



Create concepts that explore and illustrate the power of creative expression to make people Stop+Think. Identify commercial products that do this successfully.



Habit Forming

DESCRIPTION

This collection of chair concepts is a response to common habits of daily living, generally considered to be bad habits. Rather than focus on design solutions that seek to mitigate the effects of bad habits or change the individual with the bad habits, these designs honor, celebrate and playfully interact with those habits through their design. Clothes find their way to nearby furniture rather than to the clothes hamper or the closet because of convenience and, over time, force of habit.

“Hampered Seating” is a chair that doesn’t become functional as a chair until it has been filled with cast off clothes. But just when it becomes comfortable for sitting, it’s time to do laundry again, emptying the chair of its cushion and readying the cycle to be repeated.

“Clothes Hanger” acknowledges that many use their bedside chair principally, if not exclusively, as their clothes valet. Rather than using the design approach of conventional clothes valets, the chair shape outlined with a wire clothes hanger-like steel rod, are obvious choices to make it clear that this chair is not for sitting but to honor a formerly “bad” habit.

The “Good for Nothing Chair” is for those who know that oftentimes a designer chair is principally meant to look good and not necessarily be functional let alone comfortable. Legs held together with tensioned cords, collapse under the weight of clothes or pets, reminding one and all, that a beautiful chair should be seen and not used.

DIFFERENCE

Design can solve many problems that improve the human condition and enrich cultures through the creation of beautiful objects. A key power of design that is often overlooked is its ability to make us stop and think. These concepts highlight this power by imbuing the ordinary and the expected with a visual story that challenges and pokes fun at the status quo. These designs are inspired by habits that are generally thought to be bad. The designs enable or forbid those habits and create fun, whimsy and honor from common human behavior. They demonstrate that design can literally turn bad habits into behaviors worth keeping or adopting.



Hampered Seat

Under-used and under appreciated, a pile of clothes makes a great cushion. And the bigger the pile the better. Truly an accomplishment to celebrate, a big pile creates comfort to snuggle into.



Hanger Chair

A chair has always been the best clothing butler. The Hanger Chair calls a spade a spade and specializes in accommodating clothes. And no sitting allowed.



Good for Nothing

Preserving itself as a pure work of art, the Good for Nothing chair crumbles under the weight of pets or clothing and is definitely not for any sort of functional use.

Commercial Examples:



Moulin Roty Toys "Teddy Bear Band"



Cultivate "Woofers"

Functional kitsch; the wrong becomes the new right. By adding a function to an otherwise grotesque object, it acquires new aesthetic values, becoming an object of desire.



iBelieve "Shuffle Cross Cap"



Think Team Leader
Ken Wood
Creative Director, Lunar Design

Team Members
Alberto Villarreal, Evelyne Chaubert
and Scot Herbst