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“Desire” Project_THE DESIGN OF THE FUTURE:

Concept Design

Workshop: Develop design concepts for bedroom furnishing. Theme: THE VALET STAND.

Klagenfurt, 11 november 2011



DESIGN GROUP ITALIA & FRANCESCA VALAN STUDIO

1. Recap

- *why the valet stand?*
- *project theme and brief*

2. Research

- *method and objectives*
- *functional analysis of the classic valet stand*
- *analysis of existing products*
- *analysis of real contexts of use*

3. Concept Design

- *design approach and method*
- *the theme of the gender oriented valet stand*
- *trends*
- *proposals*

4. Concept

- ***New Valet***
- ***Equipped Chair***
- ***Open Closet***

1. Recap: *why the valet stand?*



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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: *Valet Stand*

- **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.

1. Recap: *project theme and brief*



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1. AREA: *Dress/Undress*

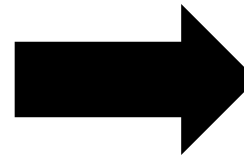
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Pieces of furniture for the bedroom (or the hotel room) that help people while dressing or undressing.

Identify opportunities for innovation on the theme of the valet stand.

2. Research

Method and Objectives

2. Research: *Method and Objectives*



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The research has been carried out in the following way:

- **Functional Analysis** of the classic valet stand.
- **Analysis of existing products.**
- **Analysis of real contexts of use.**

Method

- Photographic Documentation
- Interviews
- Desk Research

2. Research: *functional analysis of the classic valet stand*

The valet stand is originally conceived for **men** who wear classical suits that invariably include :

- **jacket**
- **pressed trousers**



2. Research: *functional analysis of the classic valet stand*

The classical valet stand has the following **functions**:

- **“help”** people while they undress, by providing easy and convenient organization for the clothes that they intend to wear again the next day;
- **prevent the suits get crinkled**;
- **“help” people while they dress**, by making the pieces of clothing available in the exact order they wear them.



2. Research: *functional analysis of the classic valet stand*

The classic valet stand is conceived to bear only one set of clothes.

Typically the valet stand is “in use” from the moment one takes off his clothes to the moment he wears them again. . This means that **it is empty and unused for most of the day.**



2. Research: *functional analysis of the classic valet stand*

Who does actually need the classic valet stand?

- Men and women usually wearing business suits.
- Men and women traveling for work and staying in hotels.



2. Research: *functional analysis of the classic valet stand*



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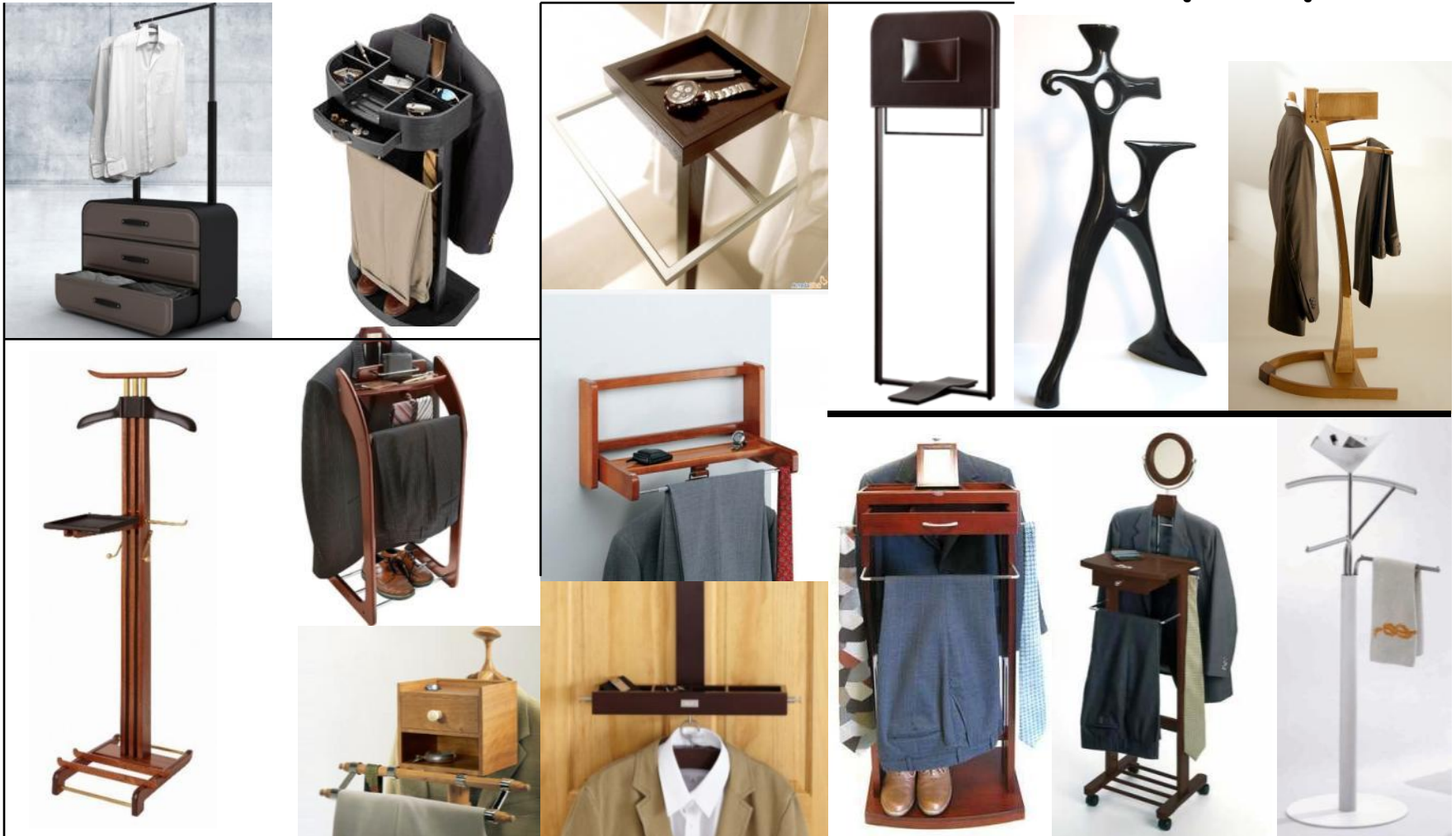
We have identified two critical issues:

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

2. Research: *analysis of existing products*

Classification based on functional criteria

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Valet with Drawers and Coin Tray

2. Research: *analysis of existing products*

Classification based on functional criteria

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Valet + Chair

2. Research: *analysis of existing products*

Classification based on functional criteria

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Valet Saving Space

2. Research: *analysis of existing products*

Classification based on functional criteria

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Non Specialized Valet

2. Research: *analysis of existing products*

Classification based on functional criteria

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Syntetic Valet

2. Research: *analysis of existing products*

Our analysis has shown that...

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



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

We took pictures of tens of bedrooms and interviewed people about their habits while they dress and undress.

We present our main findings.



2. 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.



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

Usually these clothes are piled:

on a chair...

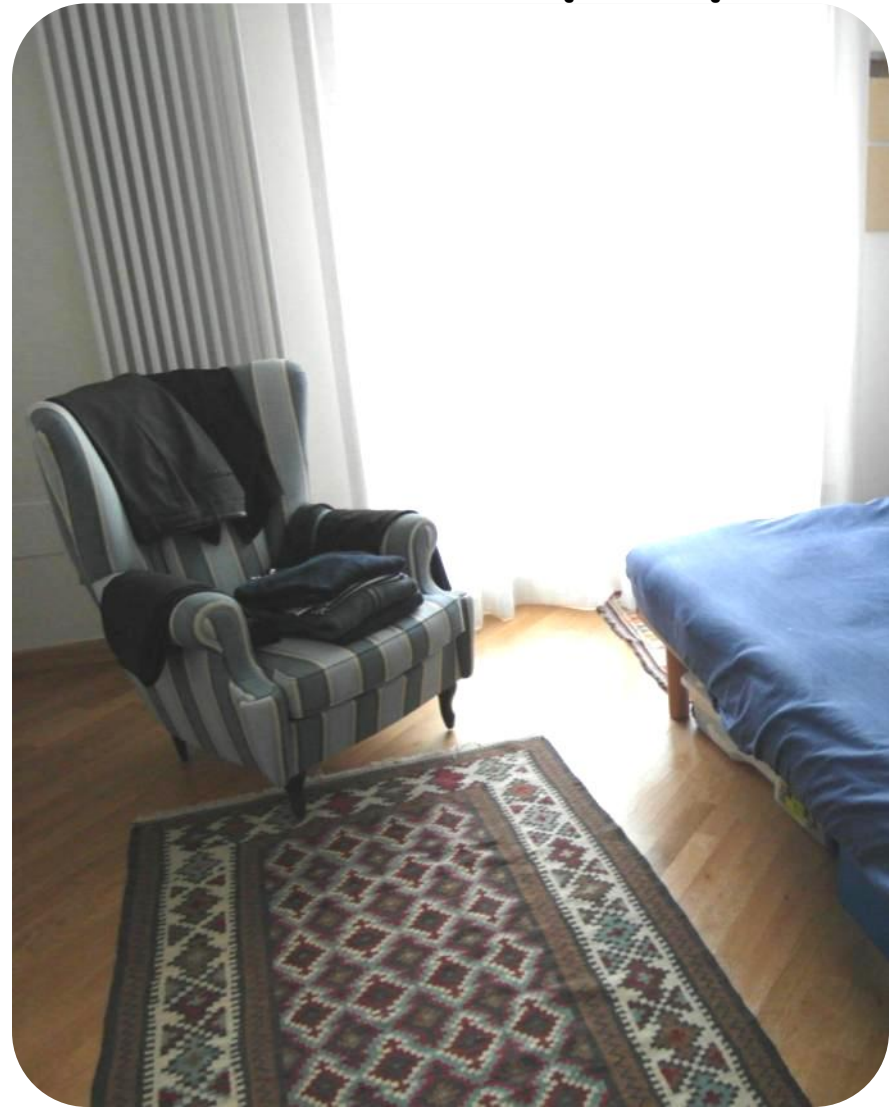
NOTE

The design of many valets is inspired by this common habit, and presents the valet stand as a “specialized” chair.



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

...on an armchair...



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

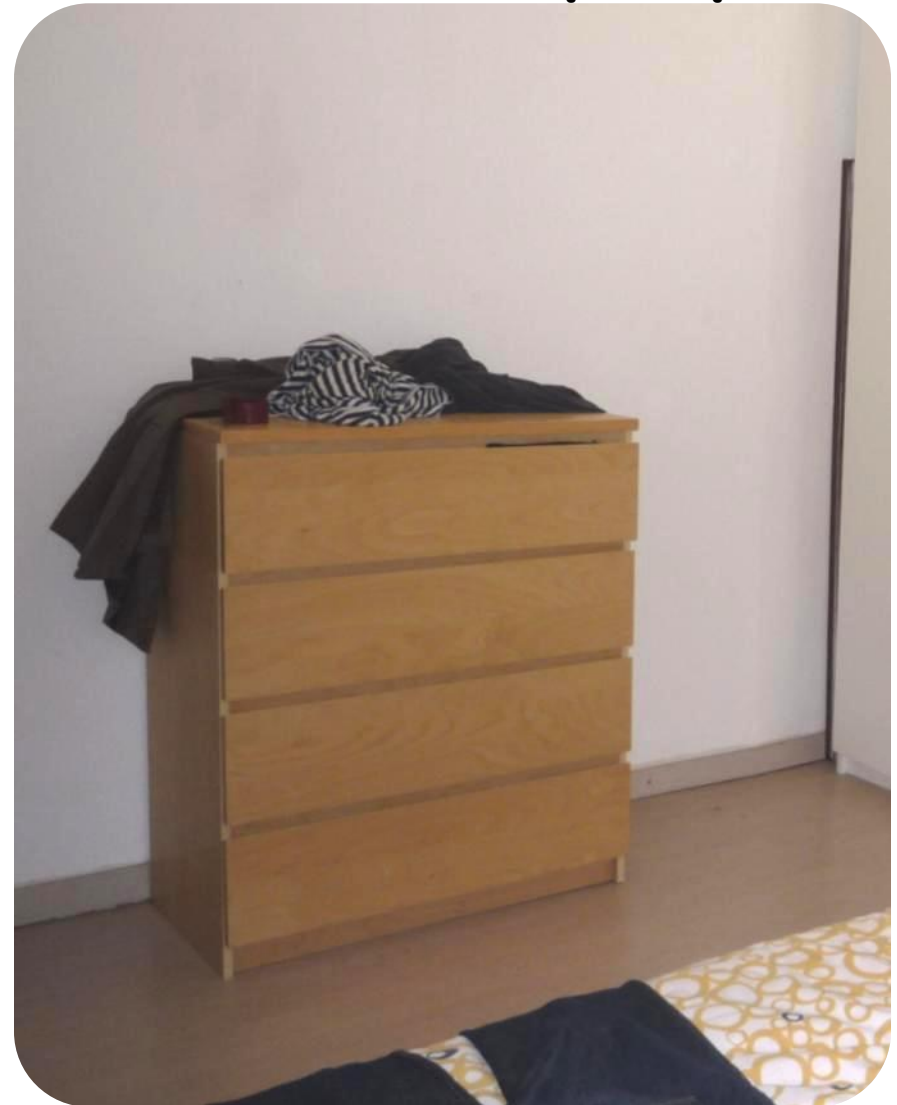
...on a classic valet stand...

...but it is not designed for that amount of clothes...



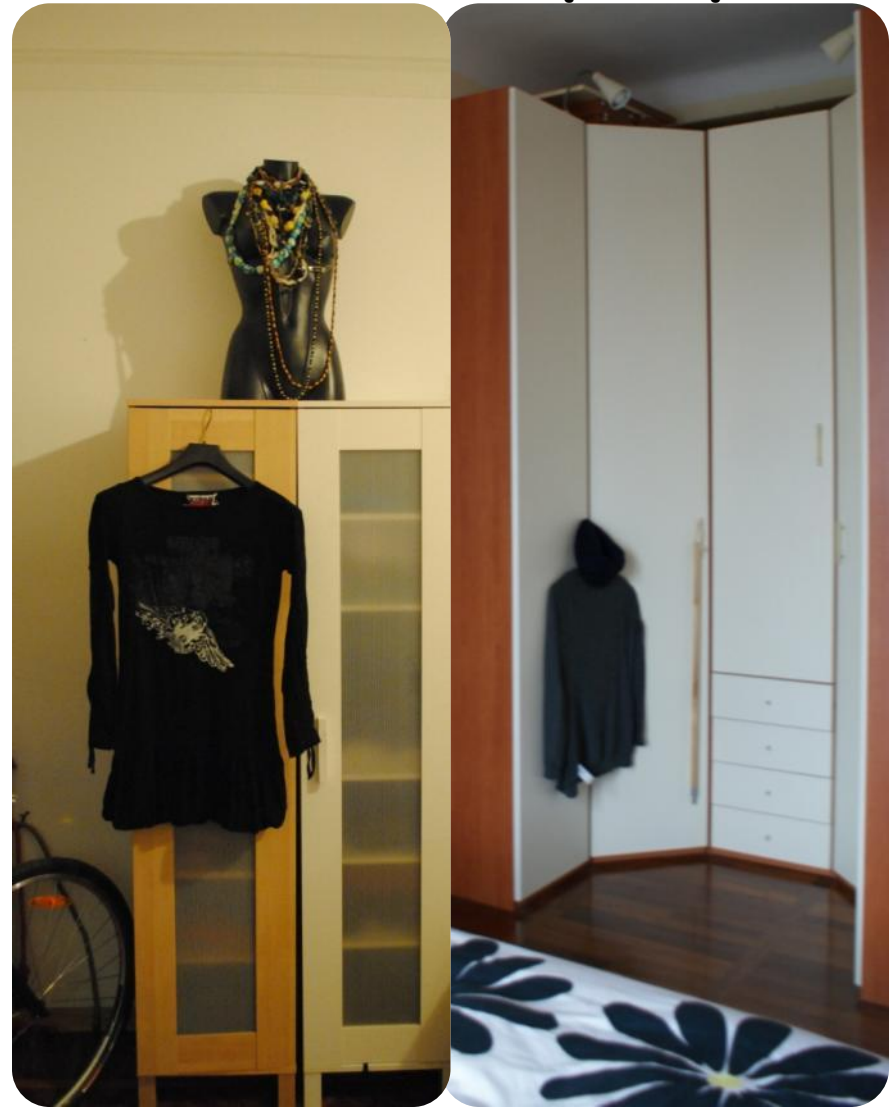
2. Research: *analysis of real contexts of use*

...on a chest of drawers...



