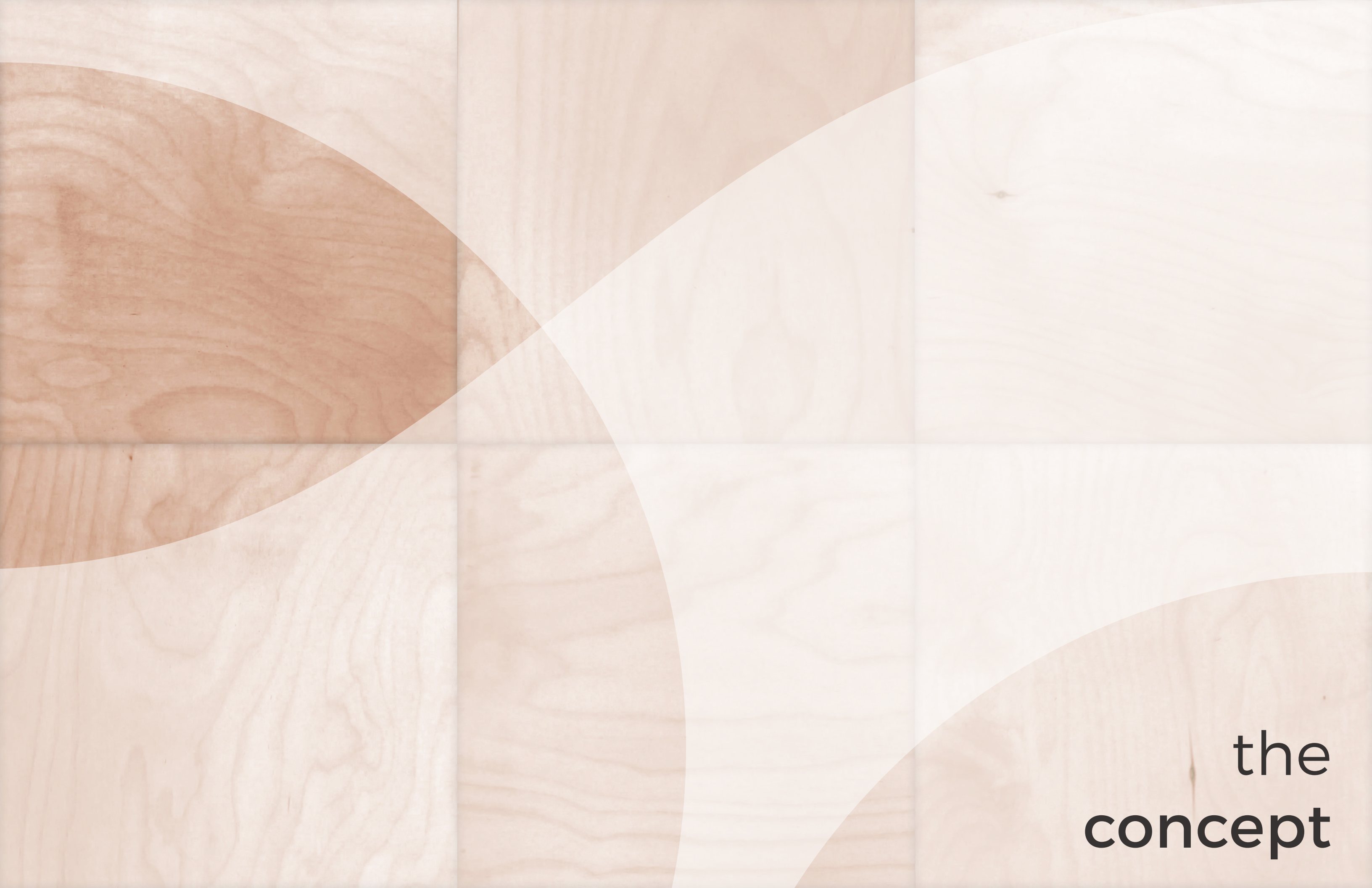


PLEEK

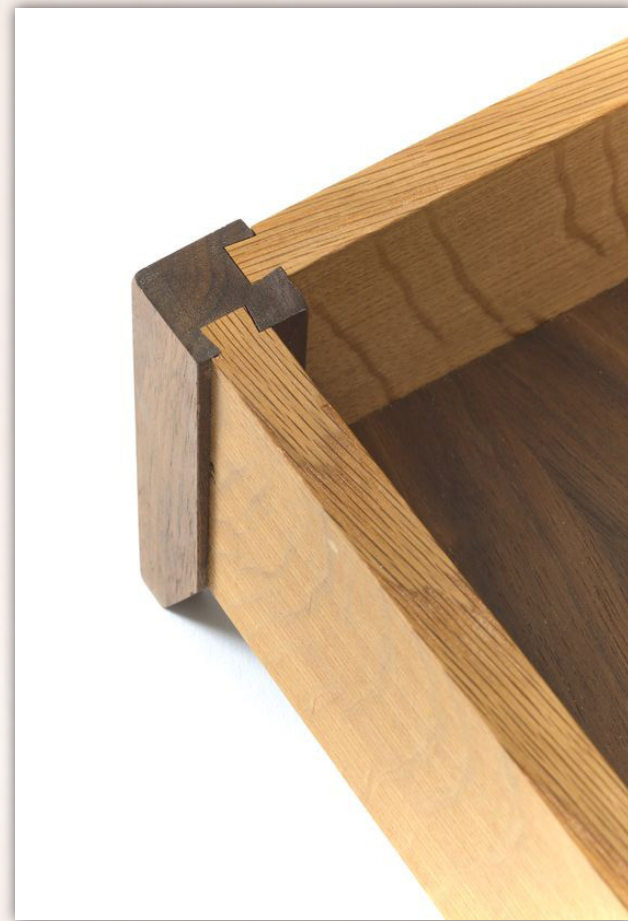
modular storage complex

emma kronenberg
