

I modelli presentati sono stati depositati presso l'Ufficio brevetti della CCIAA di Udine.
Le imprese interessate ad utilizzarli possono rivolgersi ad Agemont Spa

Die Modelle wurden mit dem Patentamt der Handelskammer Udine hinterlegt. Die interessierte Unternehmen Können sich an Agemont Spa wenden, um die Modelle verwenden



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“Desire” Project_ THE DESIGN OF THE FUTURE:

Concept Design

Workshop: Develop design concepts for bedroom furnishing. Theme: THE SERVOMUTO.

Klagenfurt, 20 January 2012



DESIGN GROUP ITALIA & FRANCESCA VALAN STUDIO

1. Recap

- *project theme and brief*
- *functional analysis of the classic servomuto*
- *analysis of existing products*
- *analysis of real contexts of use*
- *design approach and method*
- *trends: shape and color*
- *proposals*

2. Concept 04

- *rendering e color sets and prototype*

3. Concept 06

- *rendering e color sets*

4. Concept 08

- *rendering e color sets*

5. Concept 16

- *rendering e color sets*

1. Recap: *project theme and brief*

1. AREA: Dress/Undress

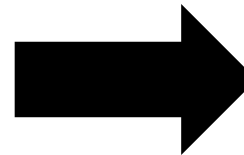
- Where are present objects with high functional value.

2. CATEGORY: Piece of Furniture

- Independent from the bedroom furniture system

3. PRODUCT: Servomuto

- **Innovation**
Multifunctional and traditional product that offers many innovation opportunities.
- **Adaptability**
It can be easily placed in rooms with **different styles**
- **Market**
It can be marketed both through different **channels (consumer and contract)**
- **Technology and Materials**
The design can be implemented through **various technologies**, from handcrafting to industrial manufacturing.



Pieces of furniture for the bedroom (or the hotel room) that help people while dressing or undressing.

Identify opportunities for innovation on the theme of the servomuto.

1. Research: *functional analysis of the classic servomuto*



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We have identified two critical issues:

- **When the servomuto is not “in use” it may be perceived as useless and cumbersome.**
- **The servomuto is mainly conceived for men and not for women.**

1. Research: *analysis of existing products*

Our analysis has shown that...

...a new typology of servomuto is emerging, addressed on young adults and adults, male and female, who wear casual clothes and live in informal contexts (either homes or hotels).



1. Research: *analysis of real contexts of use*

In most bedrooms we found a large amount of pieces of clothing that have been already worn but... :

- **...are not dirty enough for the laundry;**
- **...will likely be worn again,** thus they are kept available;
- **...are not stored in the closet,** where they can mix with the clean ones.

We call “limbo” the areas where this kind of clothes pile up.

The analysis of real usage scenarios shows some issues.

The clothes that are piled up in the “limbo”...

- **...belong to various styles, from casual to formal...**
- **...include sweaters, t-shirt, shirts, scarves, bras, trousers either pressed or not, etc...**
- **...get crinkled...**
- **... are hardly visible and accessible (mostly those that are under the pile)...**
- **...give a general impression of mess...**
- **...are not all aired the same way.**

1. Concept Design : *Method and Design Approach*

Based on our analysis of existing products and real usage scenarios, **we decided to found our design approach on functional values.**

We believe that the servomuto needs to be updated from a functional point of view.

This approach produced 18 concepts, ranging from the re-interpretation of the classical servomuto to the development of a **new product category.**

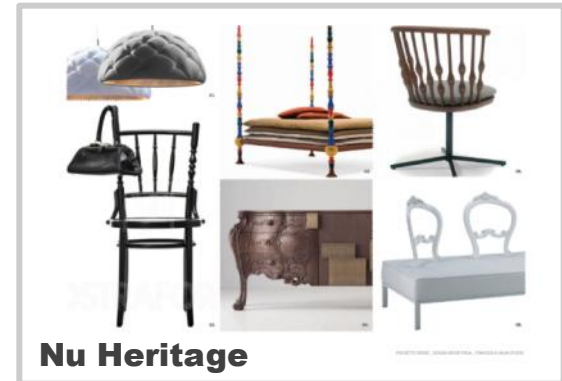


1. Concept Design: *trends*

Shape Style Scenarios

The **style scenarios** presented in the first phase of the project have been used **as a reference**, during the concept design process.

The **fine-tuning of the shapes according to styles**, will be completed for the selected concepts in the following phase.

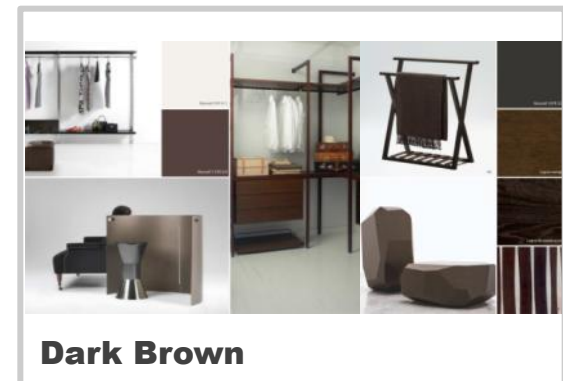
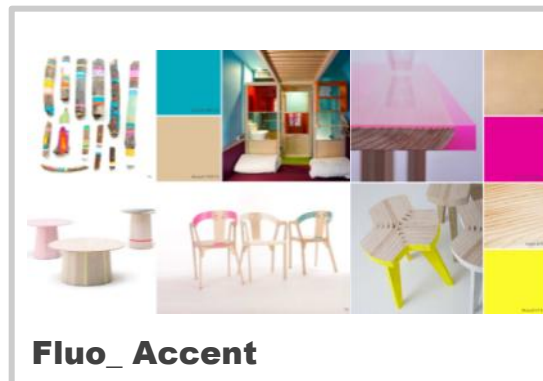
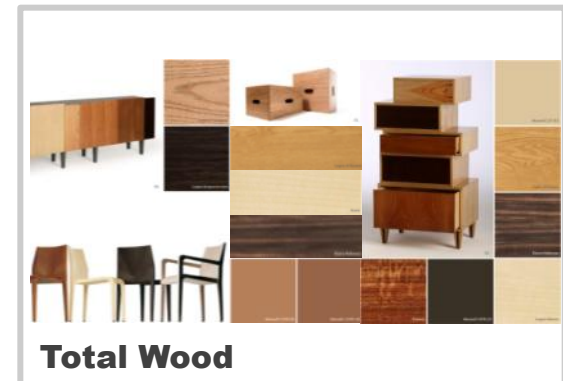
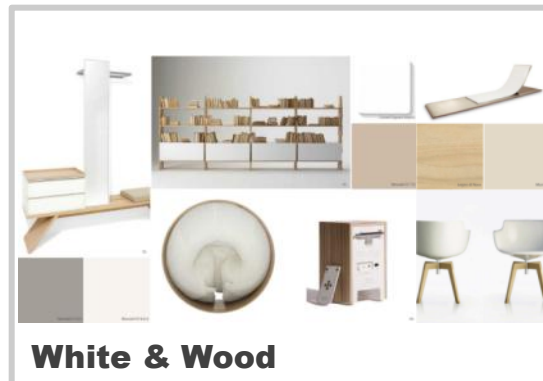


1. Concept Design: *trends*

Color Scenarios

The **color trend scenarios** presented in the first phase of the project have been used **as a reference**, during the concept design process.

