

Kvadra Design, Croatian design brand of upholstered sleeping and sitting furniture announces,

and the Croatian Designers Association executes the

INTERNATIONAL KVADRA DESIGN 2012 design competition

PROJECT TASK

Introduction

In 2010, Kvadra Design successfully revolutionized the Croatian furniture industry when it invested great funds in new and modernly equipped production facilities near Zagreb and developed an entirely series of products. The Company positioned itself on the market as the main regional producer of upholstered furniture through exquisite design, quality, innovation, esthetics, functionality and reasonable prices.

Context

This year Kvadra Design received the prestigious Red Dot Award for their Revolve sofa (designed by Numen/ForUse in cooperation with Bratović&Borovnjak) in the 2012 product design category. Thus Kvadra became the first Croatian furniture company to obtain this illustrious design award. However, the importance of this award is even more significant in light of Croatia's chronic lack of production and Kvadra's continued investments in industrial production, branding and export to foreign market, as well as its efforts in creating new job openings on a regular basis. This award is a true recognition of the present investments in the development of production, technology, knowledge and design. After only 7 months of production, Kvadra design launched an entirely new collection intended for the global market. In this context, Kvadra design initiated this competition for the second time in a row.

Competition theme: upholstered furniture design

Upholstered sleeping and sitting furniture, mostly used by end-users in living rooms, has to be designed/constructed in such a way that it offers innovative and creative solutions which, if possible, unite two extremely important functions: sitting and sleeping.

We are looking for:

- A) An innovative and feasible solution for a sofa (three-seater) that satisfies both functions
or
- B) An innovative and feasible solution for a modular system of elements (three-seater, two-seater, armchair, ottoman, etc...)

During the course of designing upholstered furniture, advantage shall be given to designs that are technologically feasible, innovative and attractive, safe for use and ergonomically correct.

Note: the design should enable occasional sleep for 2 persons. The design should also contain an ecological aspect (not a precondition).

Requirements

The upholstered sleeping and sitting furniture must meet the proscribed requirements in the following order:

- Innovation and attractiveness
- Esthetical requirements: modern, simple design that stems from the unity of esthetical and functional characteristics
- Feasibility or technological requirements: adaptation to the specific type of production and the technological capacities of the manufacturer
- Functional requirements (ergonomically correct)
- A combination of sitting and sleeping functions (occasional sleep for 2 persons)
- Construction requirements: durability, firmness, ability to fold, reliability, a strong presence of technology
- Cost-effectiveness
- Eco-friendly

Materials:

- Advantage shall be given to natural, eco-friendly materials of plant, animal or mineral origin, or to combinations that include synthetic materials used as filling or as the decorative/covering layer
- Materials used for the visible/hidden parts of the furniture frame should also primarily be eco-friendly, especially massive wood and wooden materials such as multi layered wood panels, particle boards or fiberboards.
- The fabrics/leather/textile should be easy to clean and maintain.
- Layers of the furniture construction must be stipulated, as well as the suggested decorative materials

Competition type

The Competition is international/regional, public, anonymous, and organized at a single level.

After the announcement of the start of the Competition on the Croatian Designers Society webpage www.dizajn.hr and the Kvadra Ltd. website www.kvadra.eu, the announced participants of the Competition, authors/teams, are invited to take part in the oral briefing and factory tour (optional).

After the oral briefing, the authors/teams commence the construction of the Project Proposals.

All participants must prepare the submitted works in accordance with the Terms and Regulations and before the stipulated deadline.

The Evaluation Jury reserves the right to make a final selection of preliminary designs and invite the selected authors/teams to present and defend their designs orally to the Evaluation Jury. Upon the oral presentation, the Evaluation Jury shall select the best 3 preliminary designs and announce the winners.

The content of project proposals

The presentation of proposed projects should contain all the relevant elements stipulated in the characteristic relations and applications and thus serve as the foundation for understanding the proposed concept.

Along with a visual presentation, the authors/teams must elaborate their concepts textually. The concepts may further be elaborated if the author deems necessary.

The Project Proposal should contain a preliminary design for two basic typological and functional units:

- Sitting (basic and most important function) and sleeping (supplementary function) with an emphasis on the innovation, attractiveness and feasibility of the product.

A Project Proposal must contain a depiction of the concept, an elaboration of the object according to the stipulated terms, visualizations and/or models, basic dimensions, a description of the technology and final treatment, as well as a textual description. It is recommended that the preliminary design be a conceptual, technological and artistic union of all of the abovementioned requirements.

Criteria for the evaluation of designs

During the evaluation of the project proposals, the Evaluation Jury shall give advantage to authentic, creatively designed, professionally and contemporary articulated designs created on the basis of the Competition's propositions, as well as on the research and contemplation of the Competition's theme.

The basic evaluation parameters are:

- Innovation: typological, functional and esthetical
- Technological and cost-efficiency
- Modern and simple design
- Functionality (sitting and sleeping)
- Cost-efficiency of the product
- Conceptual clarity and consequentiality
- The quality of the design's articulation (the harmony of the constructive, functional, ergonomic and formal parameters)
- Safe use and quality of the future product
- Intelligent and innovative usage of natural materials

Additional information and instructions

Instructions for designing

- Anthropometric requirements for the upholstered sitting and sleeping furniture: the height and depth of the seat must be determined; the angle of the lumbar area of the backrest must be determined; the height and width of the armrest and the backrest should enable lumbar support
- The health aspects of the upholstered furniture: the optimal position of the body during sleep and rest should be constructed
- Apply the basic functional dimensions of the upholstered sleeping and sitting furniture
- Offer a construction that successfully deals with issues of comfortableness
- The physiological and hygienic requirements for the upholstered furniture: depending on the selected material, thermal conductivity, humidity permeability, and the simplicity of cleaning and maintenance should be taken into consideration
- The health and hygienic requirements: cleaning and allergenic issues should be taken into consideration when choosing the material

DESIGN INDEX

<http://www.ligne-roset.com>

<http://www.bebitalia.it>

<http://www.cor.de>

<http://www.offecct.se>

<http://www.campeggisl.it>

<http://www.himolla.com>

<http://www.ikea.com/>

<http://www.flexform.it>

<http://poliform.it>

<http://www.montis.nl>

<http://www.artifort.nl>

<http://www.gruppoeuromobil.com>

<http://www.moroso.it/>

<http://www.softline.dk>

<http://www.ipea.it> – link for upholstered furniture fittings

Further reading:

J. Panero i M. Zelnik: Antropološke mjere i interijer, Građevinska knjiga, Zagreb, 1978.

Italian design: Un'industria per il design, La ricerca, i designers, l'immagine B&B Italia; 1999.

J. Neuhart: Eames design: the work of the office of Charles and Ray Eames by John and Marilyn Neuhart with Ray Eames 1989.