shuhan ding
lanoë kessler

process
book

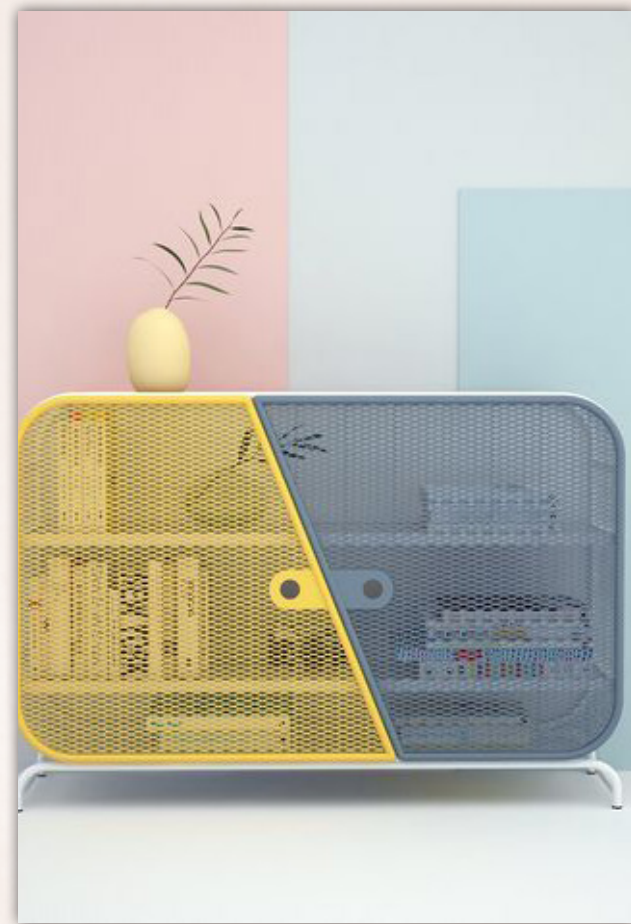
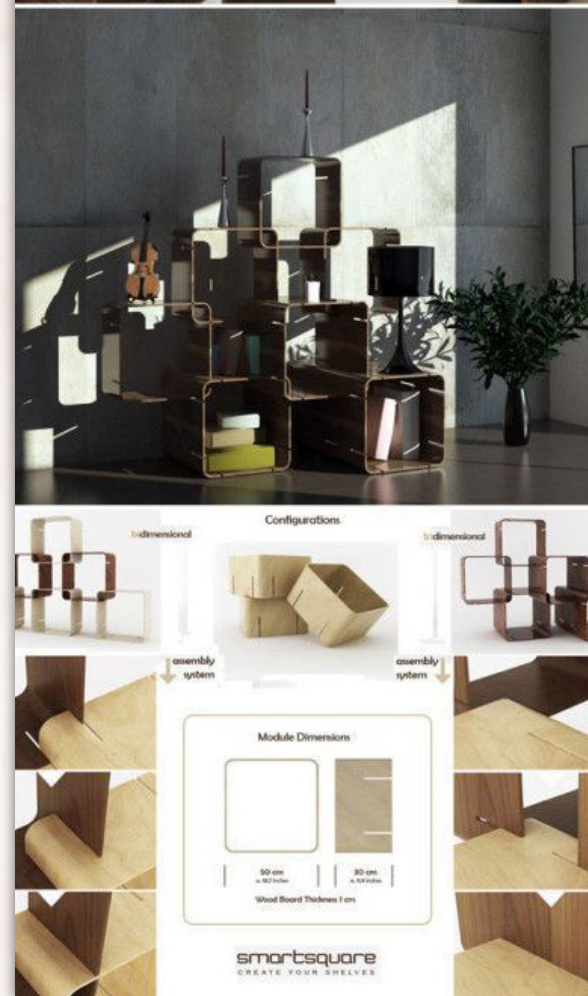


