

MAKING *The Poodle*



The Ericofon "The Cobra"

Created in Sweden during mid 50's, firstly thought out for institutional use. However, it soon made it into homes worldwide and became the first phone to be given a **name**, the Cobra.

Expressing its fluid **persona** and curiosity to, at the time new **material** - ABS thermoplastic. The form was radically **unconventional** to any similar products of its time. Though yet rational with its inventing 2-in-1 function.



Selecting Material

From focusing on fluidity, a high viscosity liquid, expandible foam were early thought of. With its own behaviour, resembling individual needs and desires of a persona.

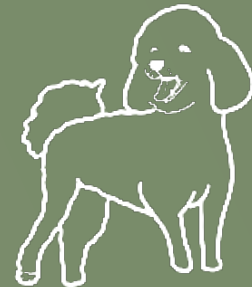
Given the **radical** year of 2020 - a historical time of unconventional approaches, Bbeing locked up at home, scratching the walls for a change or from lack of stimulation. This chair is to be explored, bringing traditionally lost space into the light and boggle your mind.



Popcorn Furniture

Early spring, in the heat of the covid-19 outbreak time, influencers' videos were exploding on social medias. Showcasing a new trend of creating hip popcorn-looking furniture at home with **expandable** building foam.

Nominating the material of the 2020s, with its characteristics of re-shaping forms, as the power of for a moment tricking the eye and transforming materials into **unexpected** objects. The building foam and popcorn came to stay.



The Experiment

During a night, when nothing but popcorn were on our minds and 50s classics were pounding from the speaker, an unconventional, experimental and **uncontrollable** chair grew.

Like in life itself, as time pass, the foam changed drastically and the chair started shifting in expressions. A character with such striking personalities, much more than a simple popcorn. To resemble such individual, we needed a **thriving** personality.

In advance humbly apologizing for any irony of the hip trend popcorn furniture, the result of isolation during a pandemic
- "Att göra en pudel"



The Poodle

An exploration of **material** and **unconventionality** to let the **persona** thrive like the 50's classic - the Cobra.



Jenny Holm
jls.jenny.holm@gmail.com

Olivia Johnsson
olivia.johnsson1998@gmail.com