The **fine-tuning of the colors according to trends**, will be completed for the selected concepts in the following phase.



1. Concept Design



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We grouped our 19 concepts into 3 categories:

A. NEW servomuto

New interpretation of the classic servomuto.

B. EQUIPPED CHAIR

Inspired by the common practice of using a chair as “limbo”.

C. OPEN CLOSET

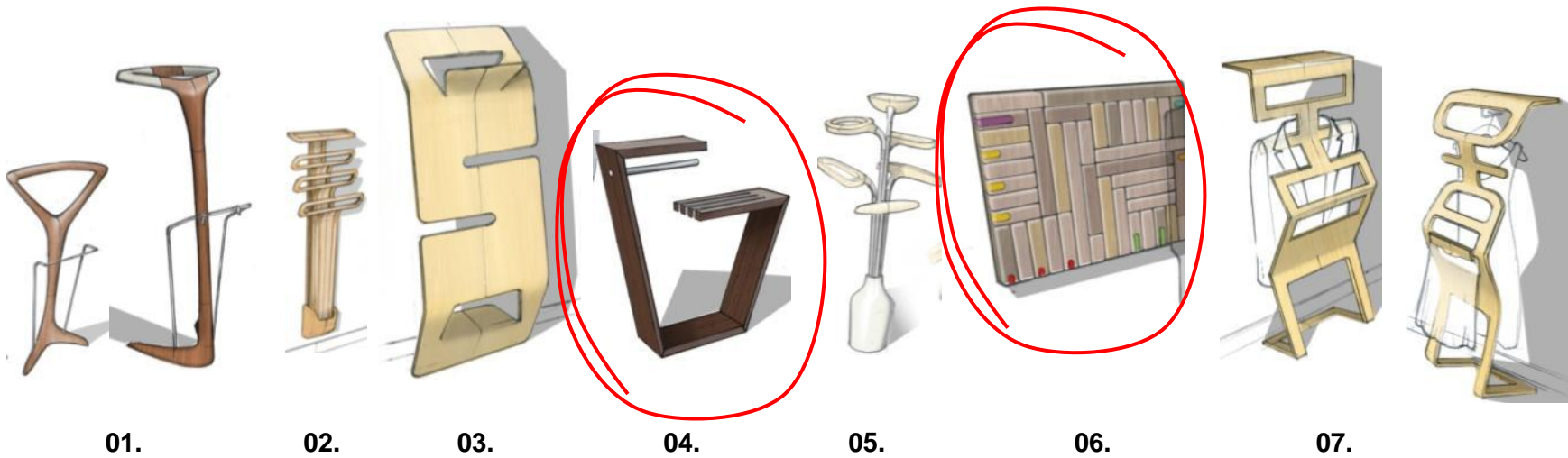
New product category designed to help people to manage and organize the clothes in the “limbo”.

Insight and Design Cues

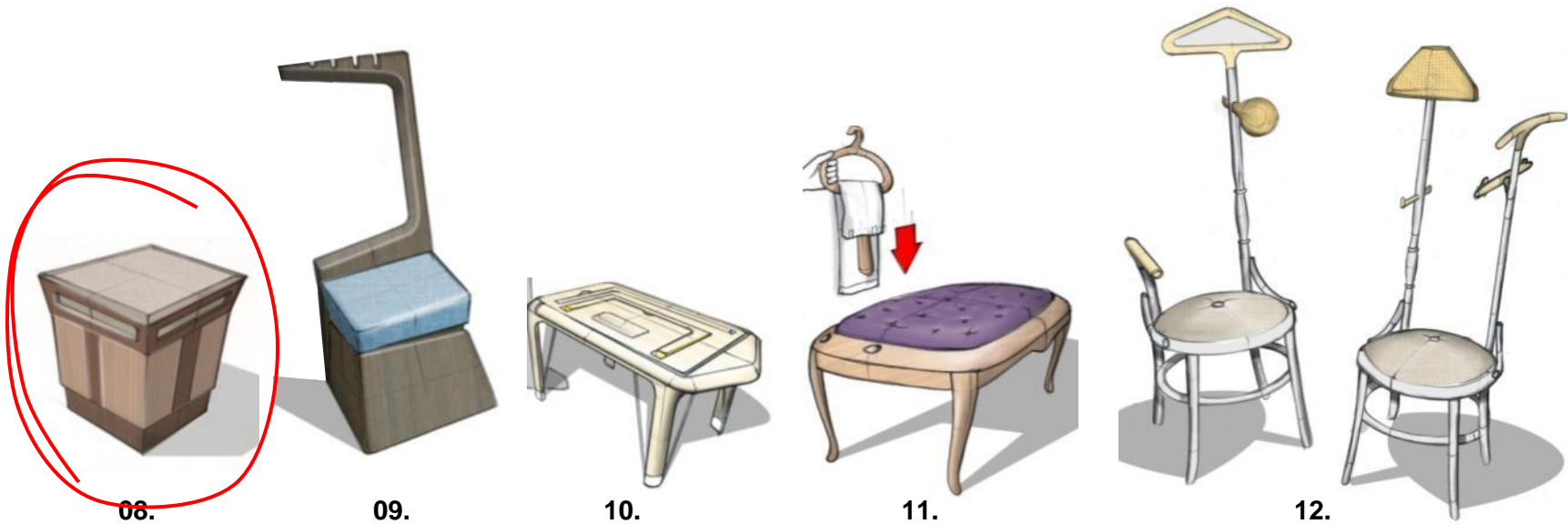
Typically the function of a servomuto is keeping the clothes that one takes off at night until he/she wears them again the following morning. With respect to this function, we identified the following areas of innovation:

- **Camouflage servomuto**: when the servomuto is not “in use” its presence is more discreet either because it is nicer /smaller or because it has another function.
- servomuto featuring elements **specifically studied for women.**
- servomuto that can be **compacted even when it is full of clothes.**
- Implement new features meeting **the needs of modern** businessmen and businesswomen.