the
concept



joint considerations

One of the earliest considerations was that of construction. How would this unit be put together, and how would it stay together? Focus was placed on avoiding the need for additional tools.

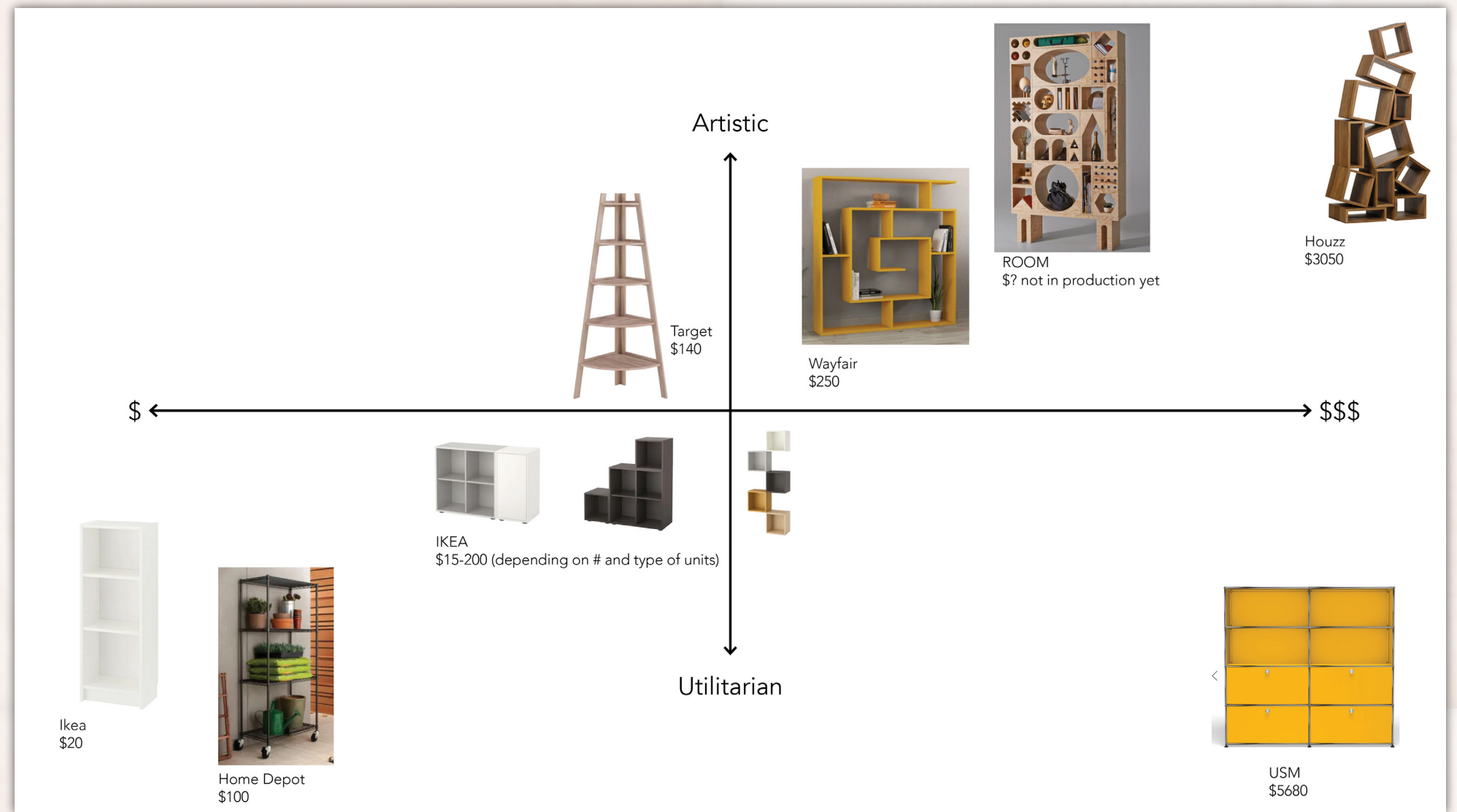


structural inspirations

We examined various existing ideas for furniture from both a structural and aesthetic direction. It was determined that the unit should be a stand-out piece in its environment.

trends and benchmarking

After taking a look at various trends in furniture design, we determined a vacancy in concepts which featured a more intricate or fanciful design at a lower cost to the consumer.



EKET Storage combination with legs, white/wood, 13 3/4x13 3/4x31 1/2 " **\$70.00**

★★★★★ (1)

Color
White/wood

[Add to bag](#)

Available for delivery in select locations

RÄVAROR Shelf unit on casters, oak veneer, 13 3/8x27 1/8 " **\$59.00**

★★★★★ (5)