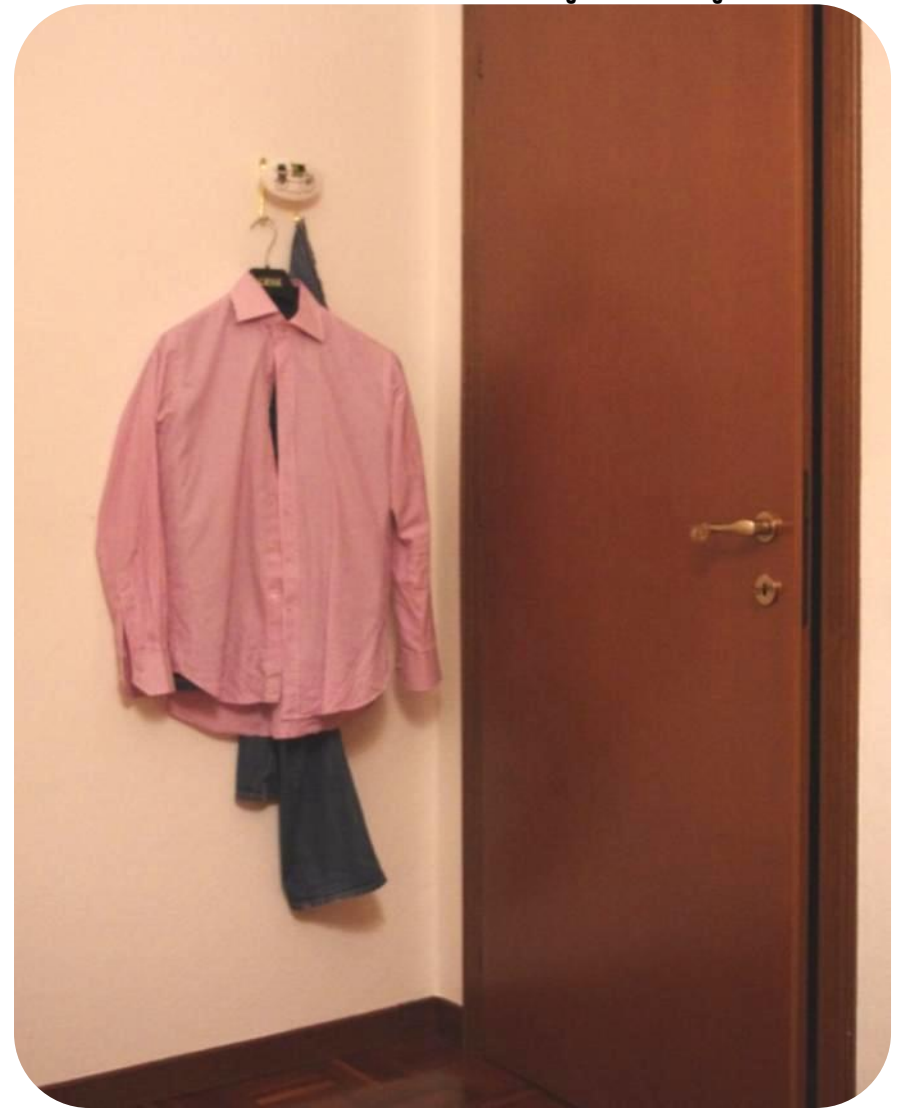
2. Research: *analysis of real contexts of use*

...on the doors of the closet...



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

...on a hanger...



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

...on a ladder.



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



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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.**

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

Based on our observation, we see that people would welcome a piece of furniture that establishes order in the “limbo”.

Some products in the market, are already in that direction.



3. CONCEPT DESIGN

Method and Design Approach.

3. 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 valet stand needs to be updated from a functional point of view.

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



3. Concept Design: *The “gender orientation” topic*

As a part of our functional approach, we focused on the issue of the product “**gender orientation**”.

Until now, the valet stand has been conceived and got sense only for men. **We decided to give it sense also for women.**



3. 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.

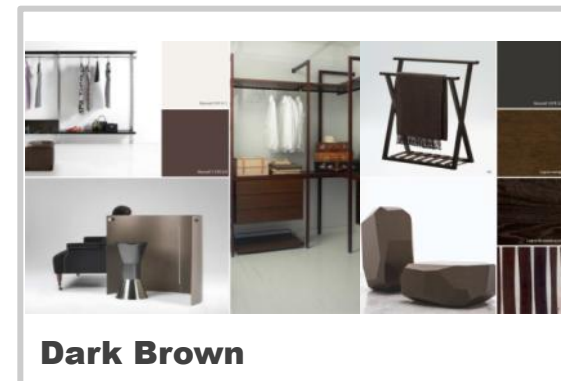
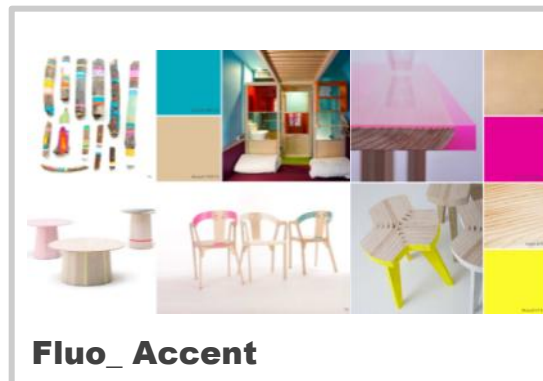
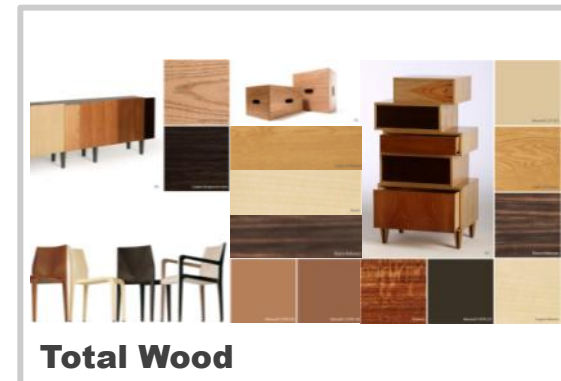
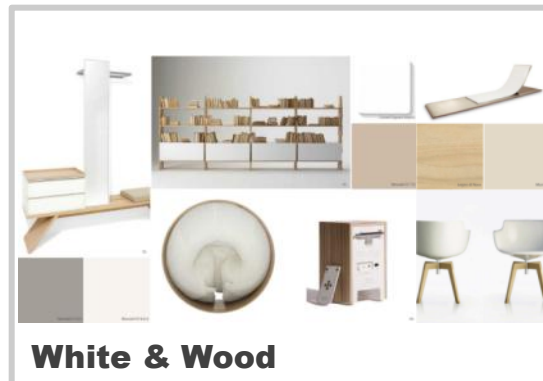


3. Concept Design: *trends*

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.



3. Concept Design

We grouped our 19 concepts into 3 categories:

A. NEW VALET

New interpretation of the classic valet.

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”.



3. Concept Design: **NEW VALET** - *Insight and Design Cues*



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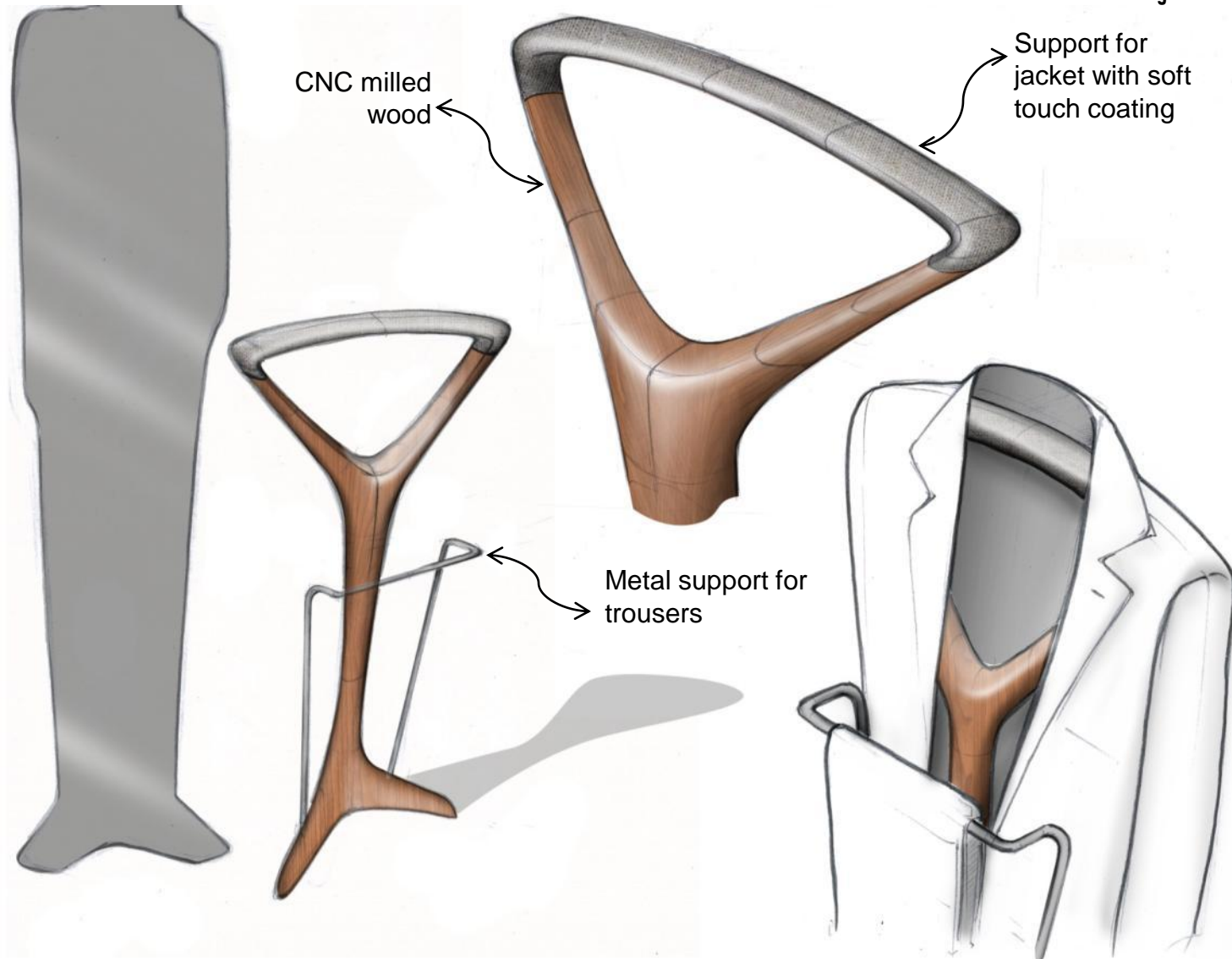
Typically the function of a valet stand is keeping the clothes that one takes off at night until he/she wears them again the following morning.

With respect to this function, we identified the following areas of innovation:

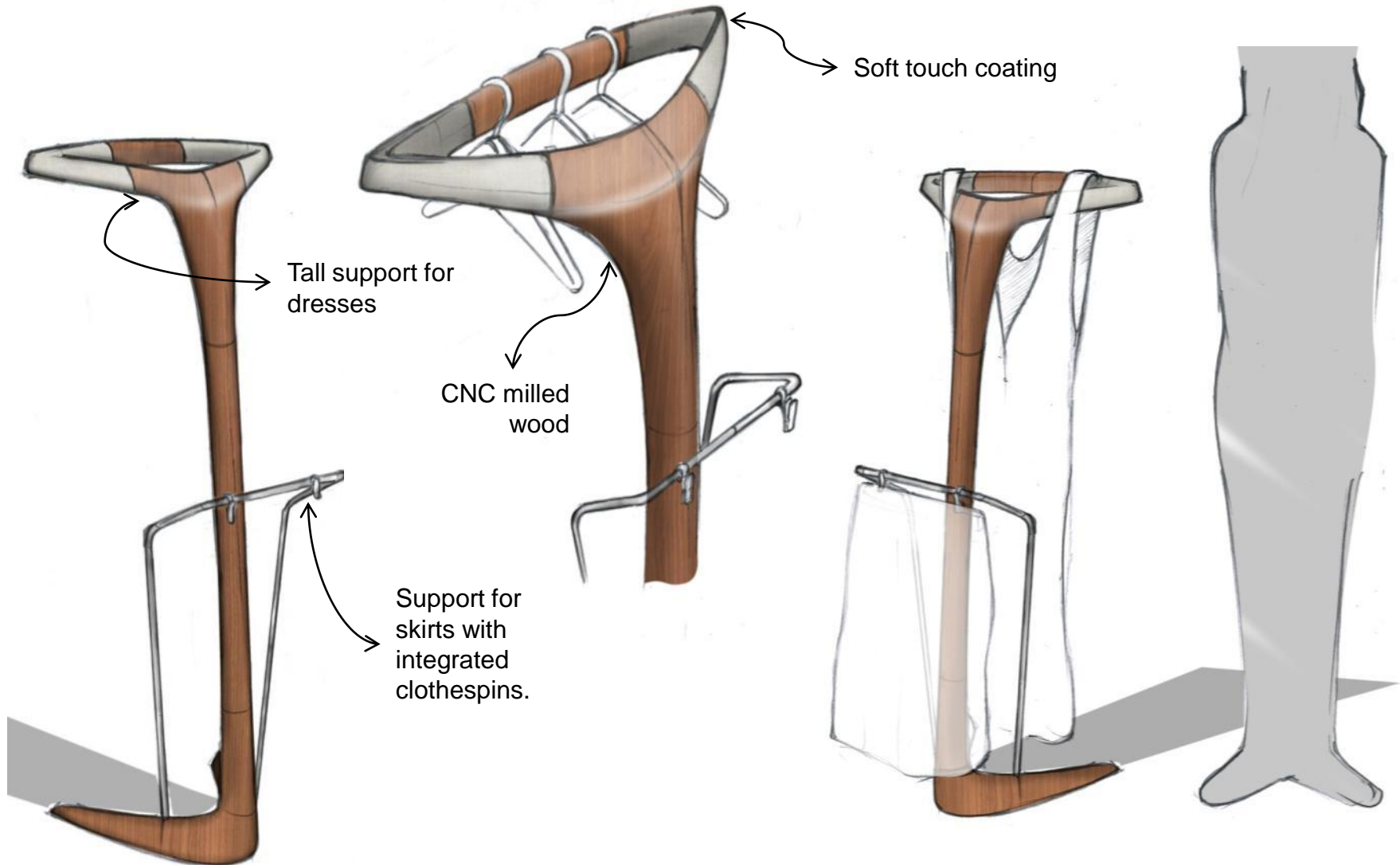
- **Camouflage Valet:** when the valet is not “in use” its presence is more discreet either because it is nicer /smaller or because it has another function.
- Valet stand featuring elements **specifically studied for women.**
- Valet stand that can be **compacted even when it is full of clothes.**
-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