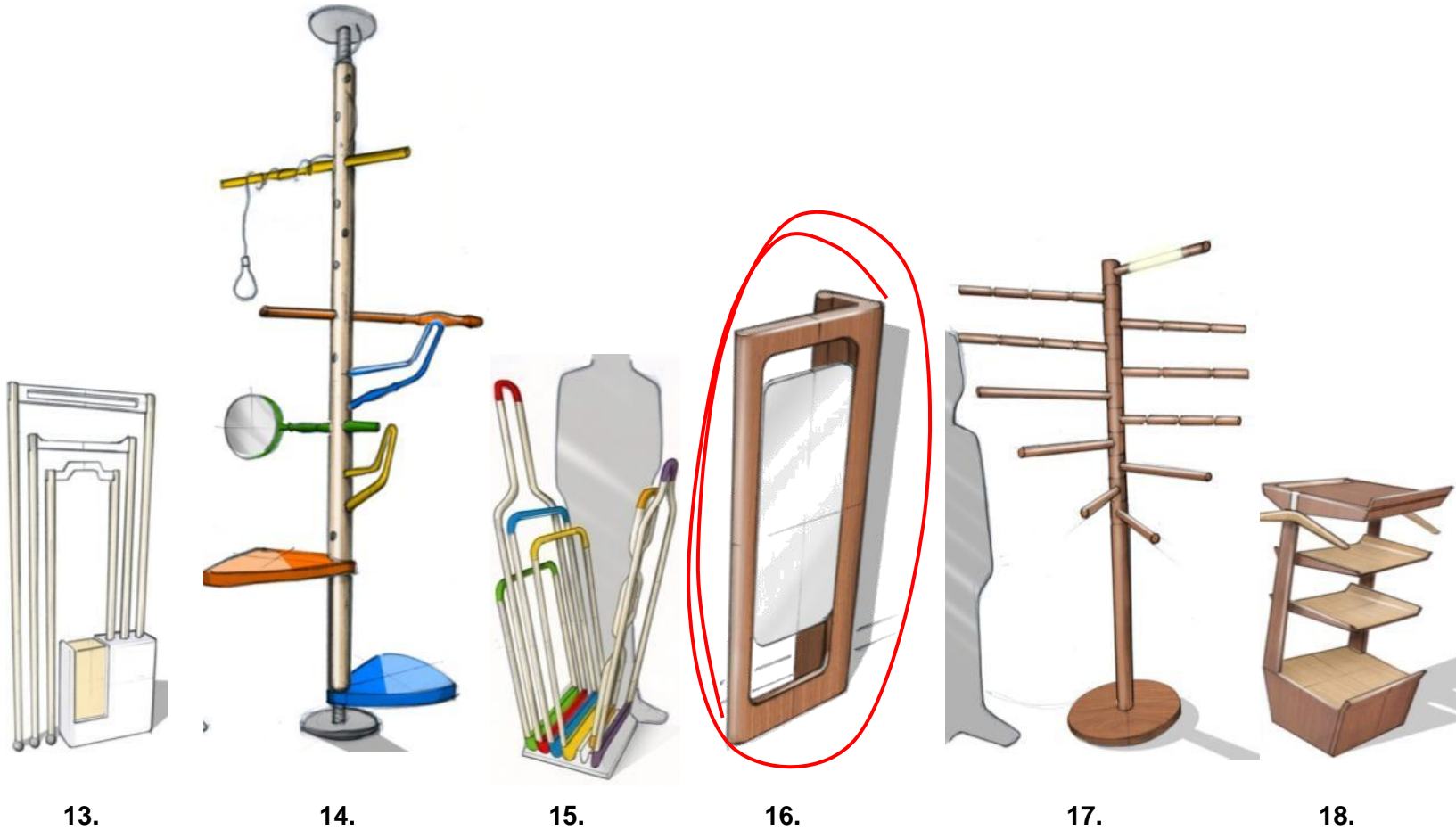
1. Concept: Nuovo Servomuto ALL



1. Concept: Sedia Attrezzata ALL



1. Concept: Open Closet ALL



5. Development: ALL

08



04



06

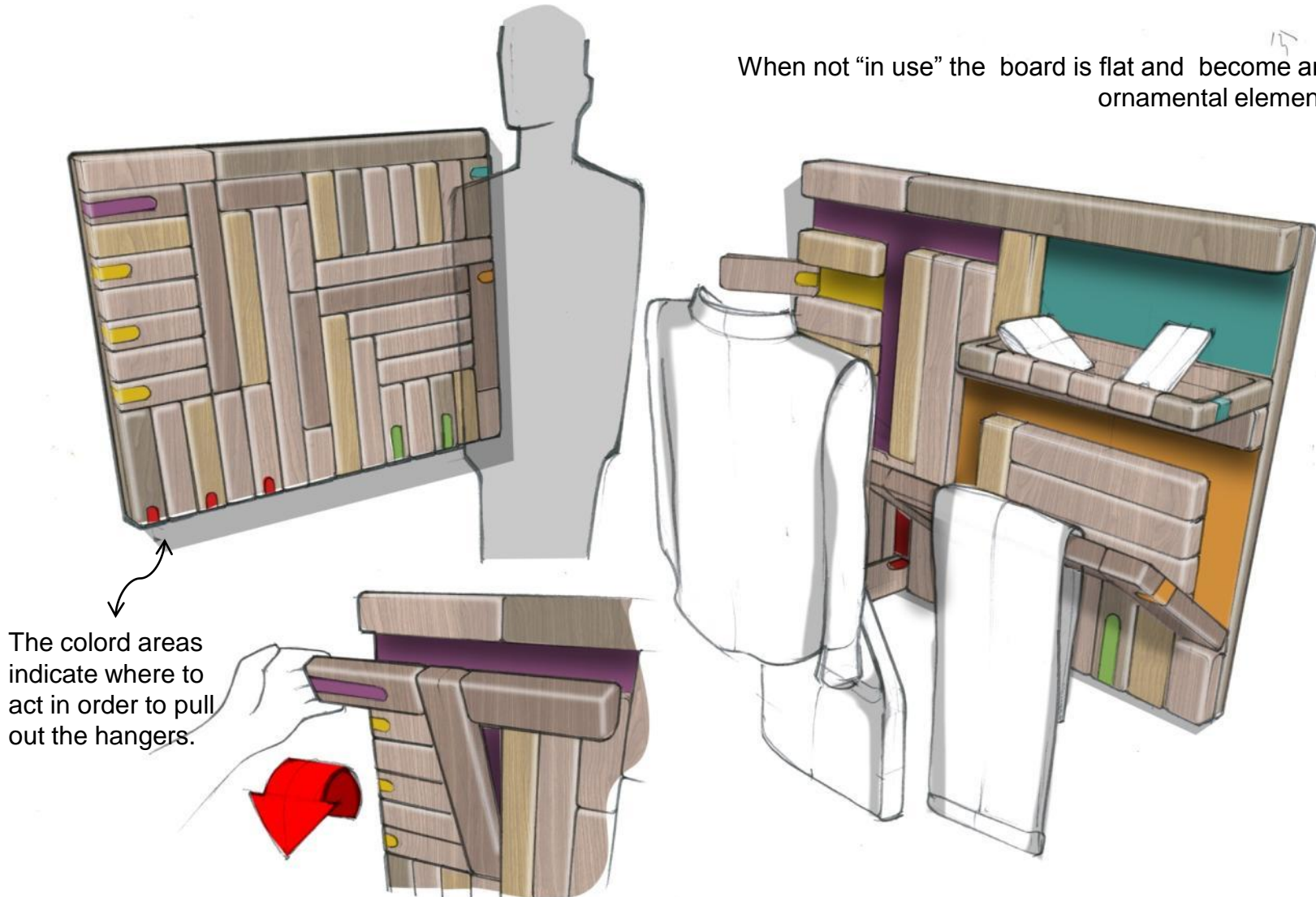


16

3. Development: New servomuto 06

3. Development: Nuovo Servomuto 06

When not “in use” the board is flat and become an ornamental element



The colored areas indicate where to act in order to pull out the hangers.