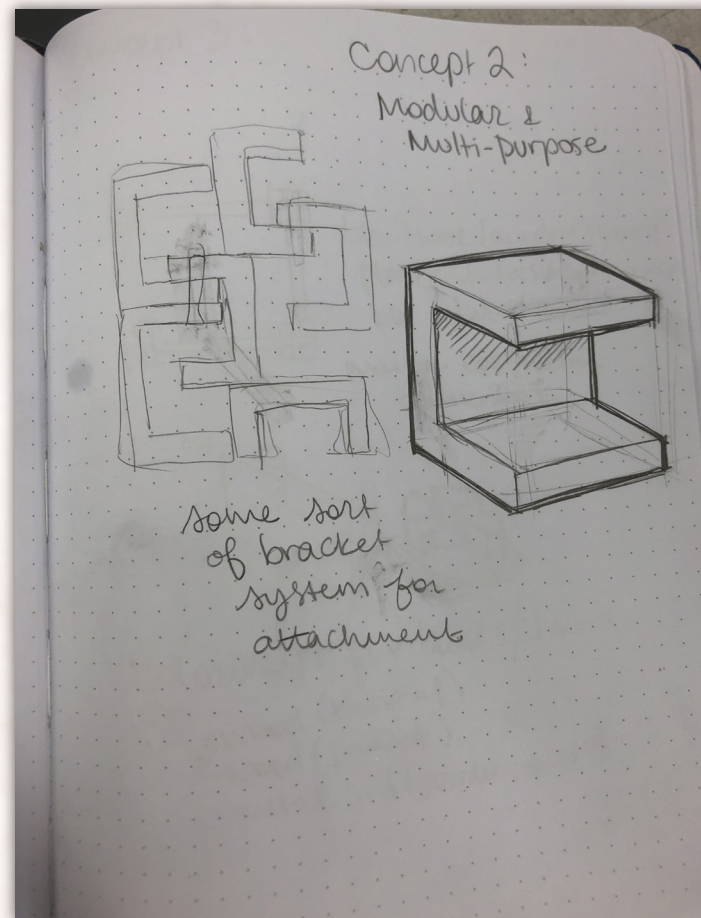
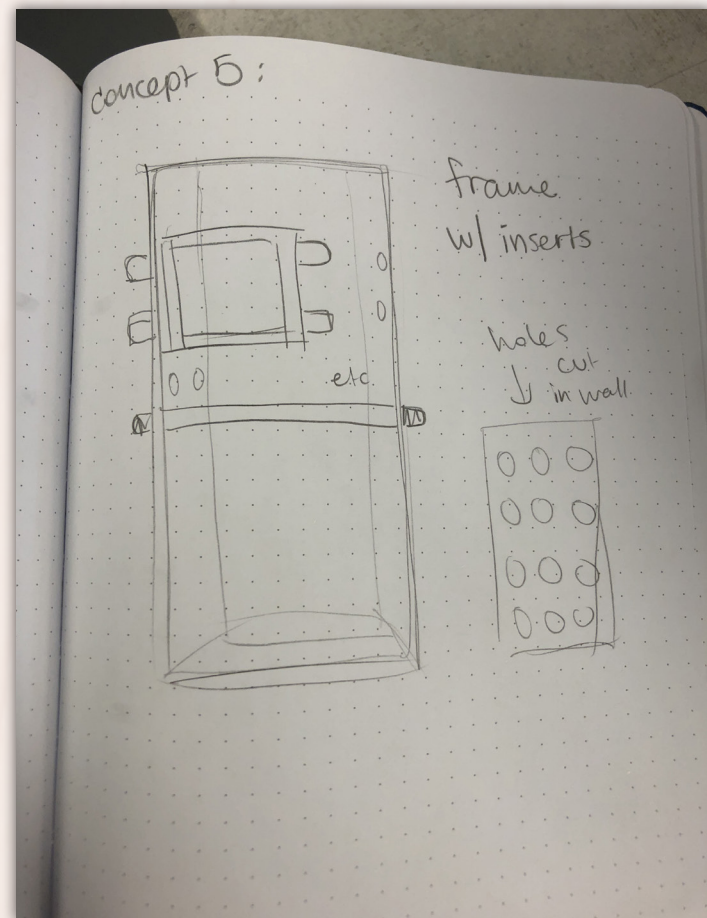