4. Concepts

4. Concept: New Valet 01 Male

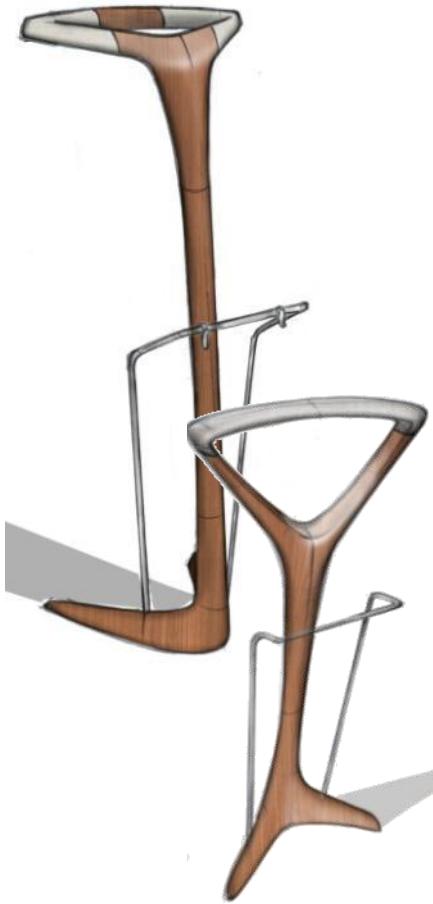


4. Concept: New Valet 01 Female

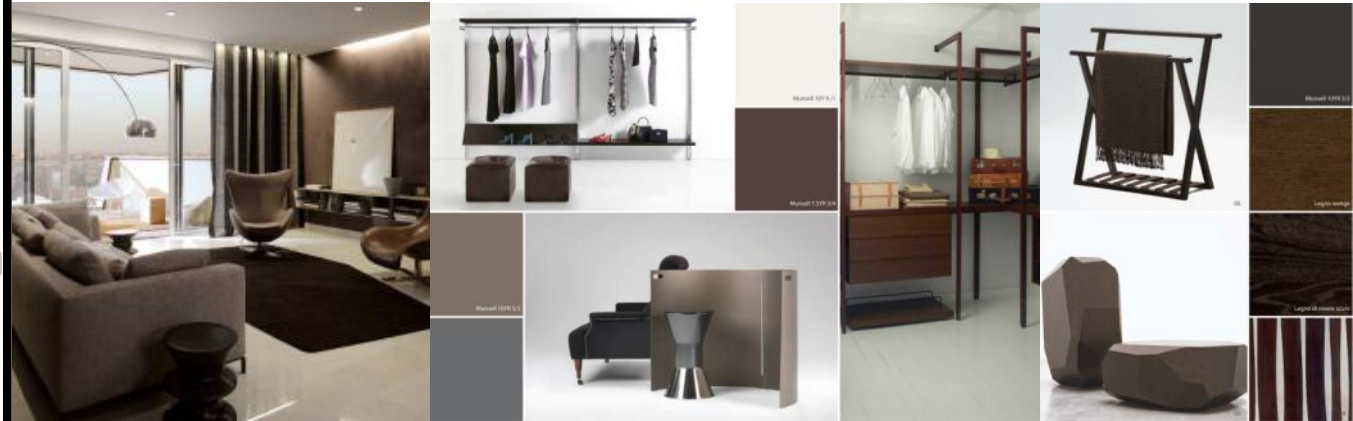


4. Concept: New Valet 01

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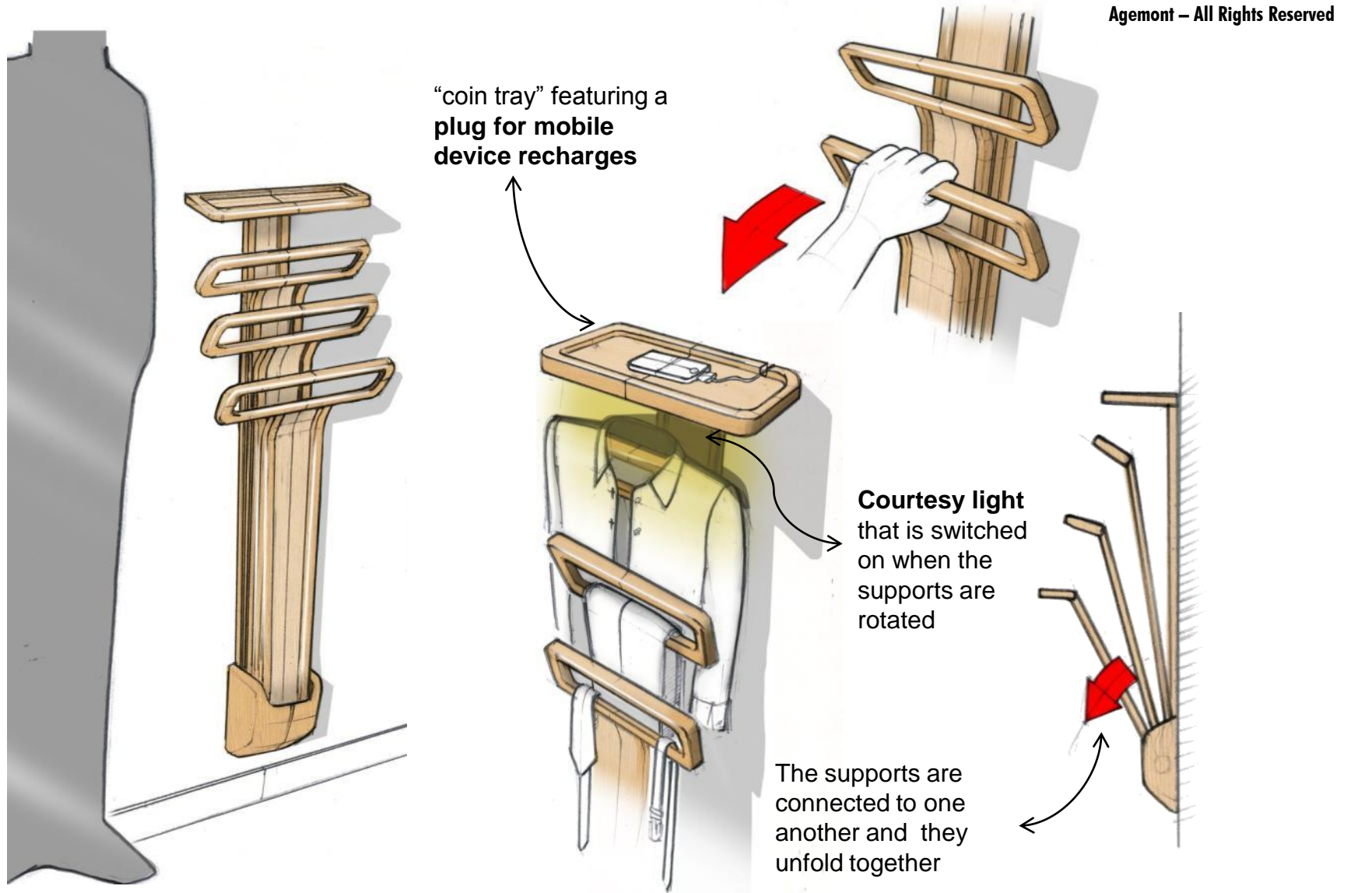


SHAPE: Scandinavian Memories



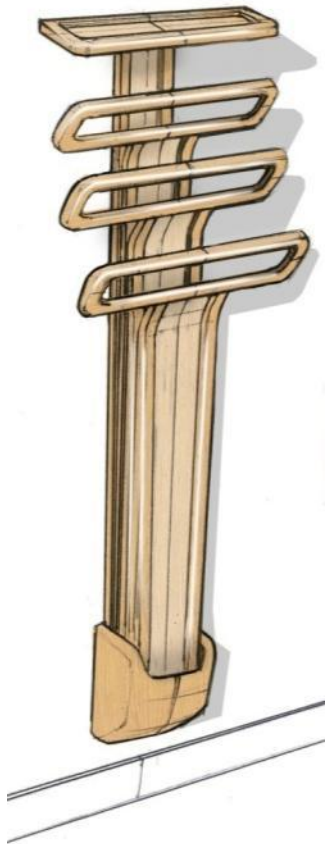
COLOR: Dark Brown

4. Concept: New Valet 02



4. Concept: New Valet 02

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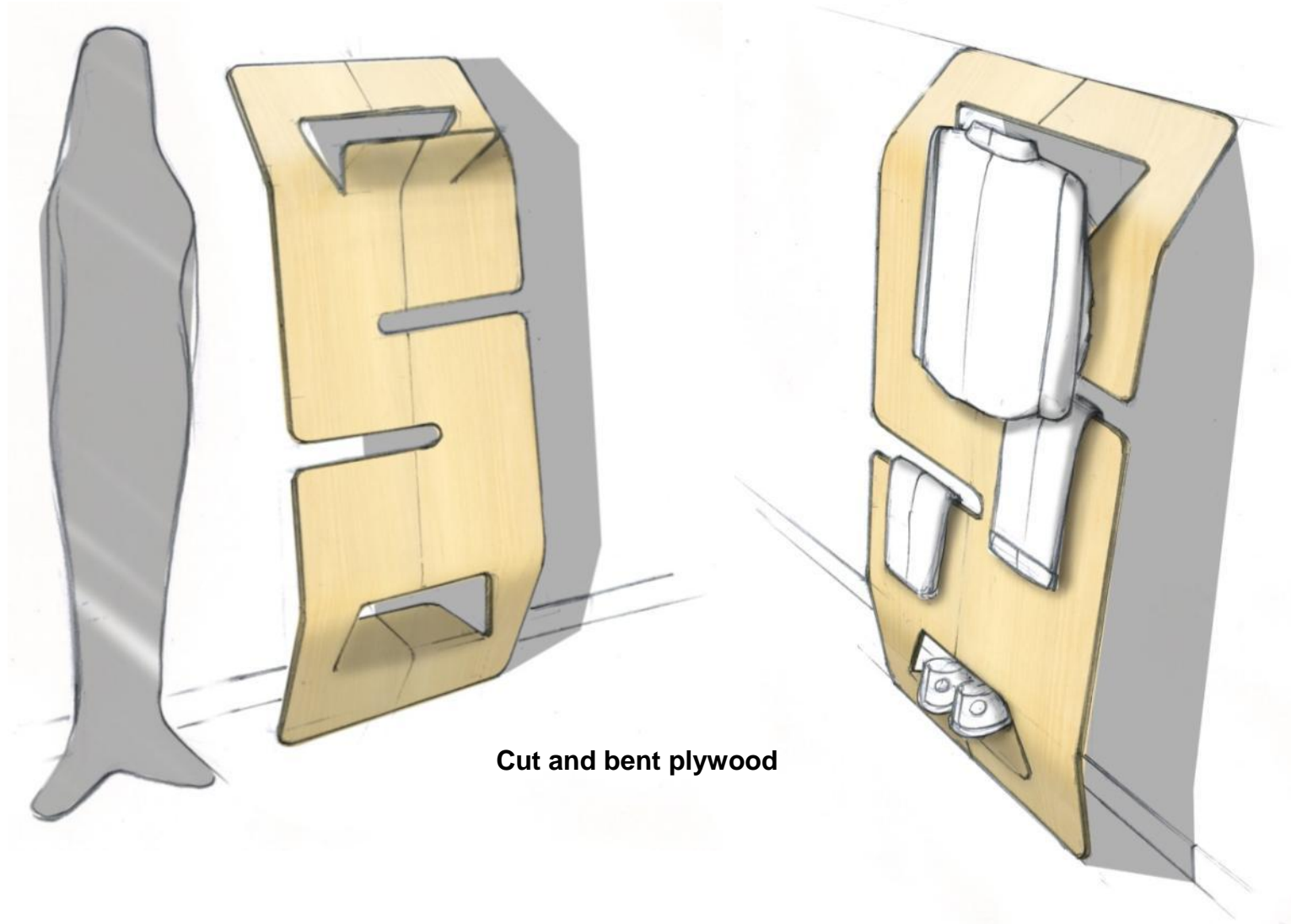


SHAPE: Obvious Construction



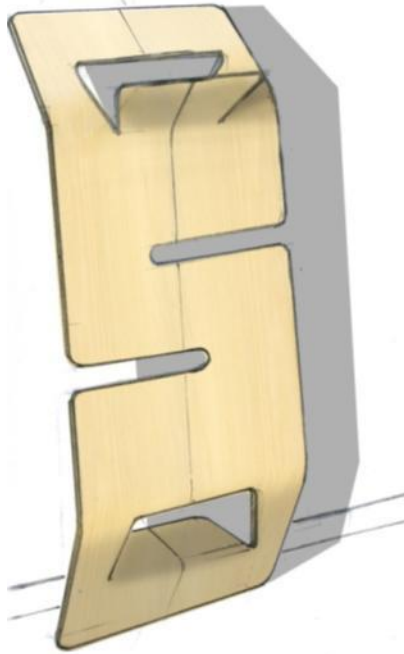
COLOR: White & Wood

4. Concept: New Valet 03



4. Concept: New Valet 03

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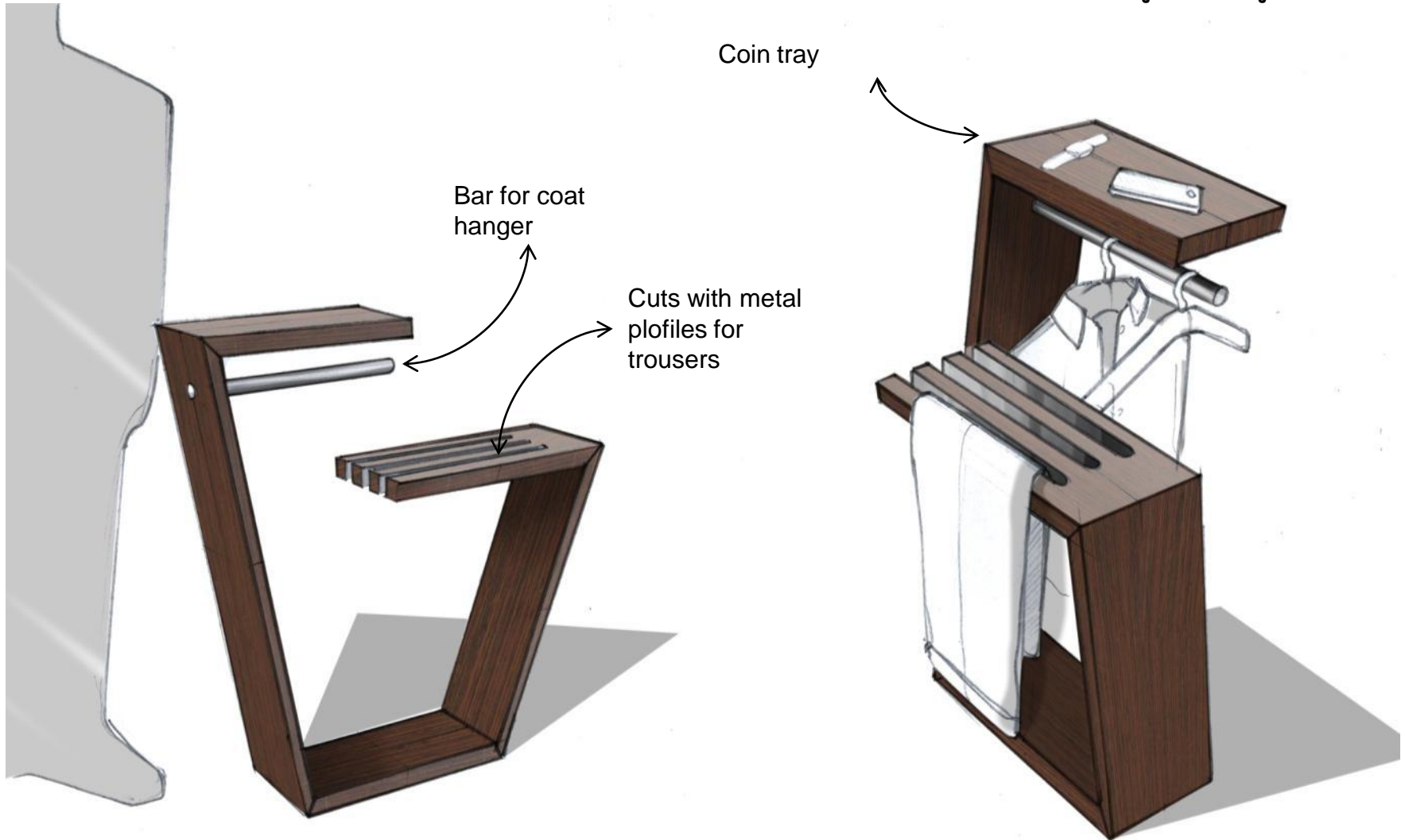


