

Analogue Nostalgia and Environmental Aesthetics

“As an approach to sustainable design, emotionally durable design reduces the consumption and waste of natural resources by increasing the resilience of relationships established between consumers and products.”

- Chapman, J., 'Design for [Emotional] Durability', pp 29-35

Issue

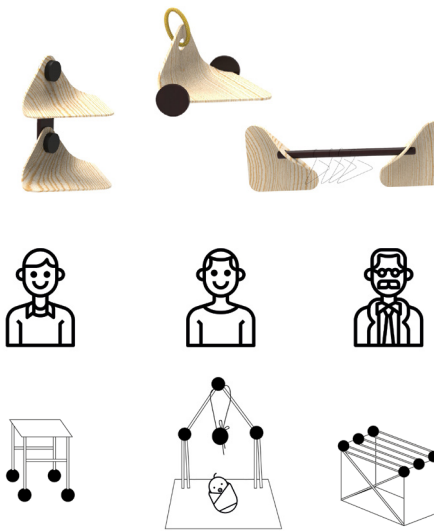
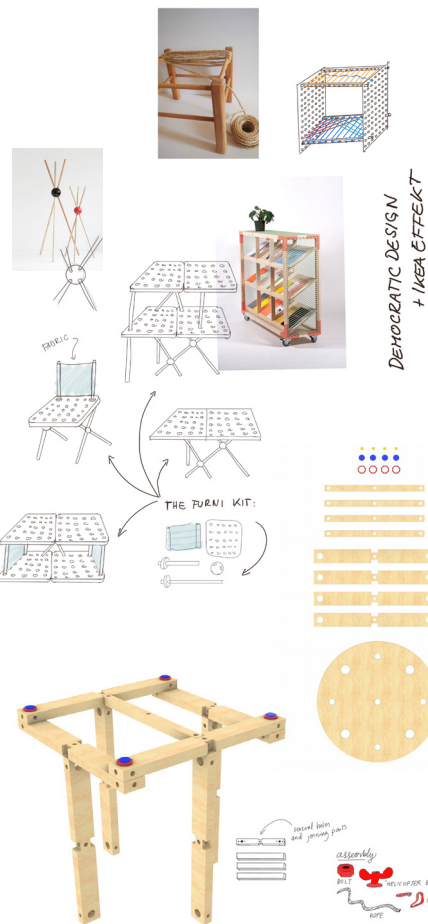
Can designers contribute to a mindshift towards more sustainable choices through aesthetic ideals?

Idea

We need the sustainable aesthetics to go in line with our aesthetic ideals. We've decided approach this through customization and storytelling. By providing the user with a modular system, which they can assemble in different ways we hope to enable a greater attachment and nudge them to give their products a longer life.

Process

The work had its starting point in the notion that by expanding the possibilities of what our furniture can be and make them multifaceted and engaging we can make people feel a bigger attachment and keep them longer. This was investigated through a series of discussions and sketches.



The work centers around a person's different life stages and how we could create a furniture piece that could develop with a user through life.

Inspiration

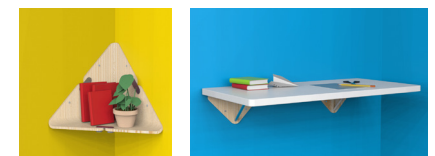
We collected inspiration from toy design, especially inspired by the American toy designer Cas Holman.



Rigamajig by Cas Holman

Concept

The final concept is a modular system that lets the user be creative with their furniture and adapt them to their current living situation. By introducing these blocks to build with we hope to nudge the user into creating a greater attachment to their things as well as value them more, hence keep them for a lifetime.



The Furniture that changes with you.

Furni is not just a table, a stool or a shelf. It can be all of this and more.

Furni is, whatever you want it to be.