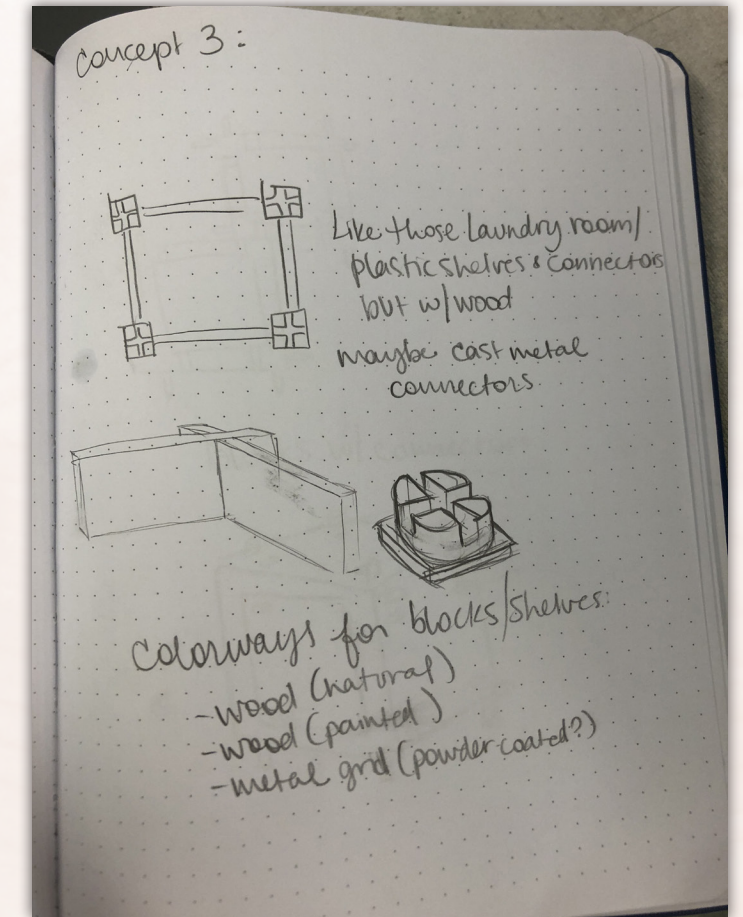
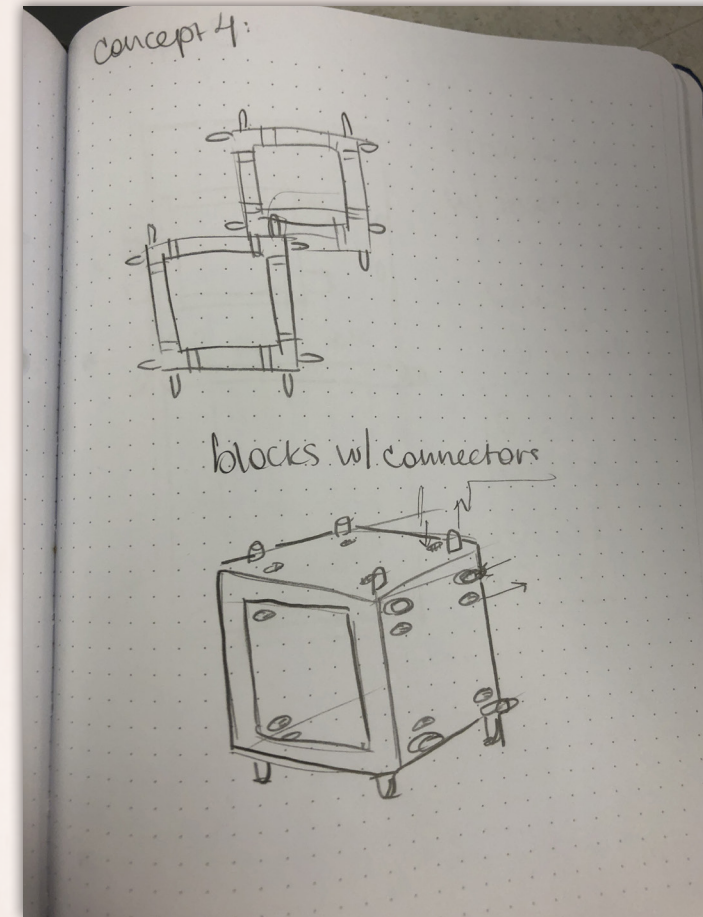