SHAPE: Simplicity



COLOR: White & Wood

4. Concept: New Valet 04

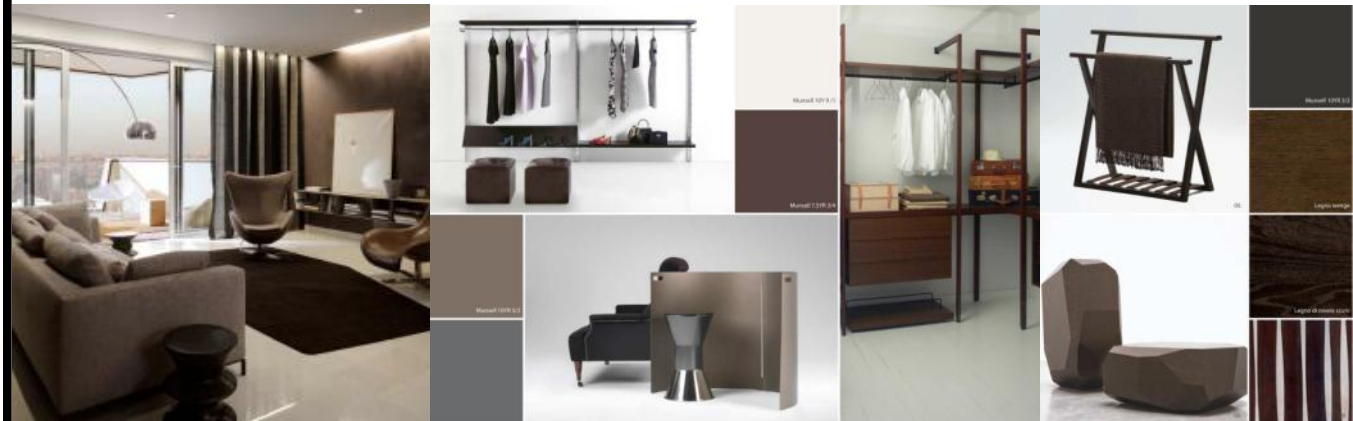


4. Concept: New Valet 04

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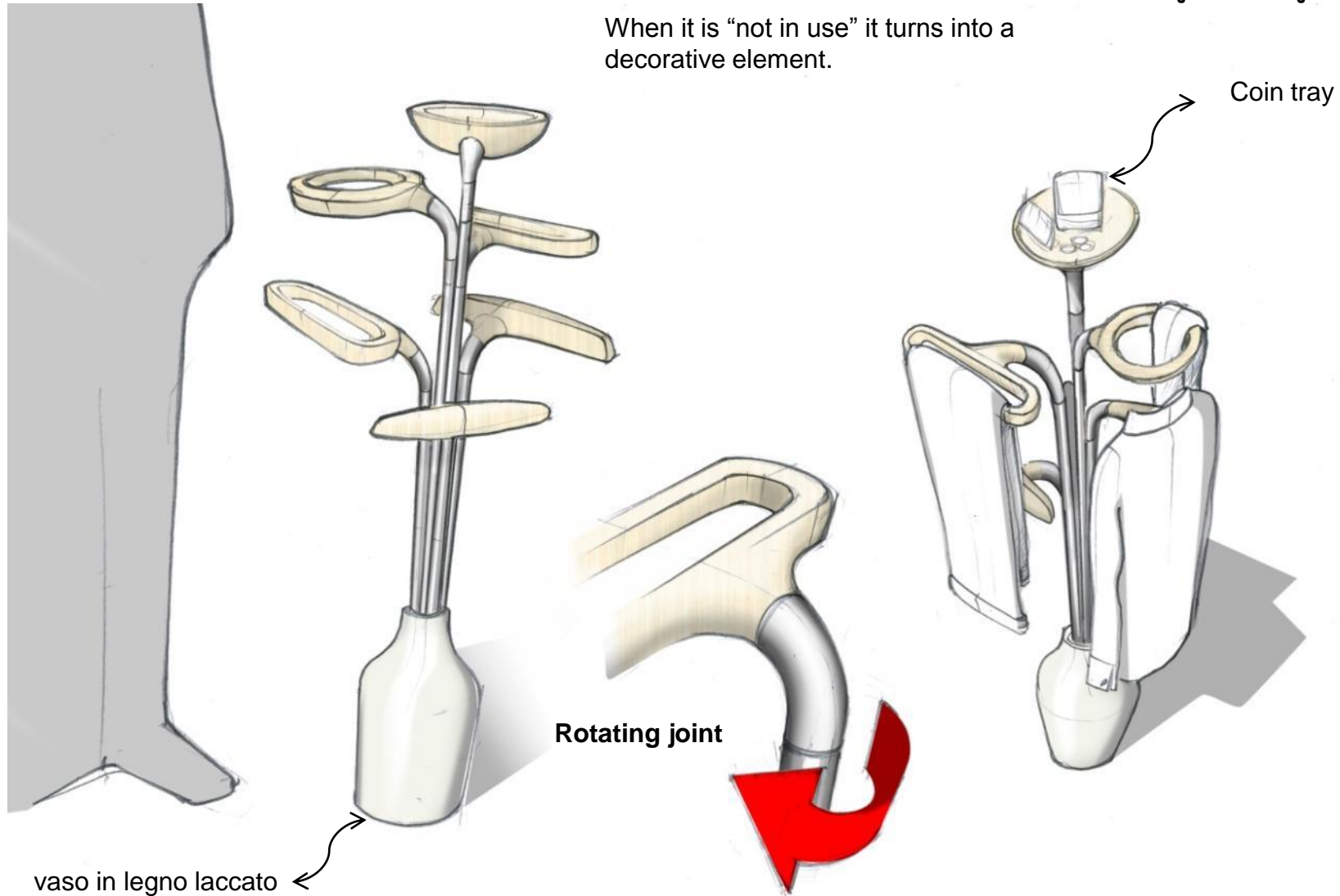
SHAPE: Luxury Evidence



COLOR: Dark Brown

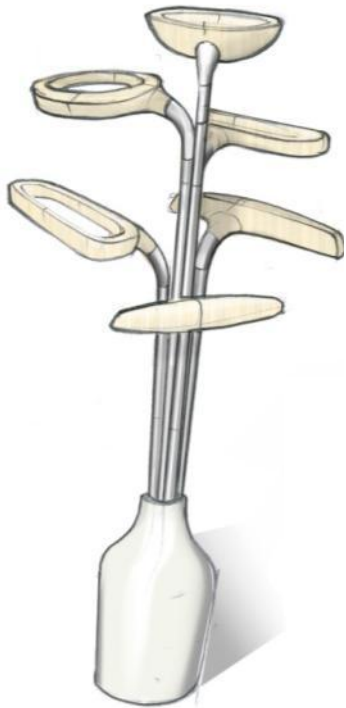
4. Concept: New Valet 05

When it is “not in use” it turns into a decorative element.



4. Concept: New Valet 05

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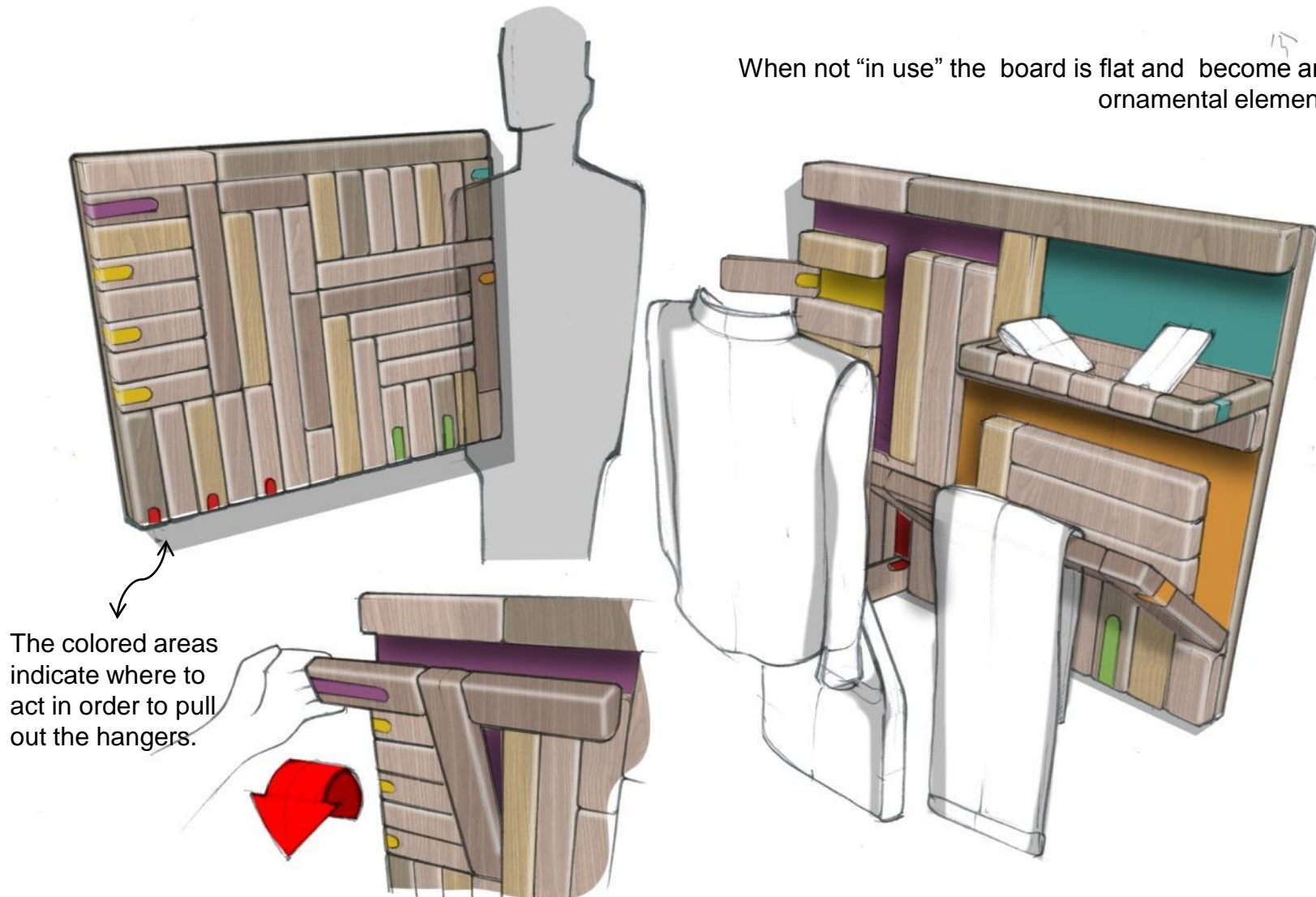
SHAPE: Simplicity



COLOR: Low Tech

4. Concept: New Valet 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.

4. Concept: New Valet 06



SHAPE: Obvious Construction

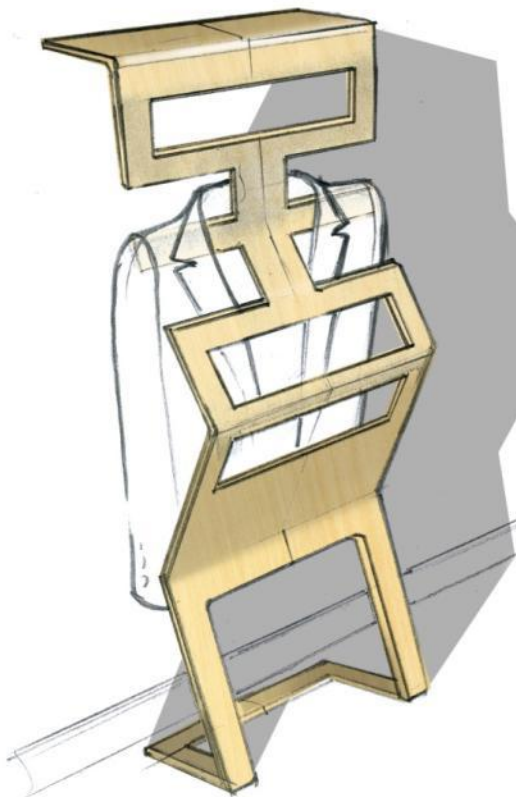


COLOR: Chromatic Glam

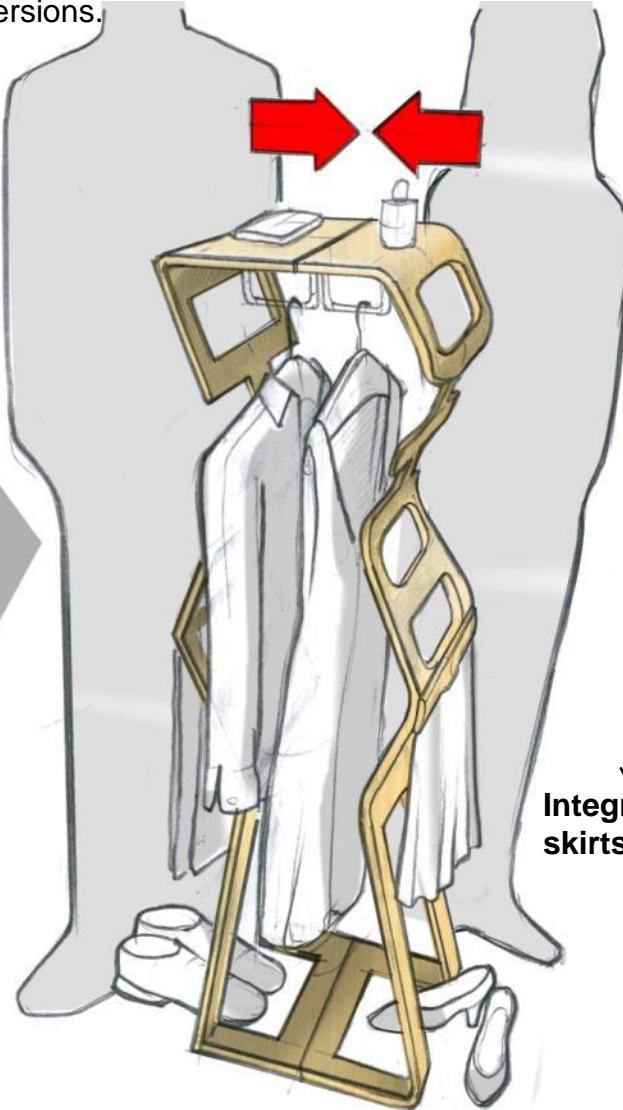
4. Concept: New Valet 07 Male/Female

It is possible to get a valet stand for the couple, by joining the male and female versions.