3. Development: Nuovo Servomuto 06



-  *color:* Munsell 6.2 RP 5/12
finish: polished
-  *color:* Munsell 10 BG 5/8
finish: polished
-  *color:* Munsell 5 Y 8/12
finish: polished
-  *color:* Munsell 7.5 R 5/14
finish: polished
-  *color:* Munsell 5 GY 7/6
finish: polished
-  *material:* pinewood
finish: matt
-  *material:* oak
finish: matt
-  *material:* larch
finish: matt



FORMA: Obvious Construction



COLORE: Fluo Accent

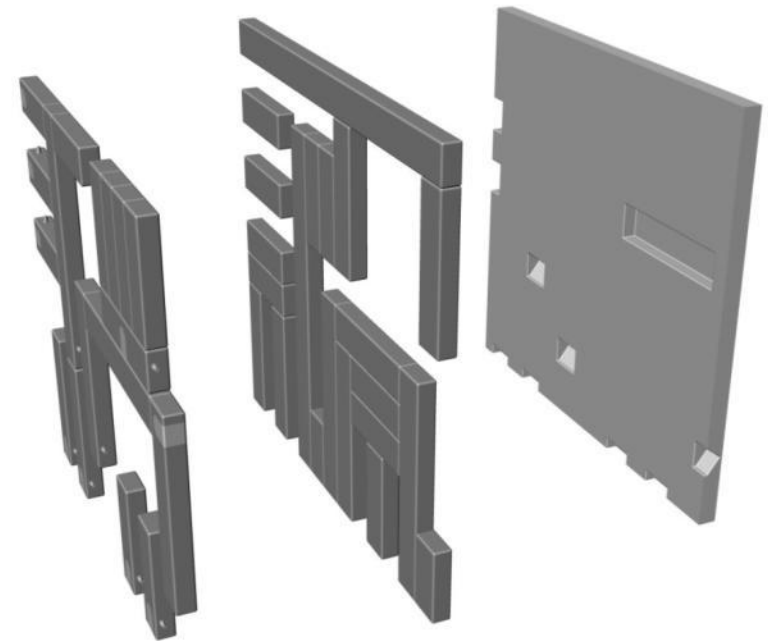
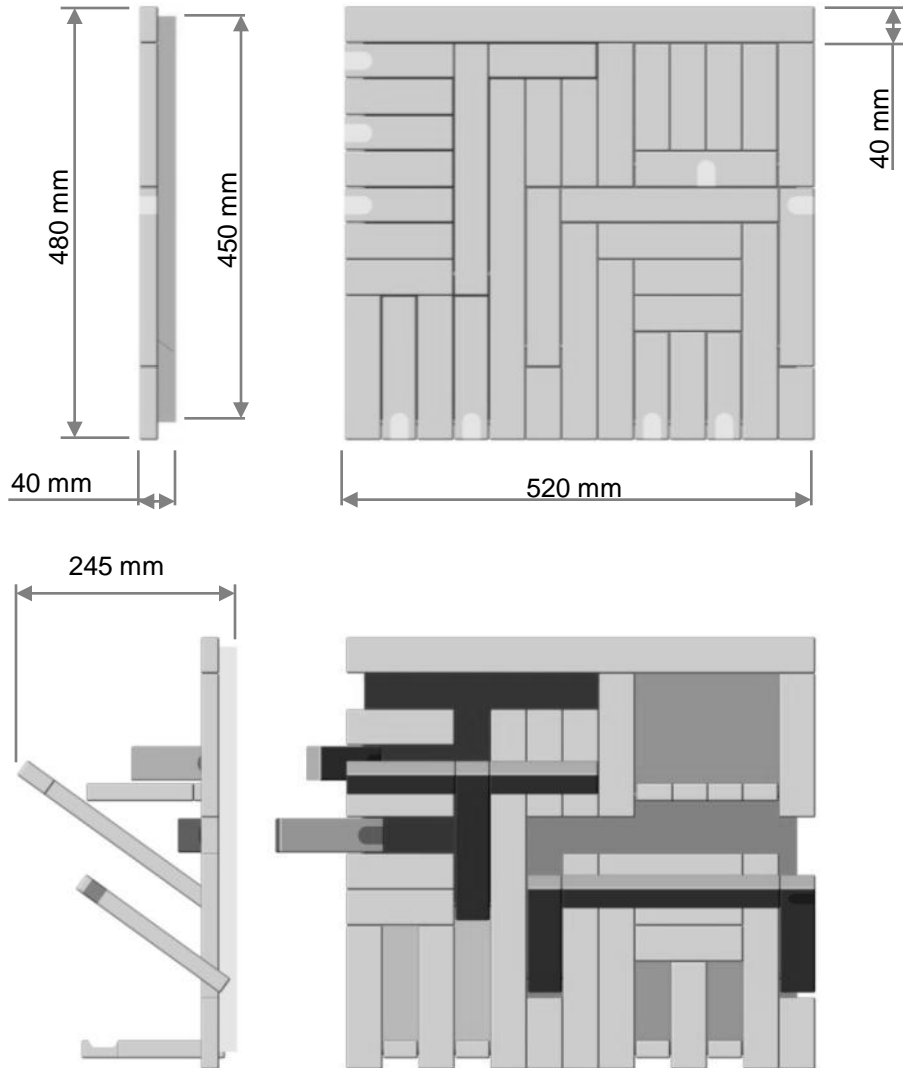
3. Development: Nuovo Servomuto 06