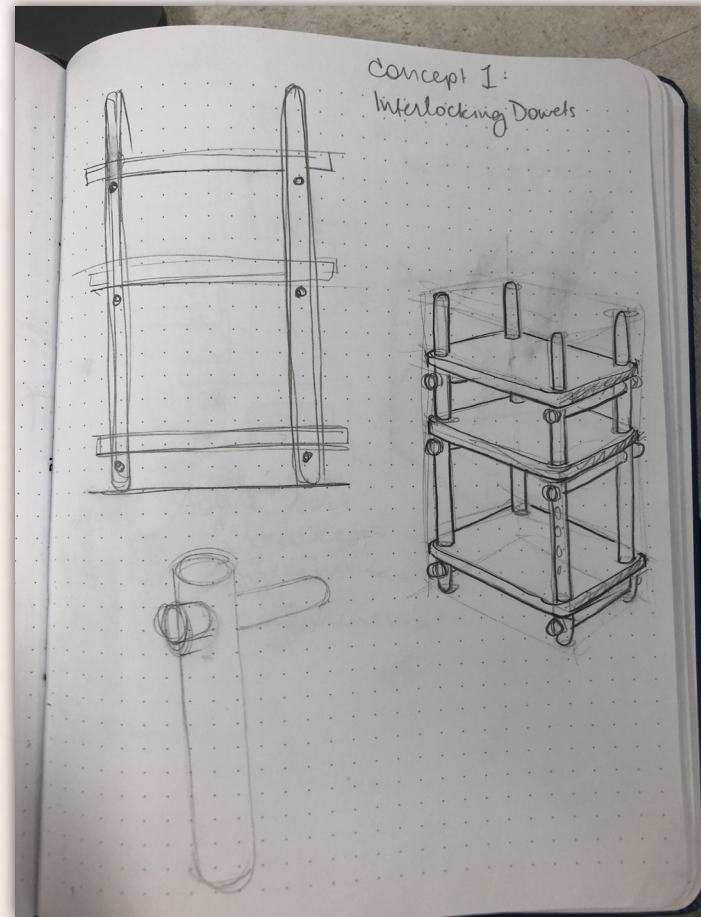
[Add to bag](#)