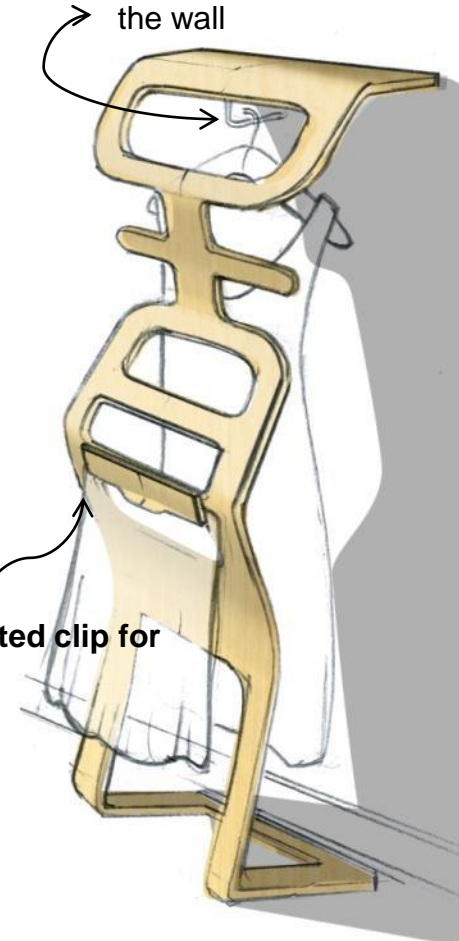
Male version against the wall



Bent and cut plywood



Female version against the wall



Integrated clip for skirts

4. Concept: New Valet 07 Male/Female

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SHAPE: Simplicity



COLOR: White & Wood

4. Concept: New Valet - ALL



4. Concept: Equipped Chair: *Insight and Design Cues*



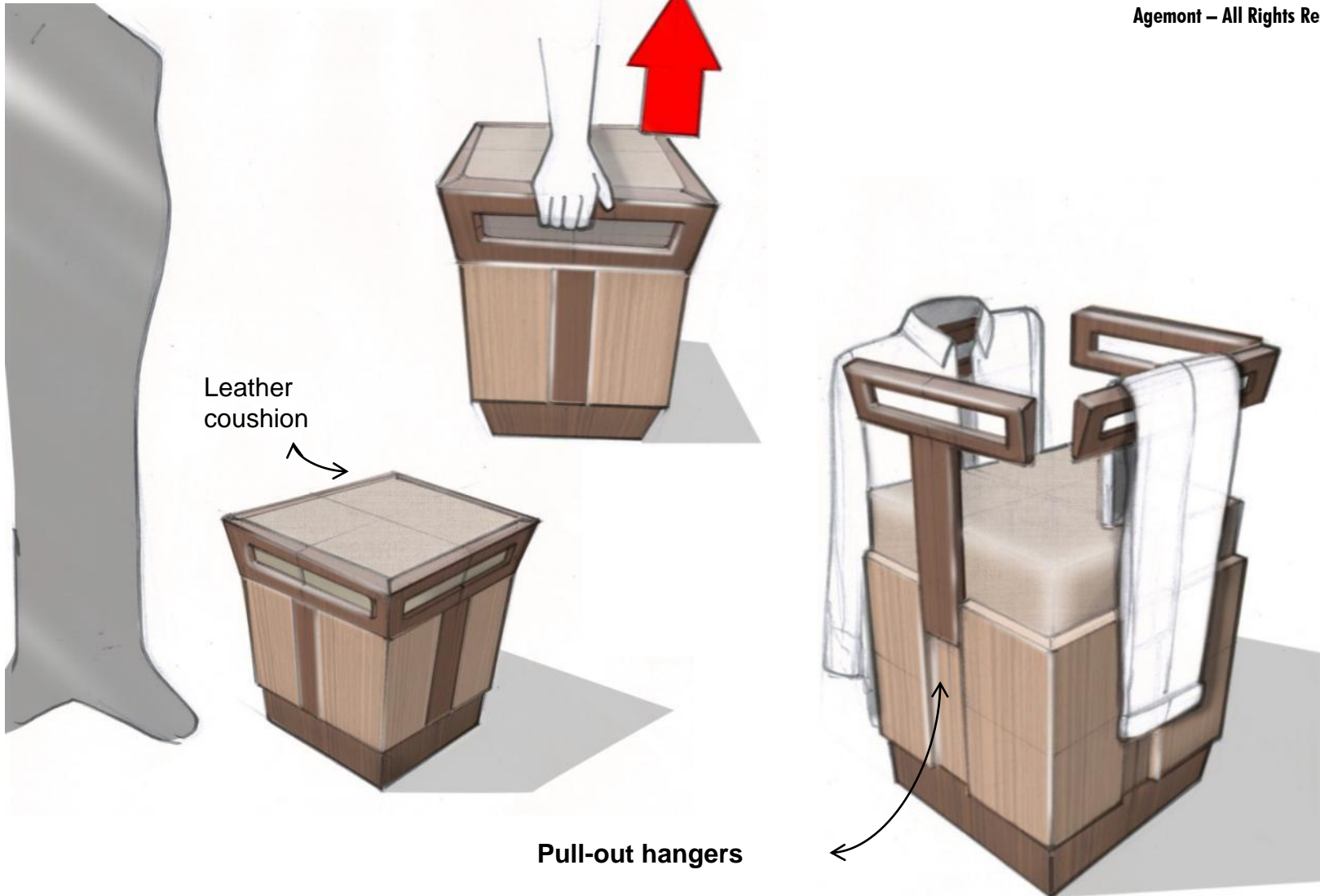
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People often use a chair to arrange the clothes of the “limbo”. The idea of an equipped chair is inspired by this common practice. We have tried to adapt the chair to this inappropriate use.

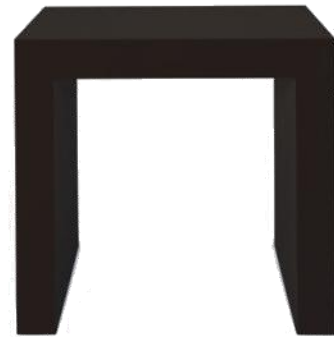
Design cues:

- **Camouflage Valet**: when it is not “in use” it has a different function.
- Valet stand featuring elements **specifically studied for women**
- Make the usage more **flexible**.

