrate the information without compromising the design. The design of the table is simple. For the material selections, we chose to do a wood top because wood gives a sense of warmth and welcome. We want people to feel comfortable spending time reading the stories on the table top. The table legs were made out of metal, which gives strength to our table. We also kept the design of the legs simple to accommodate the table's top design. The distance between the legs gives people enough space to sit comfortably next to each other no matter what chair they chose.

HULLI & Jesign development & design



Materials list

45 - Board feet of 8/4 soft maple

20 - feet of 3 gauge 4" wide hot rolled steel

1-Gallon Tight Bond III

10 - $3/8" \times 1$ - $1/2" \log screws$

10 - 3/8" flat washers

1-Chemical metal finish

1-Polyacrylic satin finish





Process

Wood

- Jointed and Planed down to correct thickness
- Rip cut to appropriate width
- Cross cut to appropriate length
- Edge Glue up
- Scraped off Glue and prepared for sanding
- Sand to grit 220
- $\boldsymbol{\cdot}$ One coat of finish before being taken to printer
- Printed toble finished
- Drill holes in bottom for lag bolts
- Final coats of finish applied

Metal

- Cut metal to size
- Holes drilled oversized to account for lag bolts and table movement
- Metal grinded and prepped for welding
- Mig welded into two identical bases
- Grinded off mig welds and prepped for finish
- ${\boldsymbol{\cdot}}$ Wiped metal leg washed with water
- Apply finish and waited until metal legs dried, chemical finishing (antique iron) applied to all surfaces
- Applying lacquer waited 30 minutes for finishing dried. After that clear lacquer applied to the surfaces to protect metal and also protect the finishing
- Assemble table



A formal and a for



I am a plastic chair made in Atlanta, GA. I am ubiquitous. You will find me in backyards, front yards, kitchens, camps favelas or conventions all over the world because I am low cost and convenient, but I will not serve you for long time unless you care about me. I was made out of non-renewable resources and I cannot be recycled. Once I break I will find a home in your local landfill and will spend an eternity there releasing toxins into the soil and the air you breath.



I was made in China from clear plastic and metal. I was designed to be beautiful and make my owner's space aesthetically pleasing but once he found I was uncomfortable to sit on I was discarded sent to a thrift store. I was lonely and no one wanted me. One day I was rescued by another person and a better fate hopefully awaited me but now live in the garage and serve as a resting place for tools. I am always dirty from dust and oil from tools and no longer feel beautiful as I was designed to be.



I am an old wingback chair and had been in one family for three generations. One day a nice young lady brought me home from the furniture store. We have been through many important events together. I recall her first cat who was sitting on her lap while she was reading us a book and he dug his claws into me. I was the first piece of furniture her future husband sat on and the first to hold their newborn daughter. I was the only chair that she wanted to take with her to college. I met her boyfriend and his dog there, they wore me out. Today my first owner is no longer alive and I now live with her grandson, I am afraid he is going to get a dog.



I am a wooden chair handcrafted in the U.S. many years ago. I am durable and easy to repair and clean but I am also a very common dining chair found in many homes. I am often painted over to perk up my looks. I am inexpensive which is probably the reason I don't have a stable family situation. I have been in and out of numerous families, yard sales and antiques stores. Where do I belong?



Table

I am one of the kind, I am unique. I was handmade by four SCAD students out of locally sourced materials. My purpose is to tell you a story about the project that you are participating at the moment. Once I serve here I will be donated to the Pegasus Riding Academy (an equestrian club for autistic kids) to serve as an event table where I will be able to continue telling my story. I believe I am not just a table, I am a story and a storyteller. I take pride in my worth, existence and usefulness.

data collection & analysis



The idea for this event stemmed from trying to illicit a response to the furniture we put on display. We were trying to gather through a cultural probe whether or not people had an emotional attachment to furniture. The nostalgia of certain chairs trigger a certain memory or place. Or if simply people go for aesthetic and comfort when it comes to furniture. With the addition of our table that was made with our own story we showed how much backstory can go into a piece of furniture. We examined the sustainable aspect of each and tried to show people what we see in furniture.