3. Development: Nuovo Servomuto 06

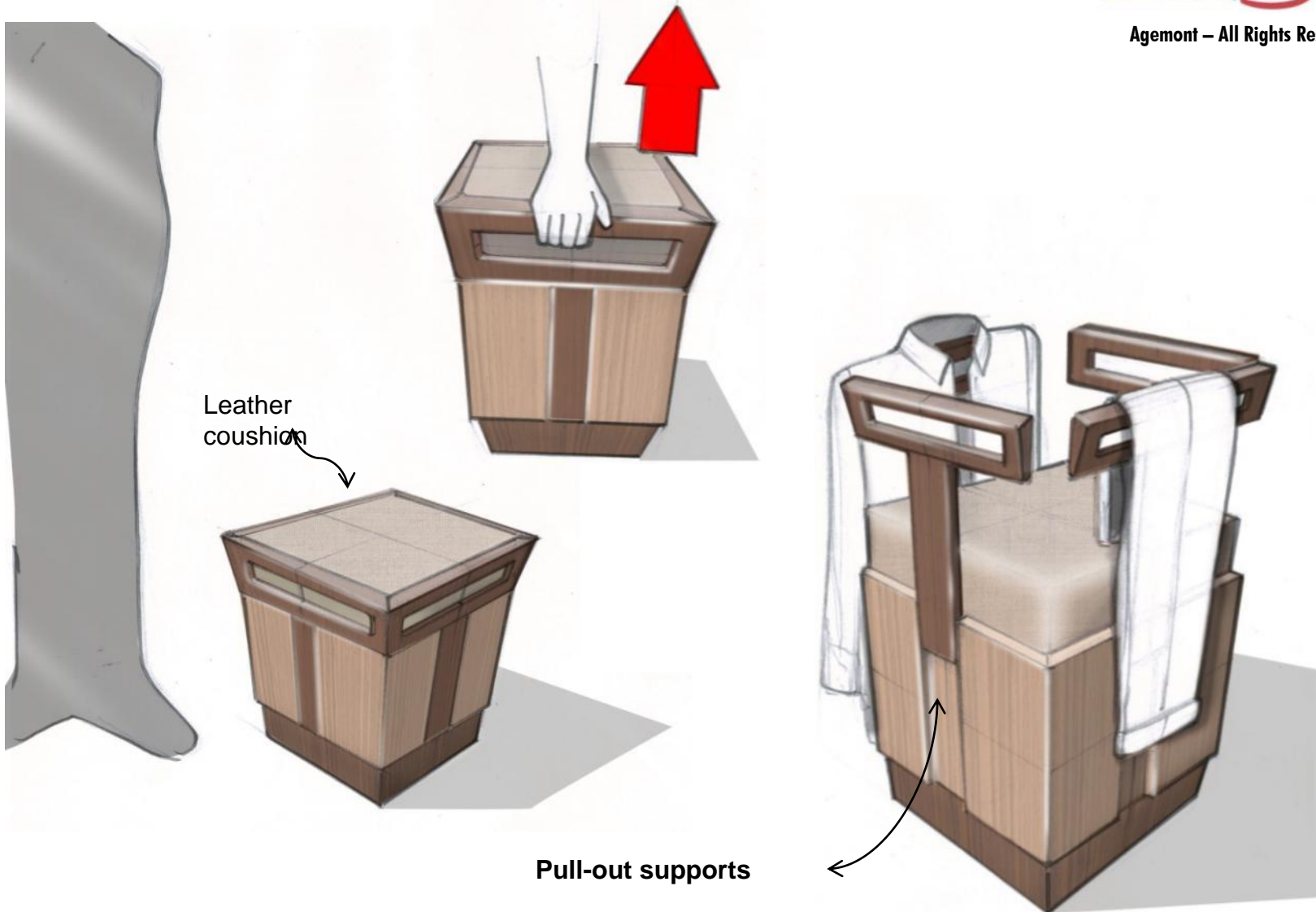


3. Development: Nuovo Servomuto 06



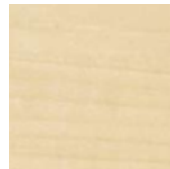
4. Development: Equipped Chair 08

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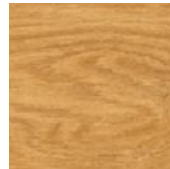


4. Development: Equipped Chair 08

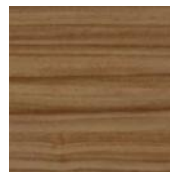
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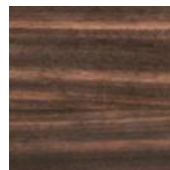
material: maple
finish: polished