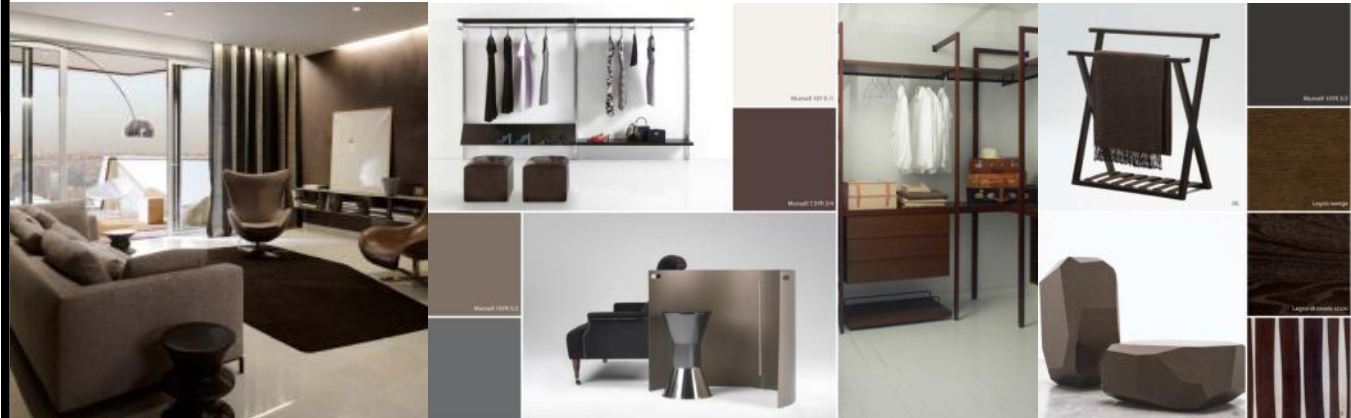
4. Concept: Equipped Chair 08



4. Concept: Equipped Chair 08

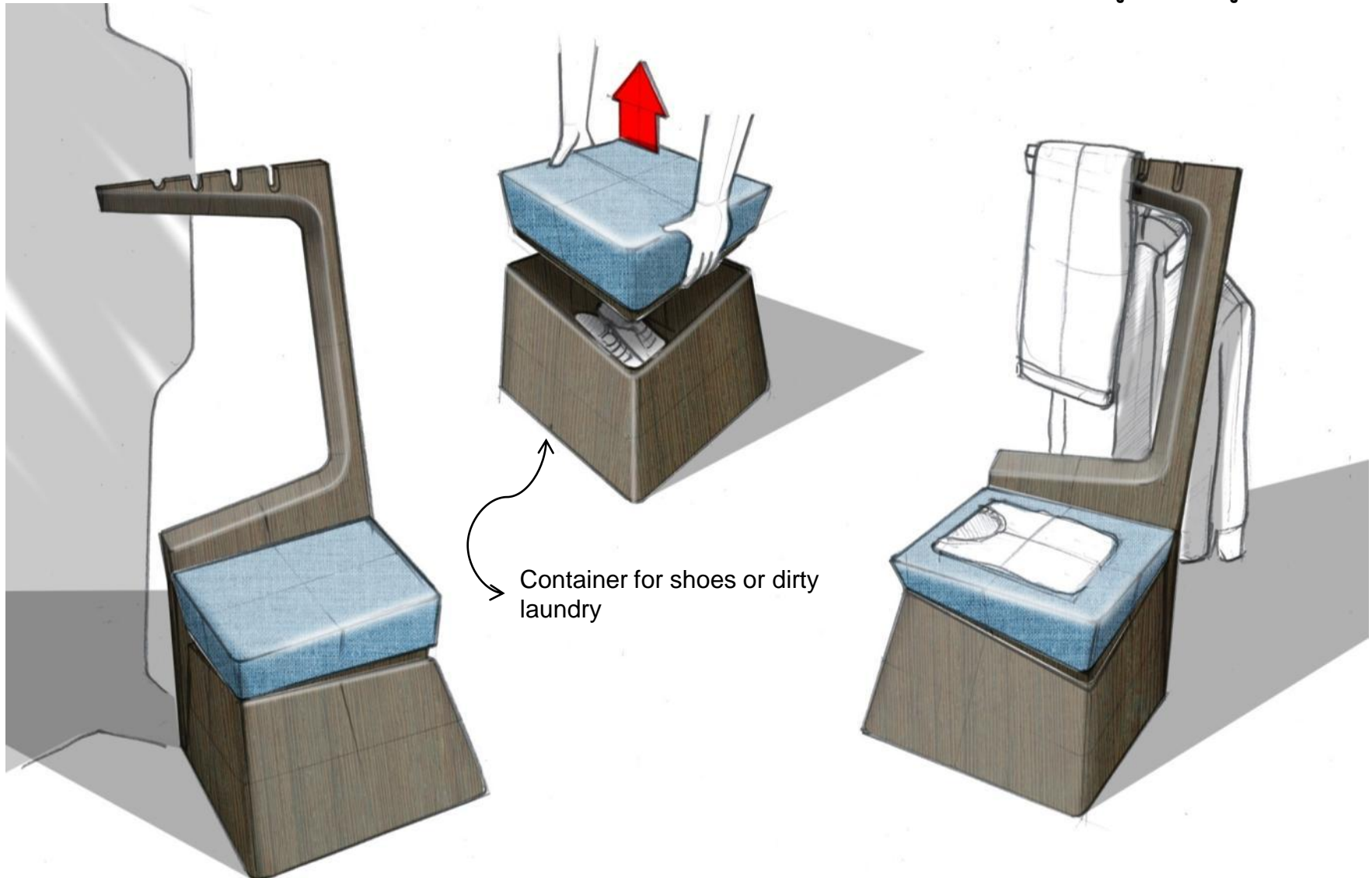


SHAPE: Luxury Evidence

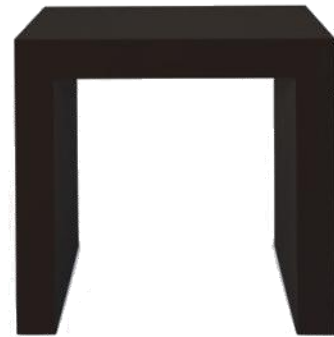


COLOR: Dark Brown

4. Concept: Equipped Chair 09



4. Concept: Equipped Chair 09

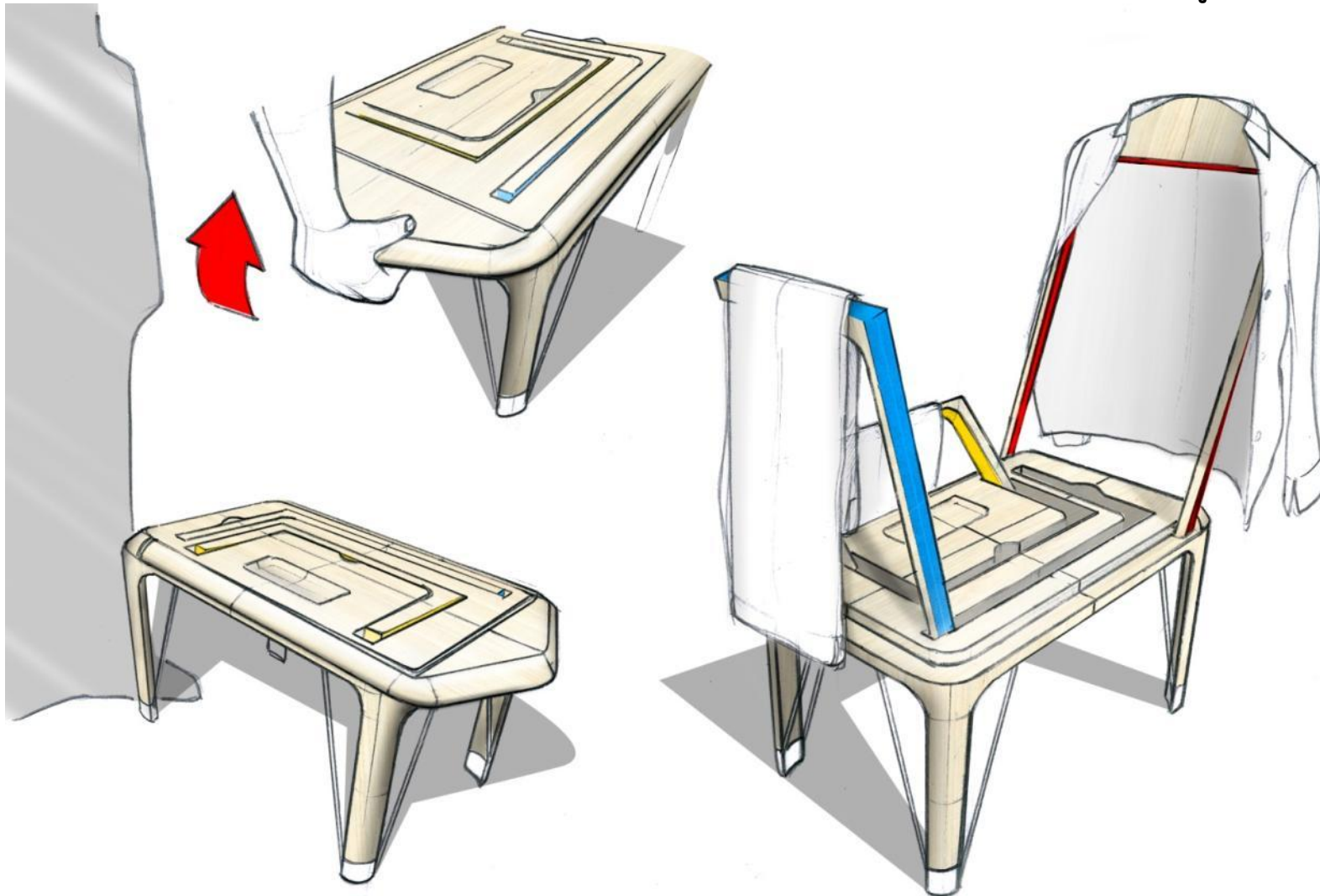


SHAPE: Luxury Evidence



COLOR: Chromatic Glam

4. Concept: Equipped Chair 10



4. Concept: Equipped Chair 10

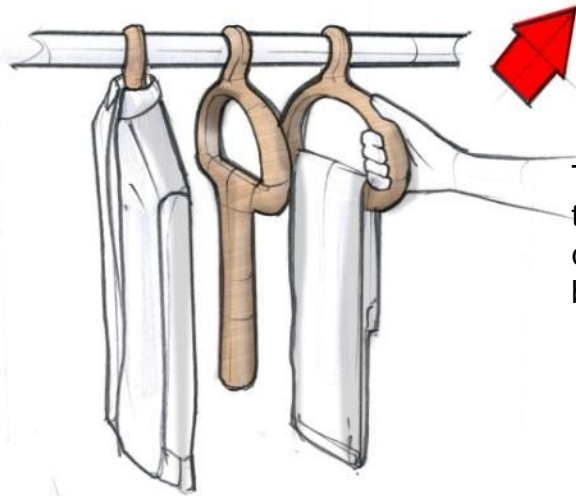


SHAPE: Obvious Construction

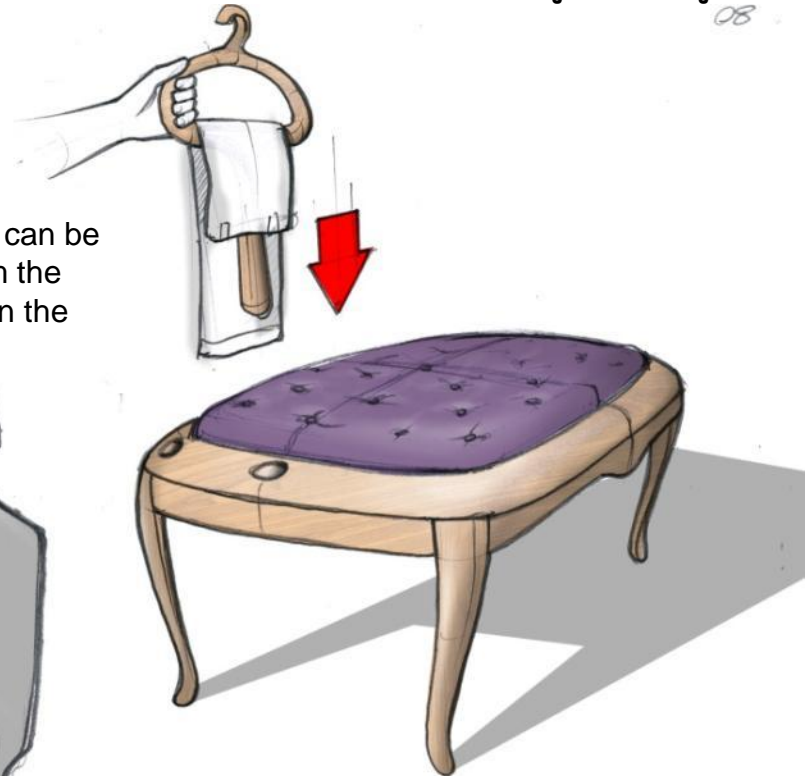


COLOR: Fluo & Accent

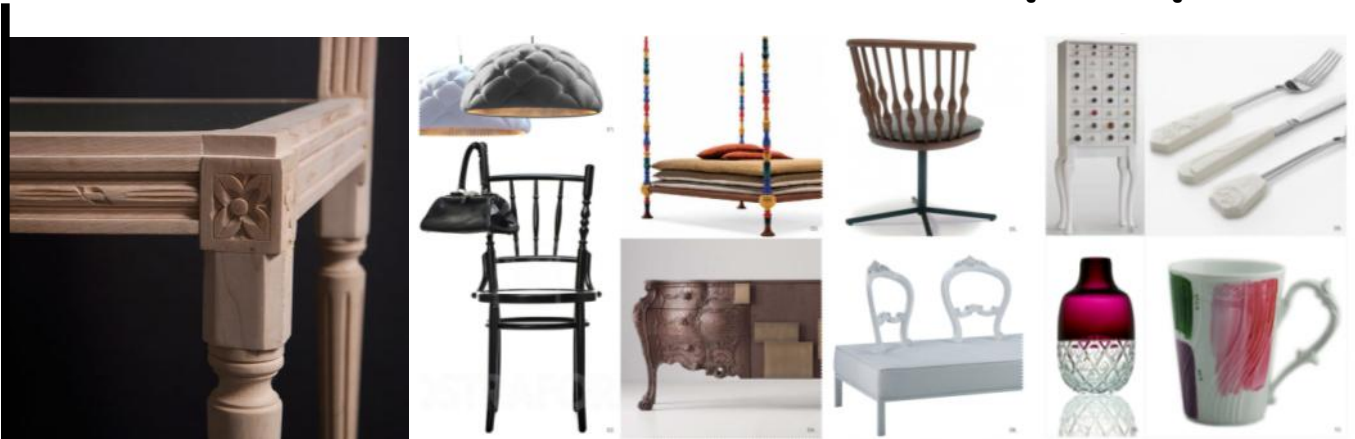
4. Concept: Equipped Chair 11



The coat hangers can be taken directly from the closet and fitted on the bench.



4. Concept: Equipped Chair 11

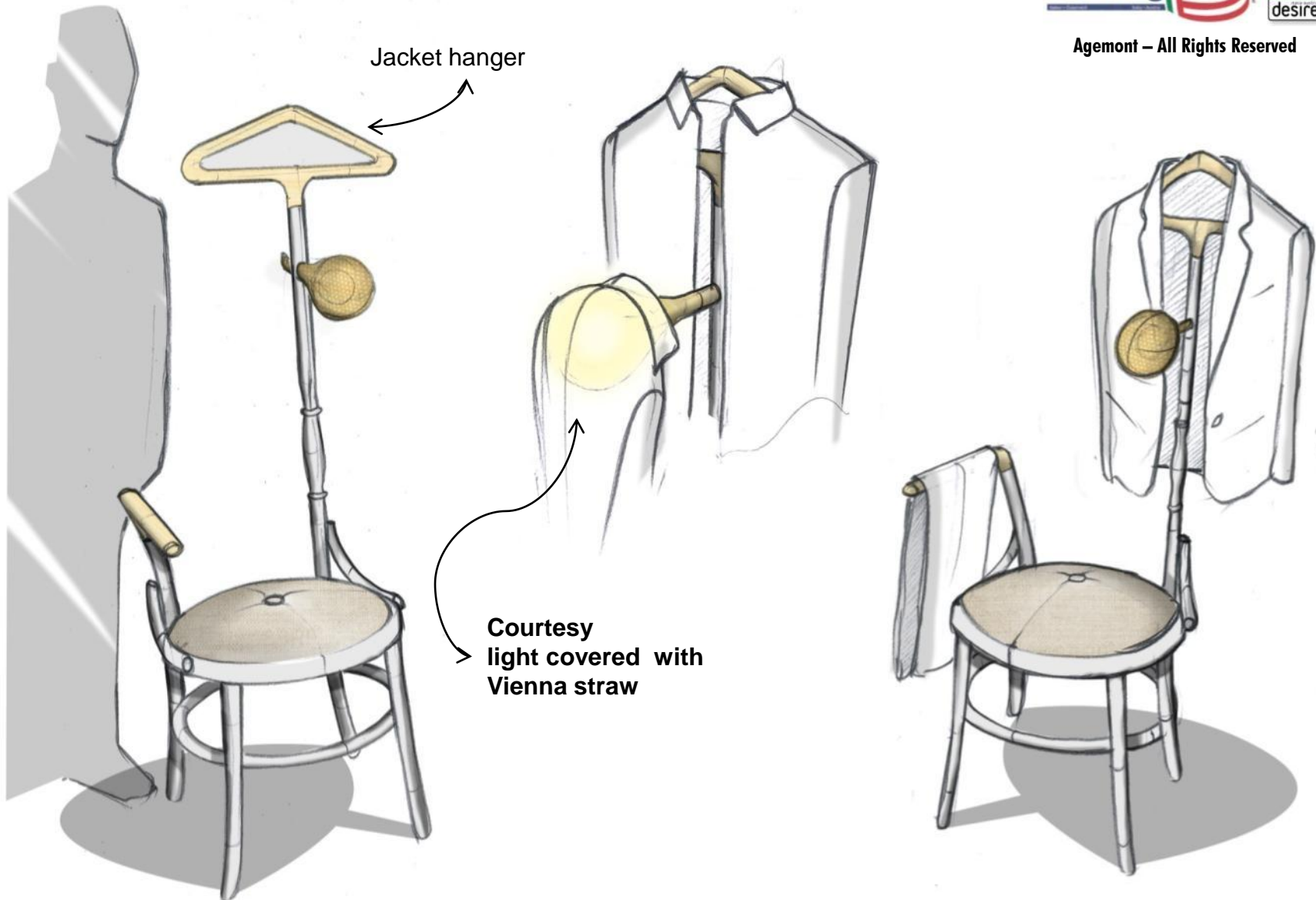


SHAPE: Nu Heritage

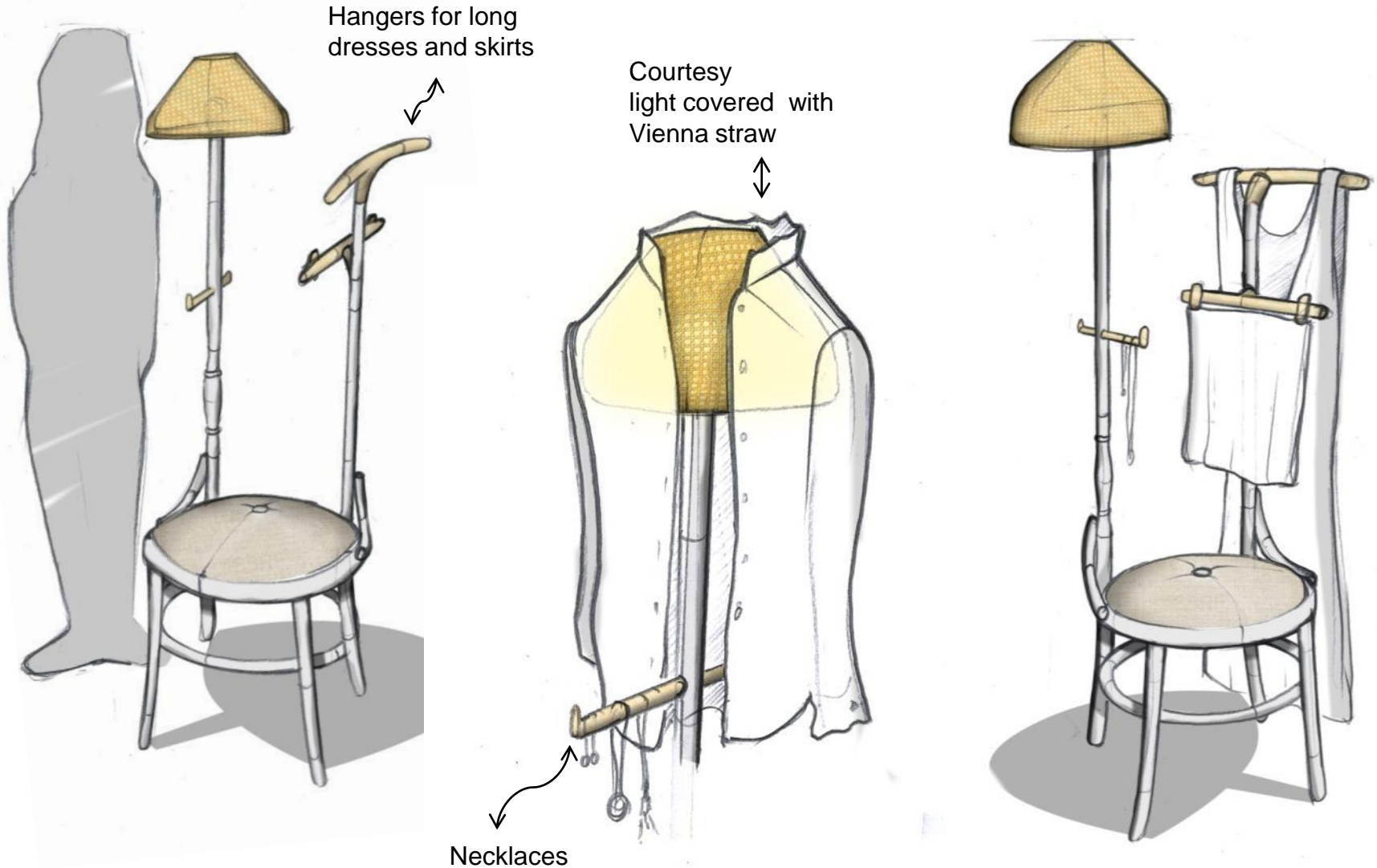


COLOR: Chromatic Glam

4. Concept: Equipped Chair 12 Male



4. Concept: Equipped Chair 12 Female

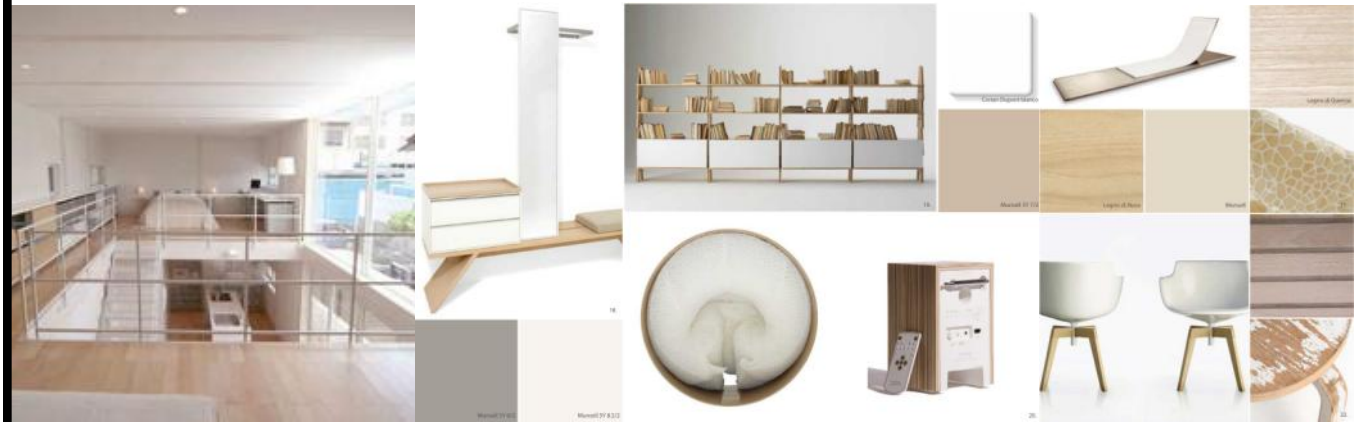


4. Concept: Equipped Chair 12

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SHAPE: Nu Heritage



COLOR: White & Wood

4. Concept: EQUIPPED CHAIR - ALL



08.



09.



10.



11.



12.