JULTURAL PROBE data collection & al RN 710-01 ksups in Firmiting Design SCAD Foll 2016

In order to get a response we decided to print out cards and invite people to experience the table and four chairs that were a part of the cultural probe. We tried to get a response that gave us insight into whether or not they have an emotional response to furniture and if the stories that we presented had any bearing.

Gender		Age	
Which piece of most? Why?	furniture do y	you relate to the	
chair 1 cha	oir 2 chair 3	Chair 4 table	
Would you say connection to a If yes, please d	that you have a piece of furn		
O ,	les .	○ No	
			J

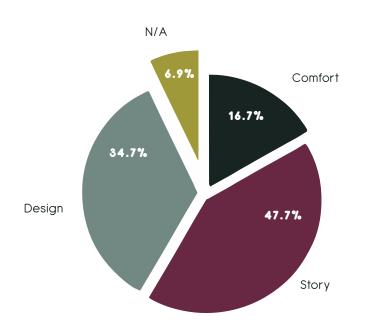


73 people participated in Cultural Probe

Gender (Person Count)



Why they relate to a piece of furniture that they chose.



If they have an emotional connection to a piece of furniture in their home?



If they have an emotional connection to a piece of furniture in their home?

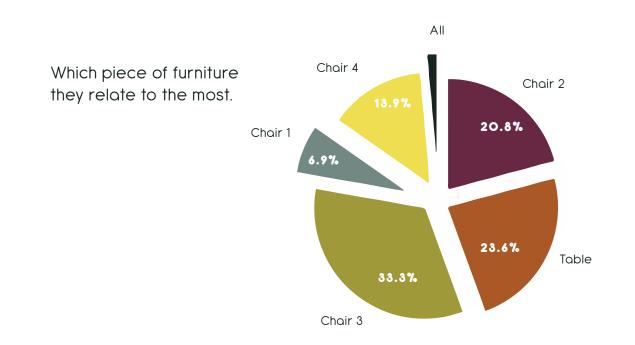
Participants 25 and under years old

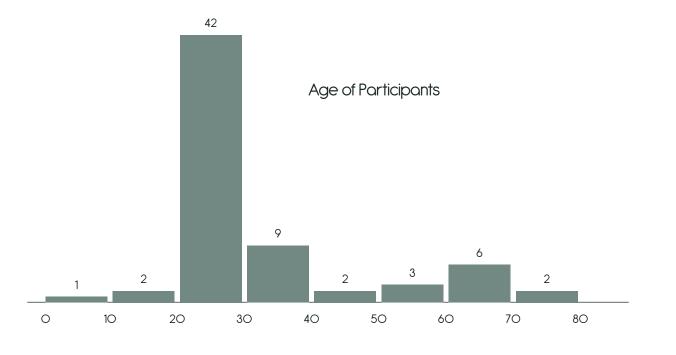


If they have an emotional connection to a piece of furniture in their home?

Participants 26 and older years old







Beyond the design of an object, there is a personal component as well, one that no designer or manufacturer can provide. The objects in our lives are more material possessions.

Donald A. Norman, Emotional Design

Last Thoughts

In the beginning of the project we were wondering if people have an emotional attachment to furniture. We were wondering why they have an attachment and whether the story behind an object has any influence on people's purchasing. The results of our experiment were conclusive in the fact that there indeed is an emotional response from furniture. We learned that older people have a greater attachment to furniture rather than young people. This as well as design play a large roll in what people chose for furniture and it is a valuable information for designers' thought process.

FURN 710-01 Issues in Furniture Design

Prof. George Perez

Students:

Suthinee Kasemsomporn

Dane Rimko

Olesya Golub

Birsen Kilinc

Fall 2016