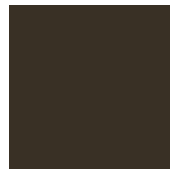
material: oak
finish: polished



material: walnut
finish: polished



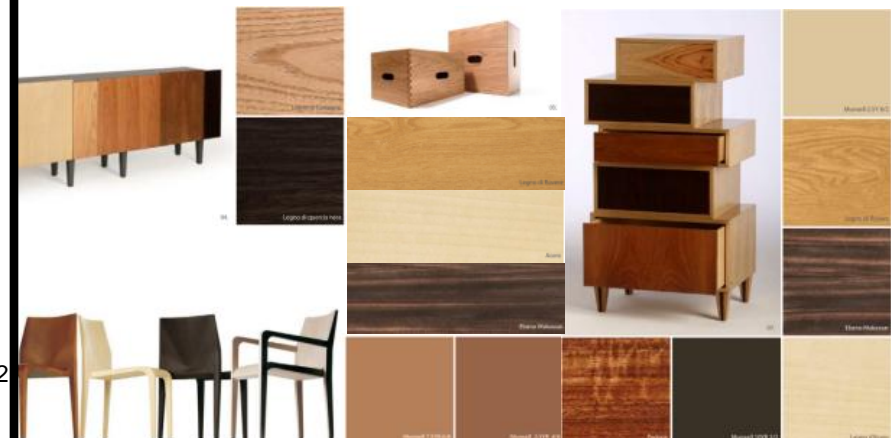
material: ebony
finish: polished



color: Munsell 10YR2/2
finish: matt



FORMA: Luxury Evidence



COLORE: Total Wood

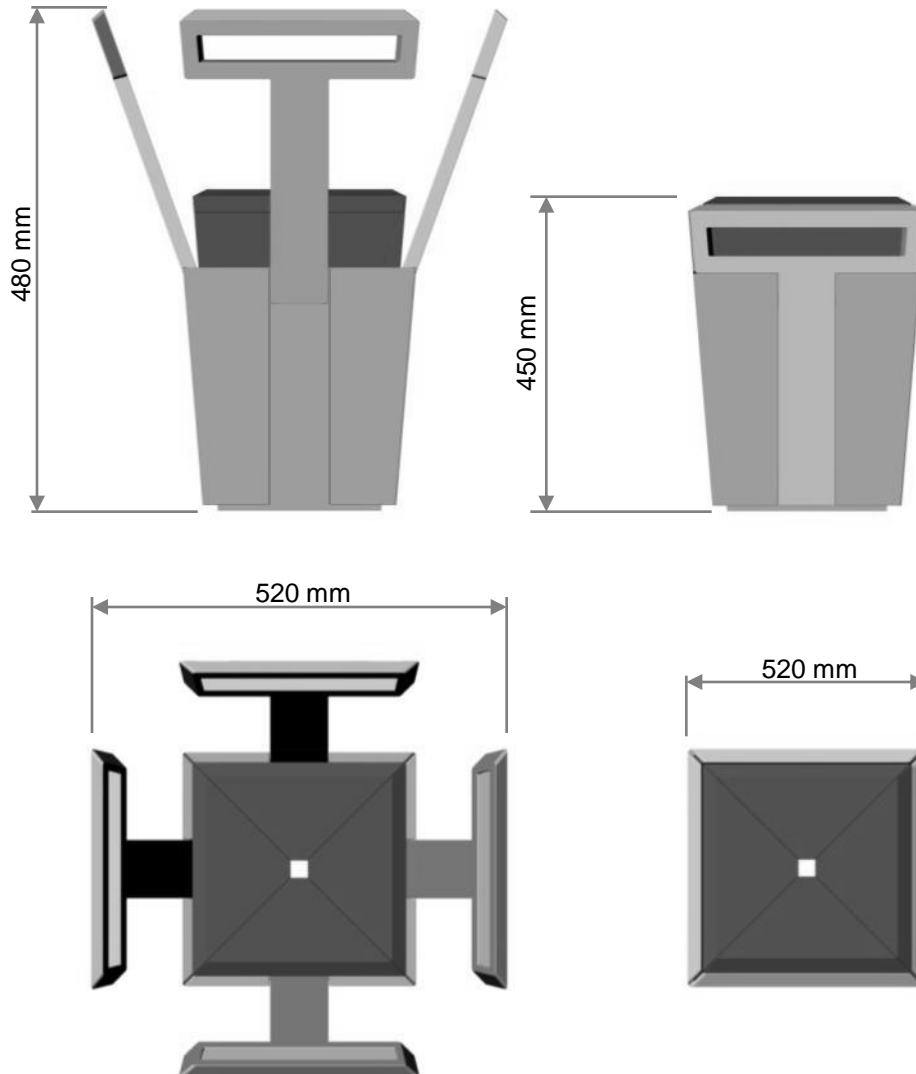
4. Development: Equipped Chair 08



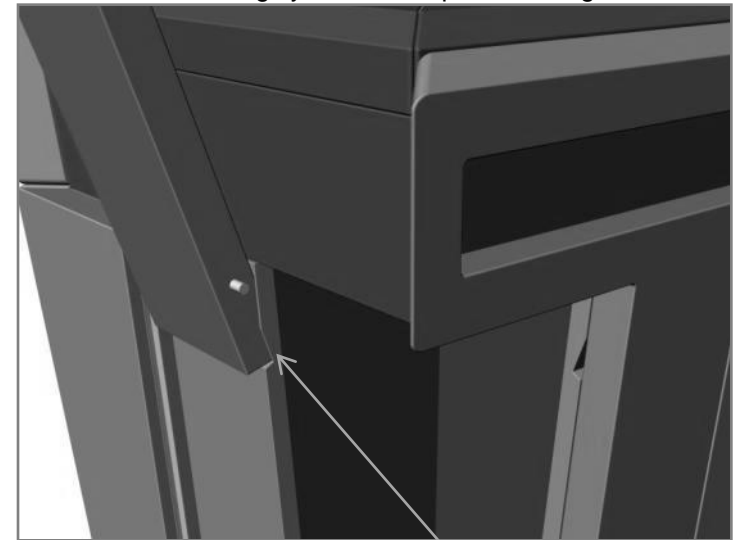
4. Development: Equipped Chair 08



4. Development: Equipped Chair 08



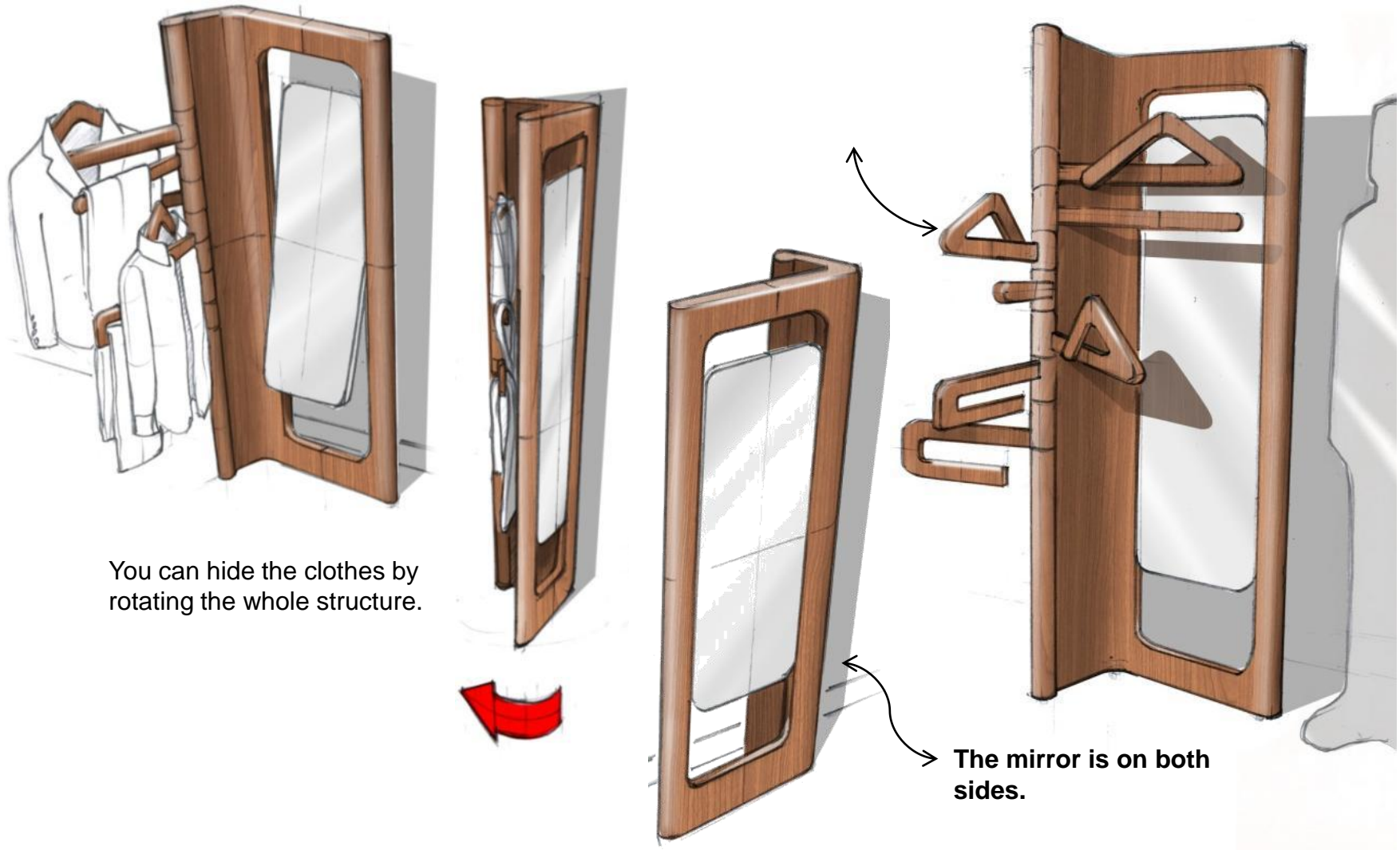
Detail of the locking system of the pull-out hangers



A magnet is positioned in the inclined plane, to hold the hanger in place.

5. Development: Open Closet 16

5. Development: Open Closet 16



5. Development: Open Closet 16

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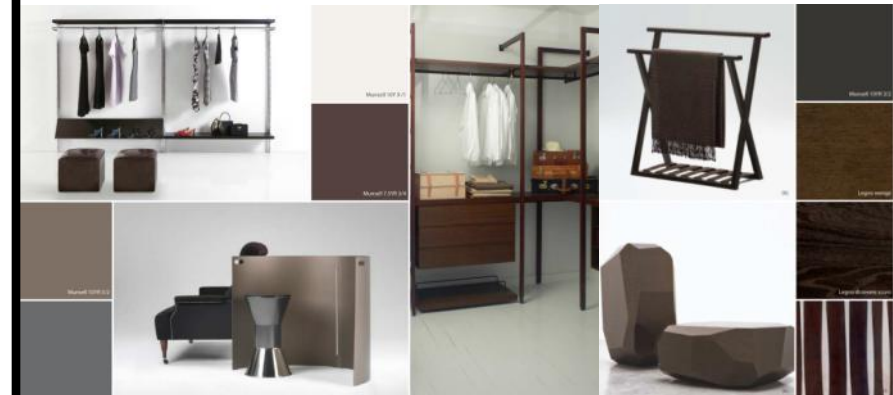
material: steel
finish: shot peening