4. Concept: Open Closet *Insight and Design Cues*



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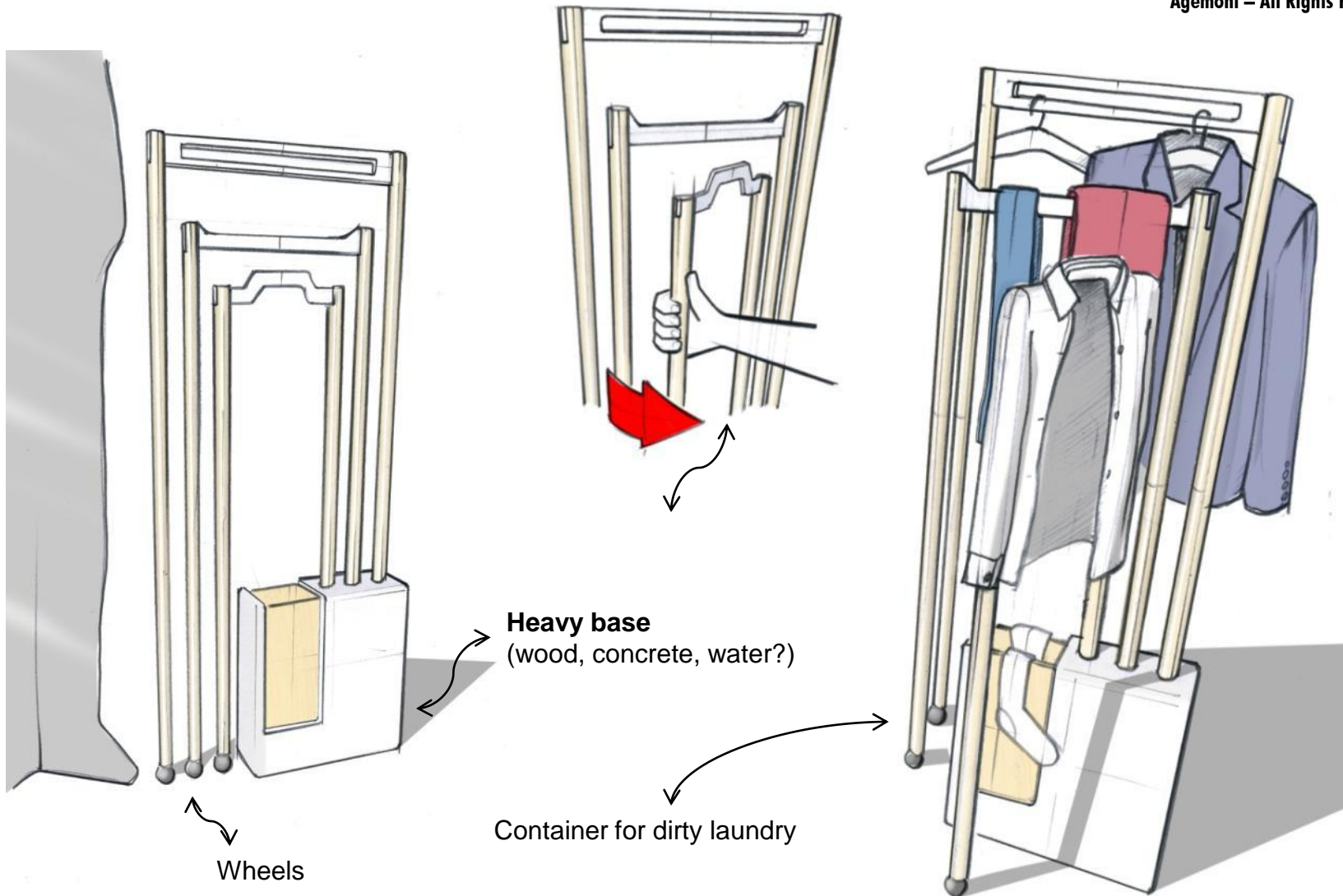
New product category conceived for the following functions:

- Manage and organize a **large number** of pieces of clothing;
- **Prevent them from crinkling**;
- Keep them visible;
- Keep them easily accessible;
- **Optimize the space when the Open Closet is full.**

Design cues:

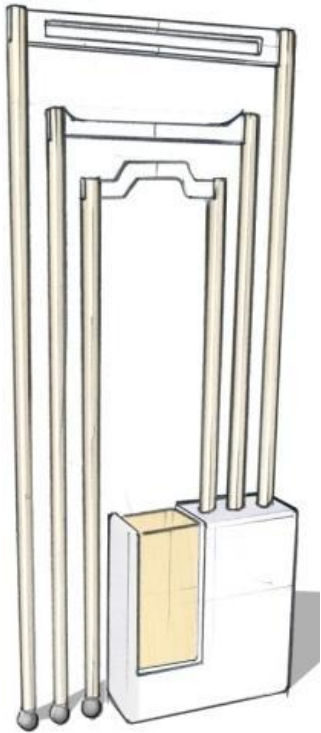
- Specialize some elements **for women.**
- Implement **new functions** (i.e. plugs for mobile devices).
- Provide **discreet lighting** that allows to see the clothes in the dark, without disturbing who still sleeps in the room.
- Open Closet **for the couple.**

4. Concept: Open Closet 13



4. Concept: Open Closet 13

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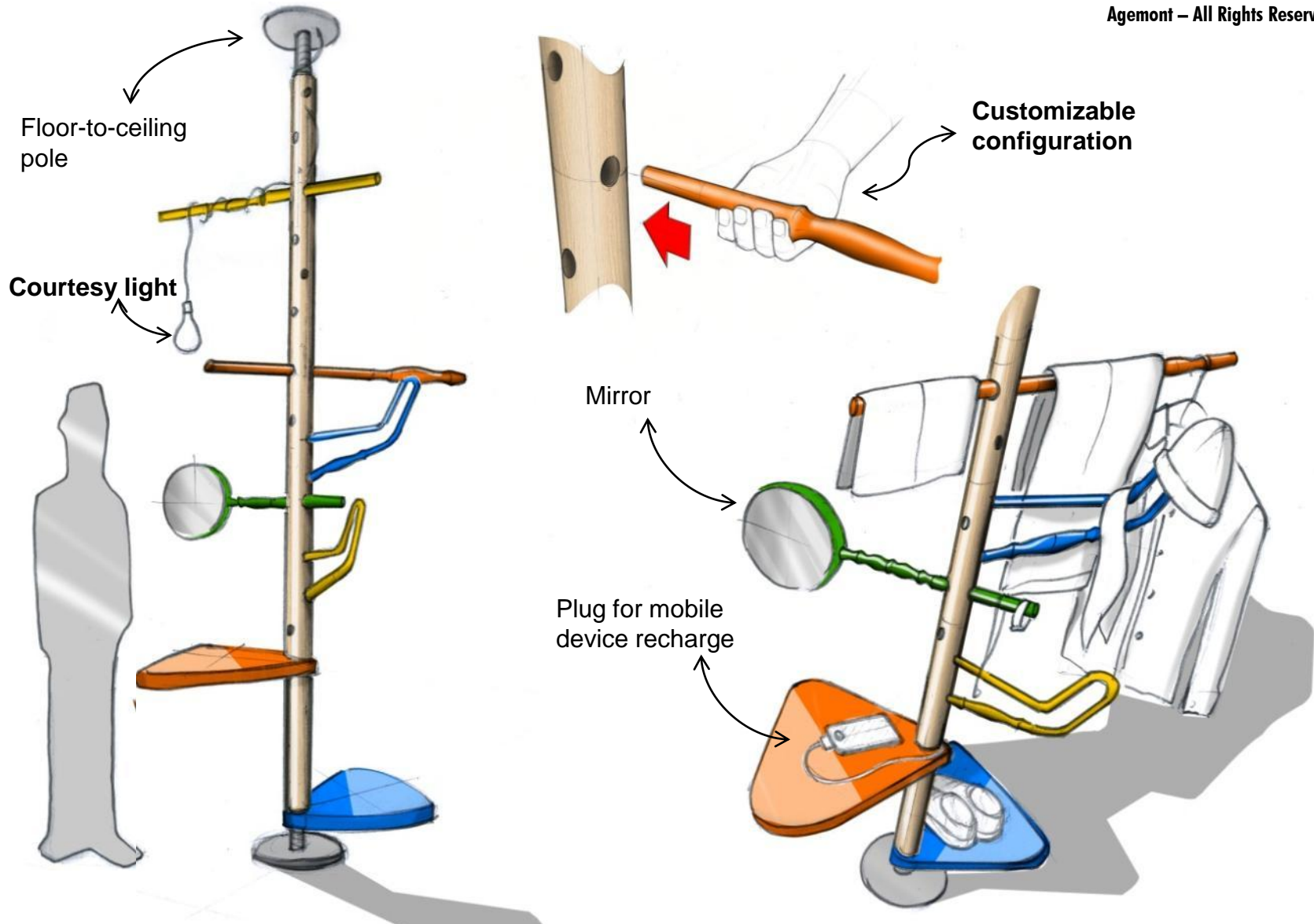


SHAPE: Simplicity



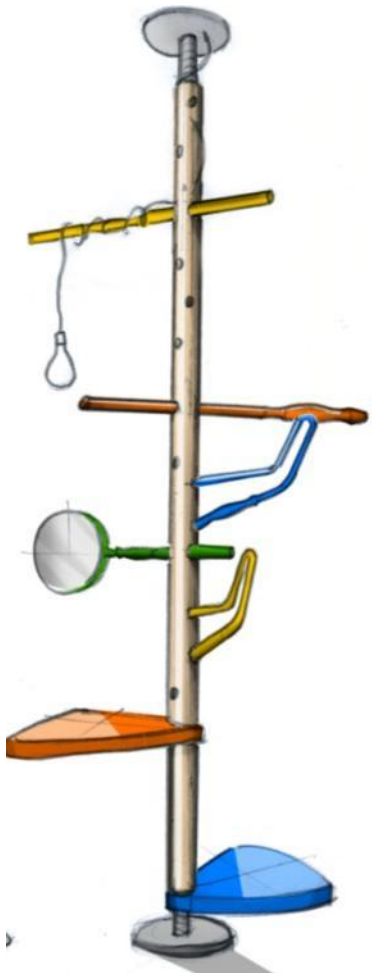
COLOR: White & Wood

4. Concept: Open Closet 14

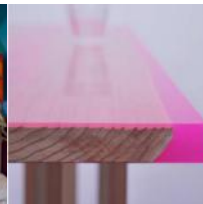


4. Concept: Open Closet 14

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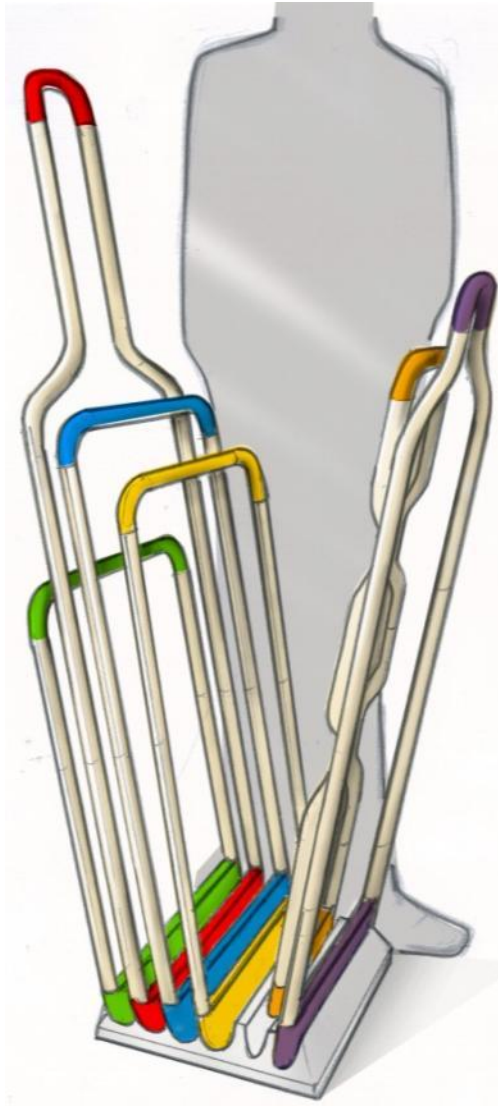


SHAPE: Obvious Construction

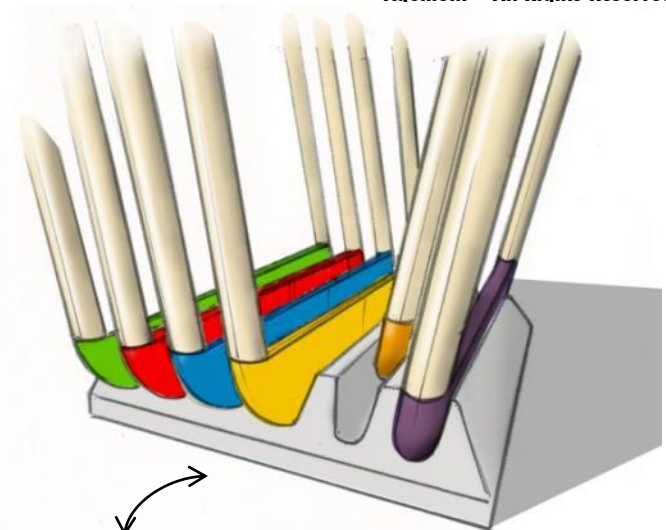


COLOR: Fluo_Accent

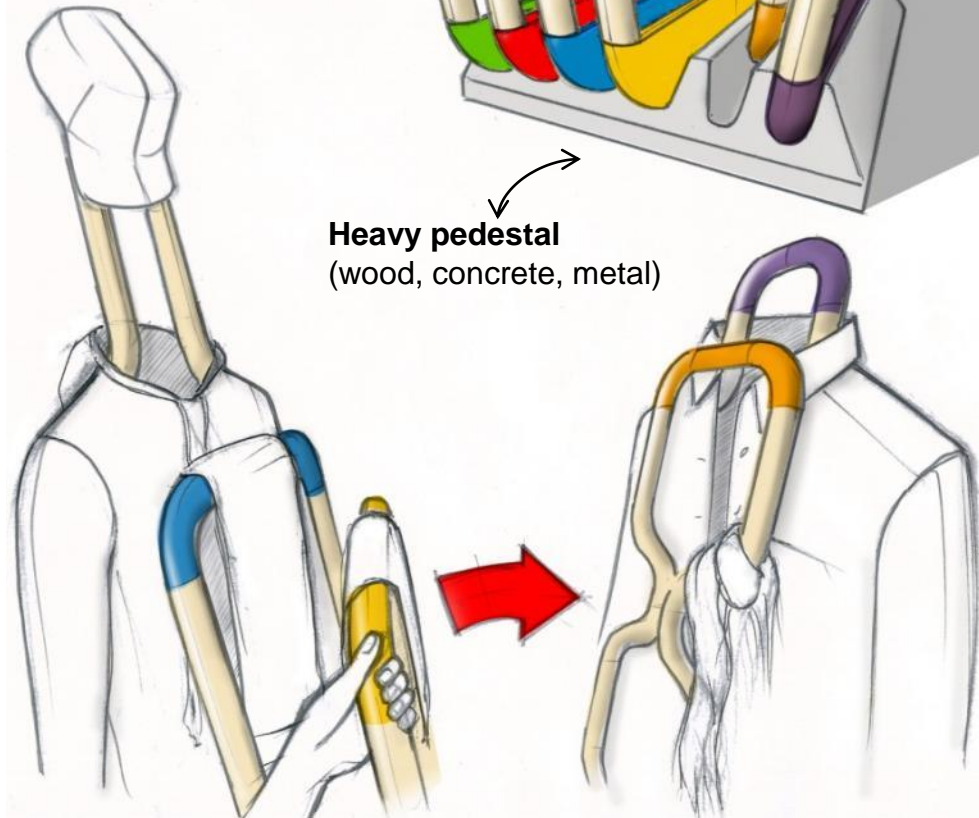
4. Concept: Open Closet 15



The pieces of clothing are organized in layers providing better visibility and access.

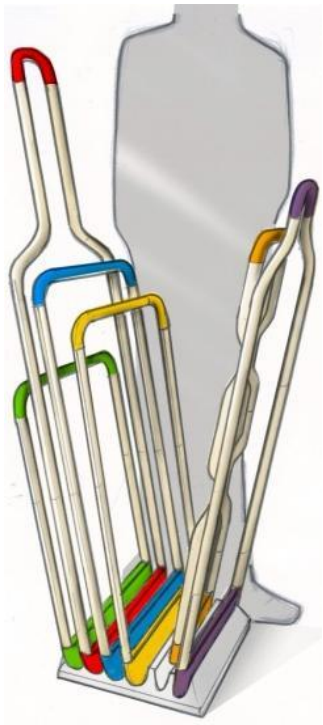


Heavy pedestal
(wood, concrete, metal)



4. Concept: Open Closet 15

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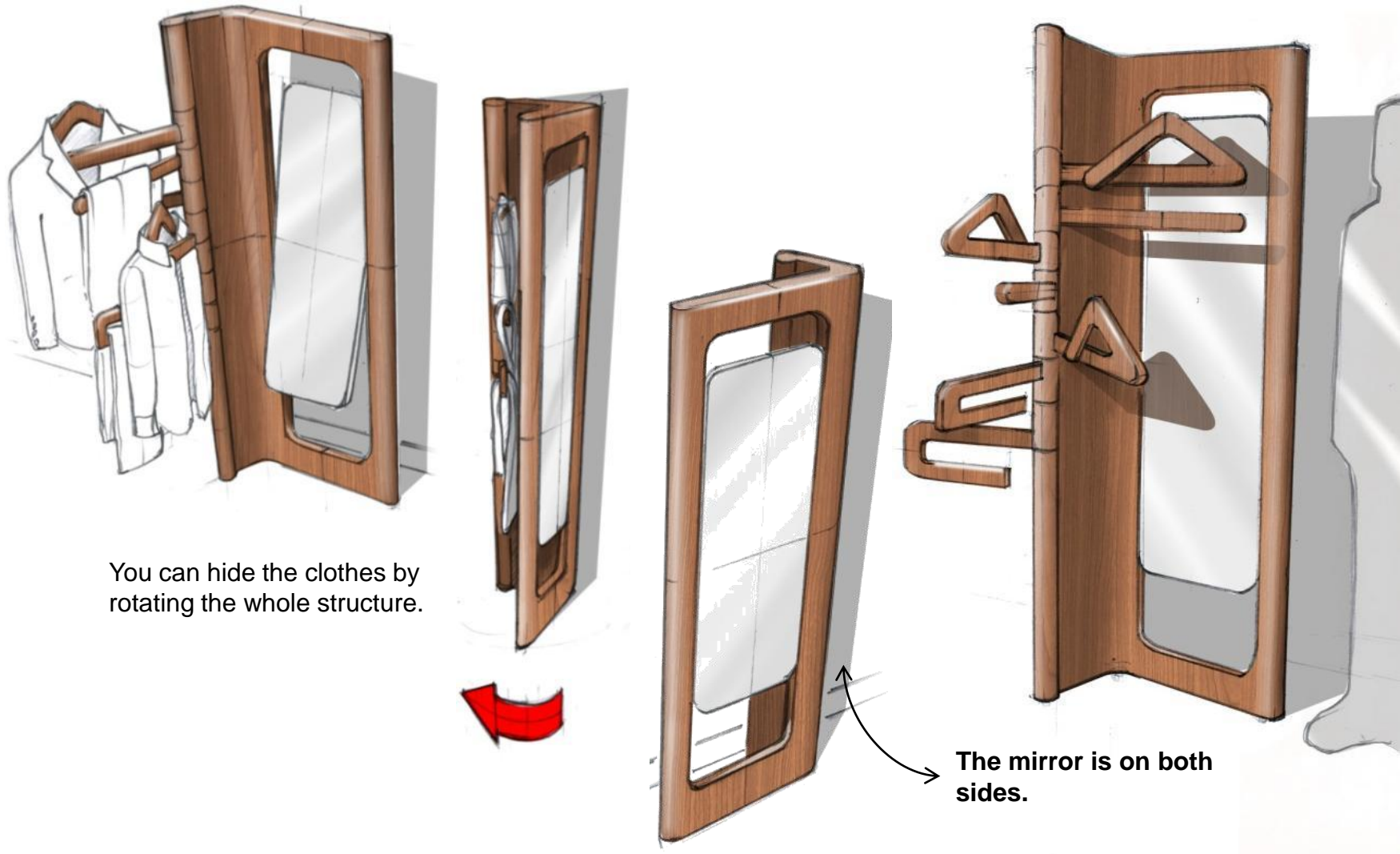


SHAPE: Obvious Construction



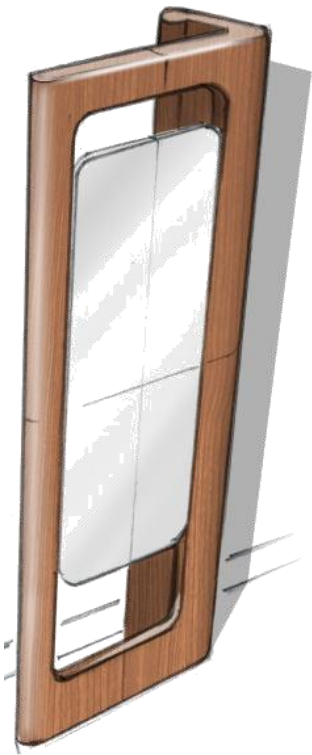
COLOR: Fluo_Accent

4. Concept: Open Closet 16

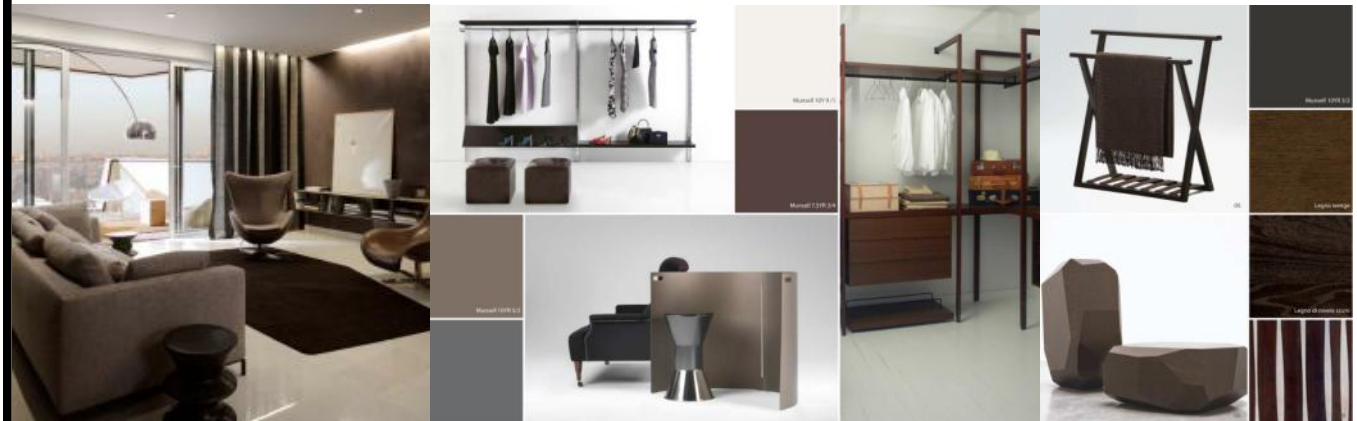


4. Concept: Open Closet 16

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SHAPE: Scandinavian Memories

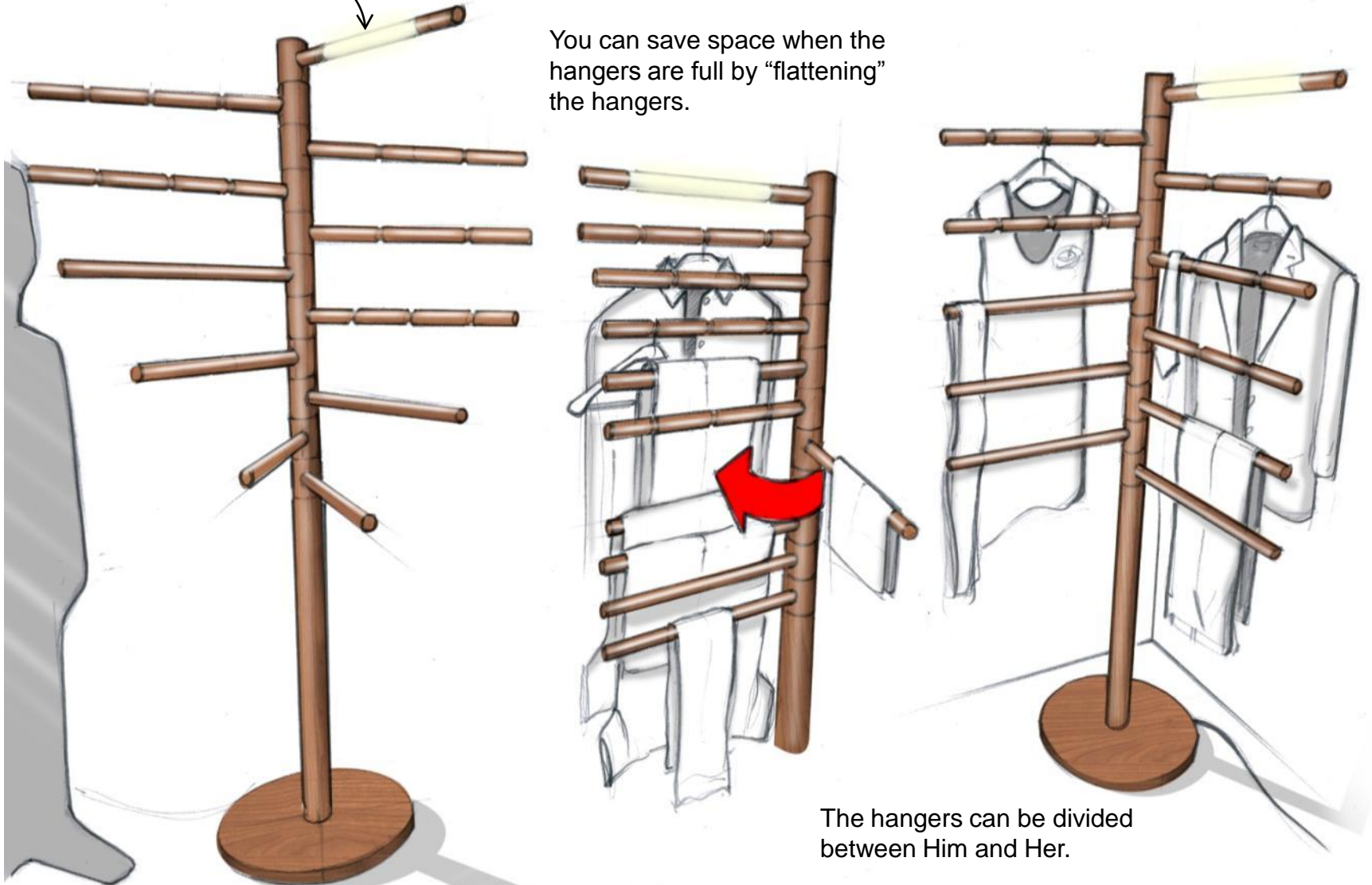


COLOR: Dark Brown

4. Concept: Open Closet 17

Courtesy light

You can save space when the hangers are full by “flattening” the hangers.



The hangers can be divided between Him and Her.

4. Concept: Open Closet 17

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SHAPE: Scandinavian Memories



COLOR: Total Wood

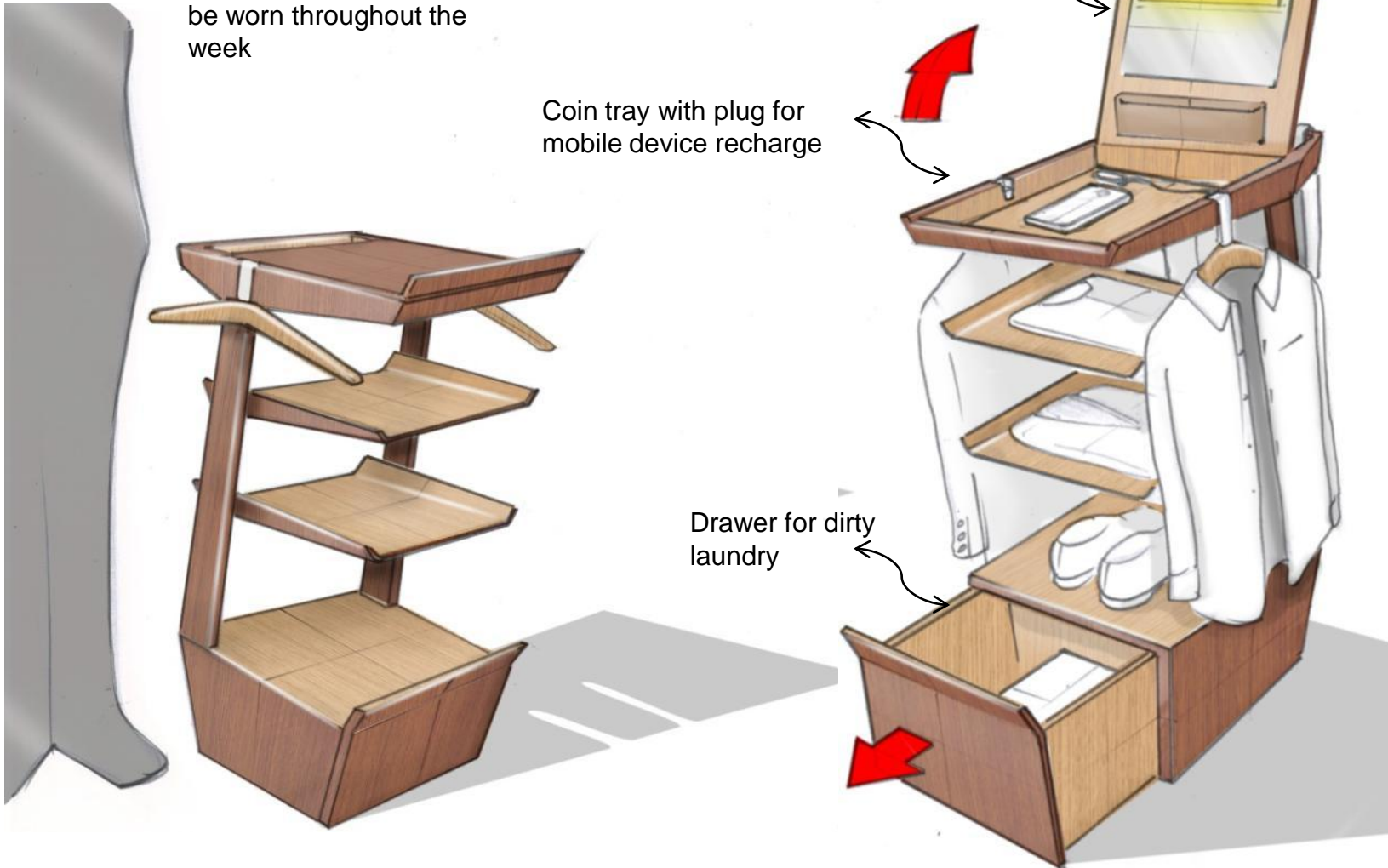
4. Concept: Open Closet 18

the racks are used to store the clothes will be worn throughout the week

Mirror and courtesy light

Coin tray with plug for mobile device recharge

Drawer for dirty laundry

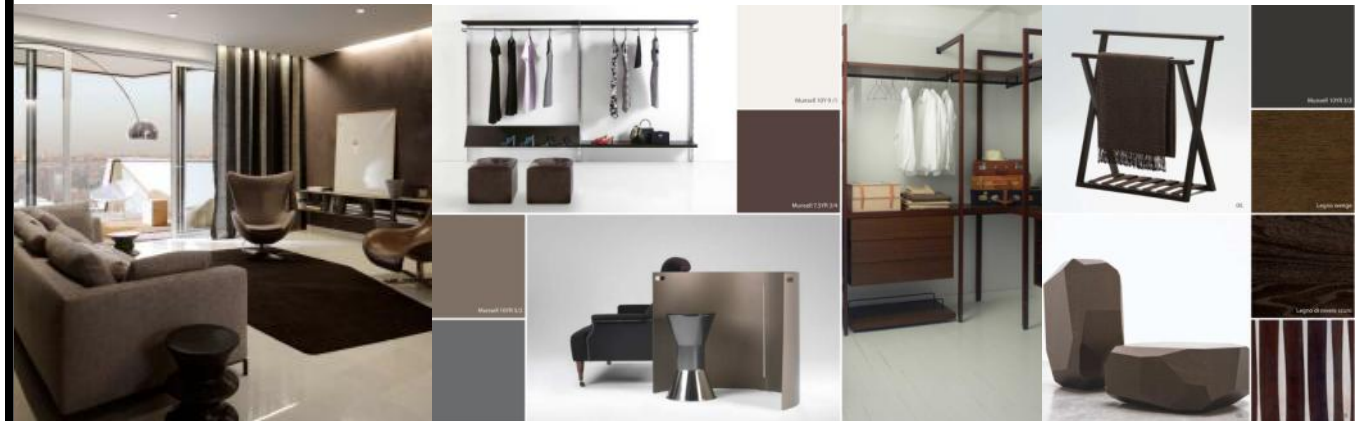


4. Concept: Open Closet 18

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SHAPE: Scandinavian Memories



COLOR: Dark Brown

4. Concept: OPEN CLOSET - ALL



13.

14.

15.

16.

17.

18.