material: wenge
finish: matt



FORMA: Scandinavian Memories



COLORE: Dark Brown

5. Development: Open Closet 16

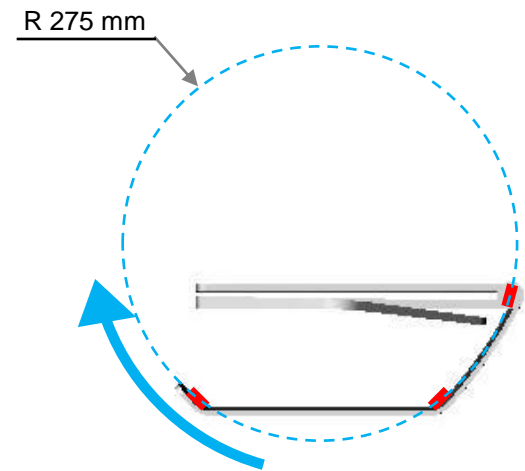
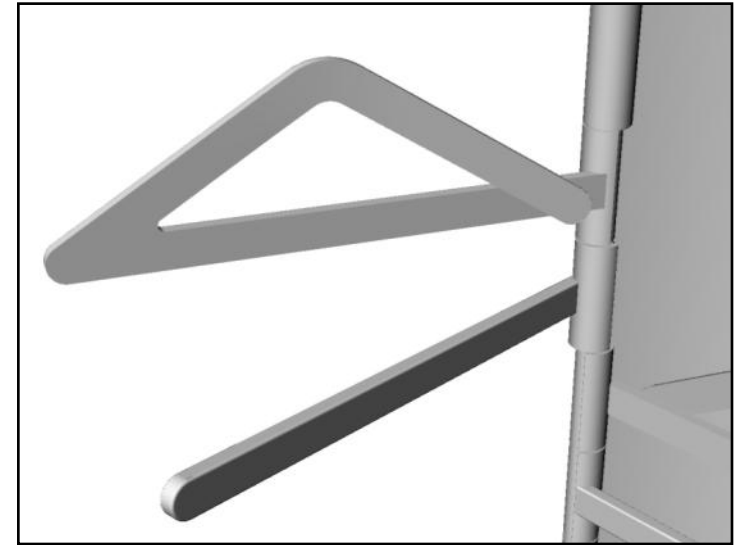
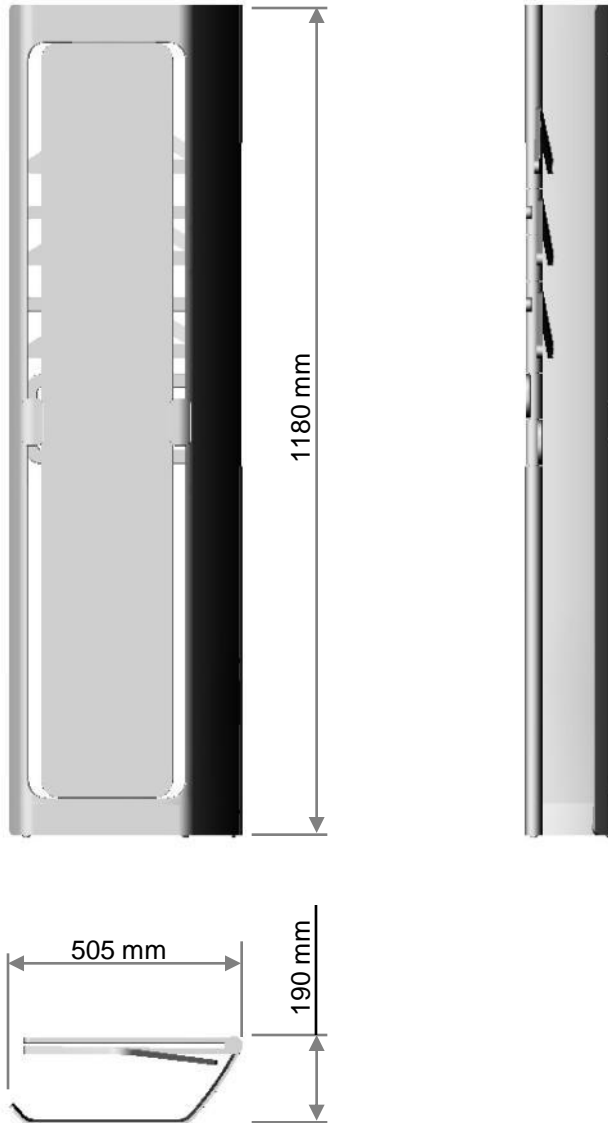


5. Development: Open Closet 16



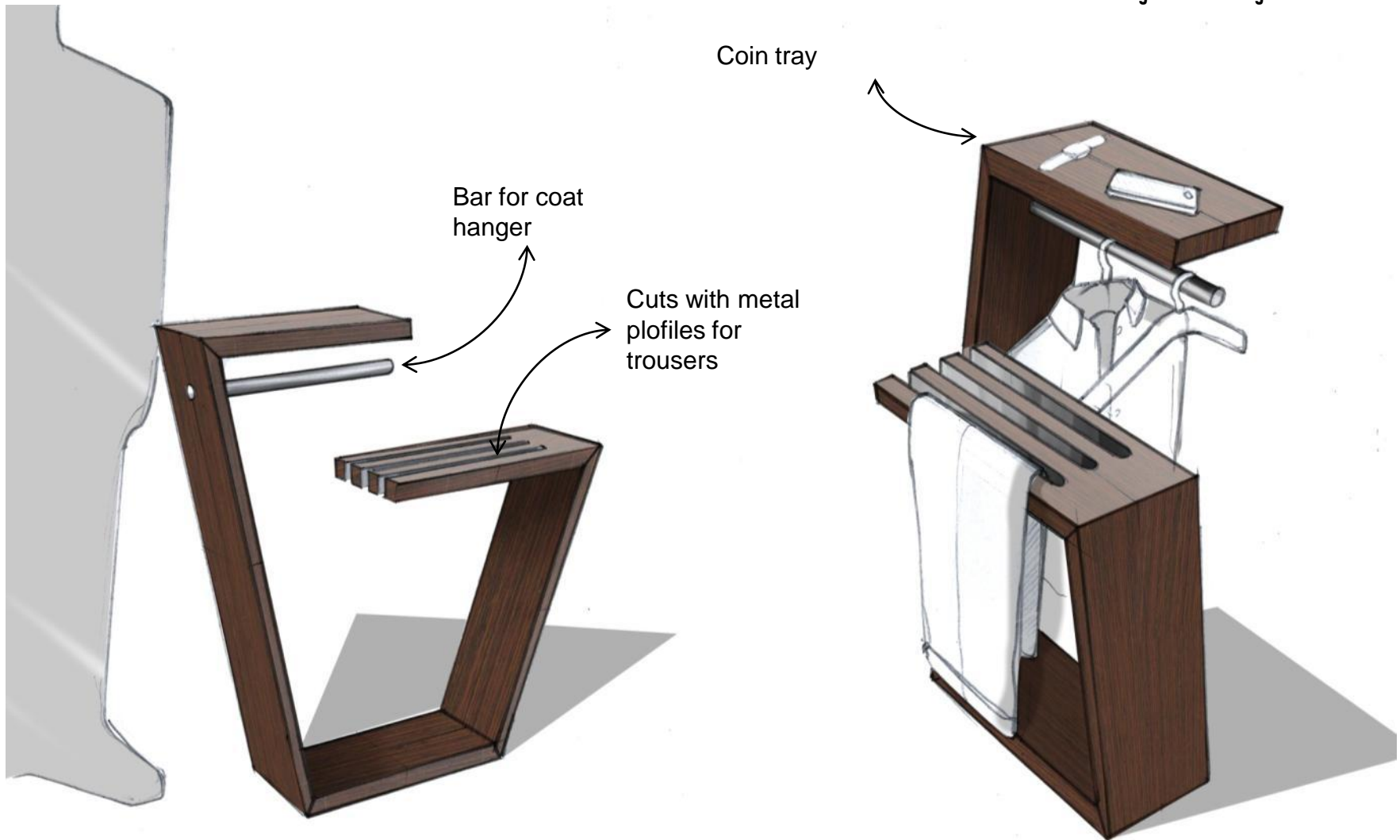
5. Development: Open Closet 16

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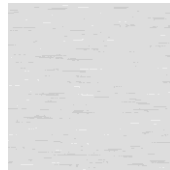


2. Development: New servomuto 04

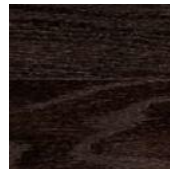
2. Development: New servomuto 04



2. Development: Nuovo Servomuto 04a



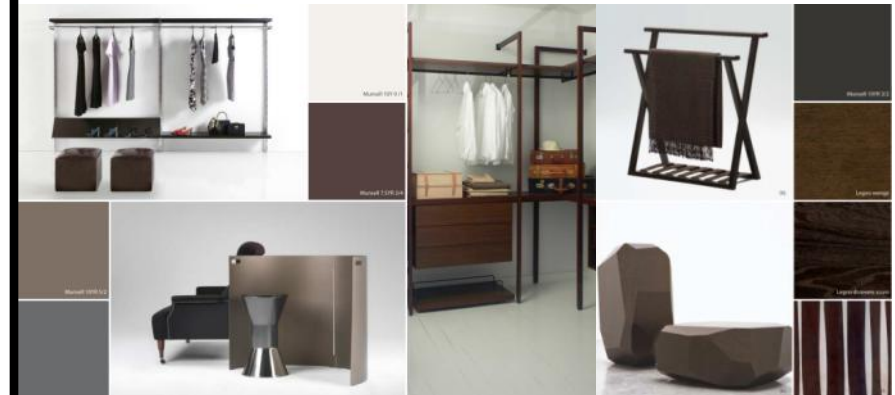
material: acciaio
finish: spazzolato



material: dark oak
finish: polished



FORMA: Luxury Evidence



COLORE: Dark Brown

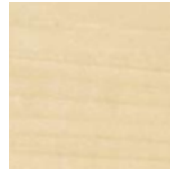
2. Development: Nuovo Servomuto 04a



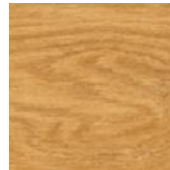
2. Development: Nuovo Servomuto 04a



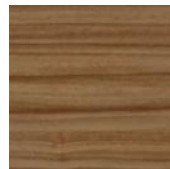
2. Development: Nuovo Servomuto 04b



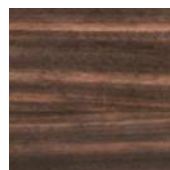
*material: maple
finish: polished*



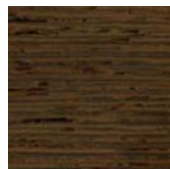
*material: oak
finish: polished*



*material: walnut
finish: polished*



*material: ebony
finish: polished*



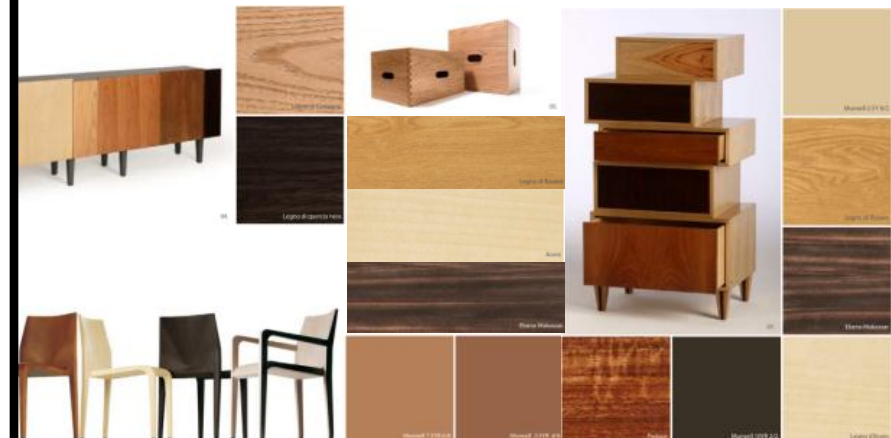
*material: wenge
finish: matt*



*color: Munsell 10YR2/2
finish: matt*



FORMA: Luxury Evidence



COLORE: Total Wood

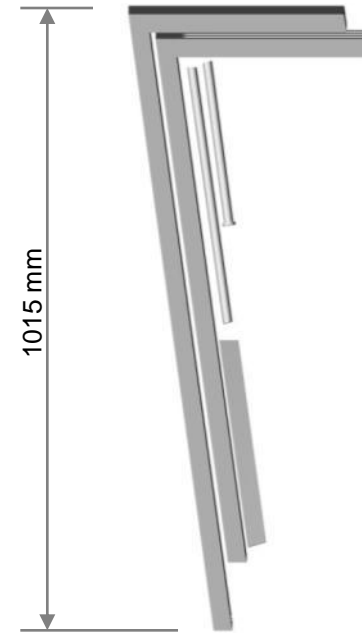
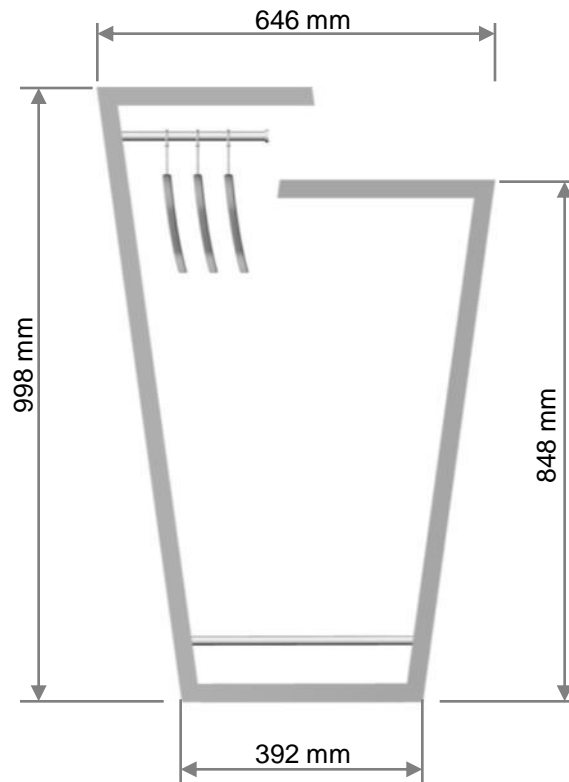
2. Development: Nuovo Servomuto 04b



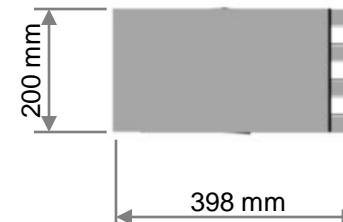
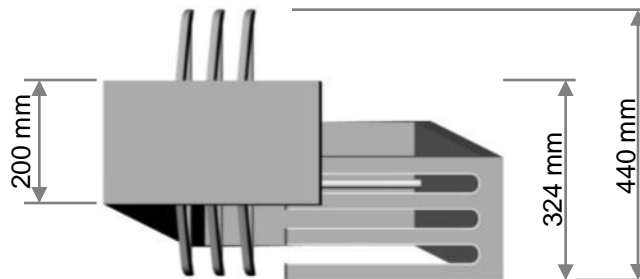
2. Development: Nuovo Servomuto 04



2. Development: Nuovo Servomuto 04



Size for the packaging



2. Development: Nuovo Servomuto 04 prototipo



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