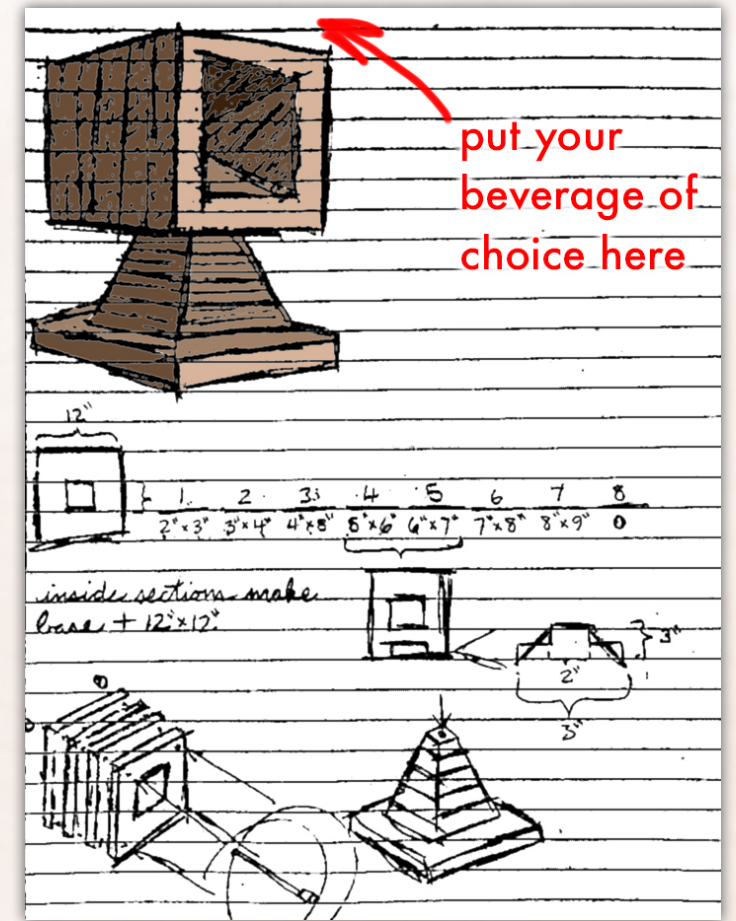
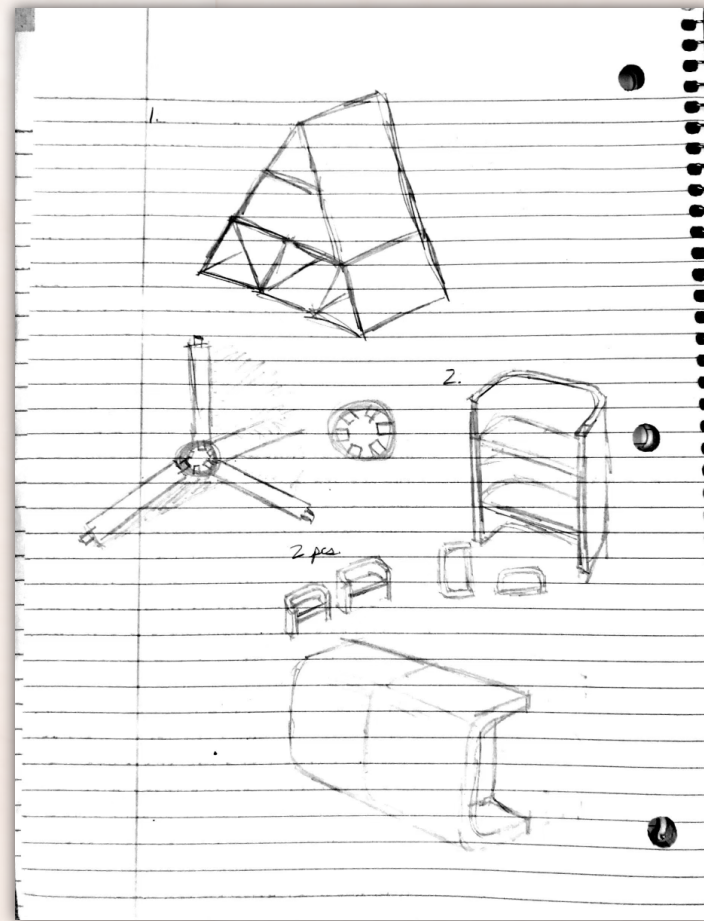
Available for delivery in select locations

In stock at West Chester, OH

emma's concepts

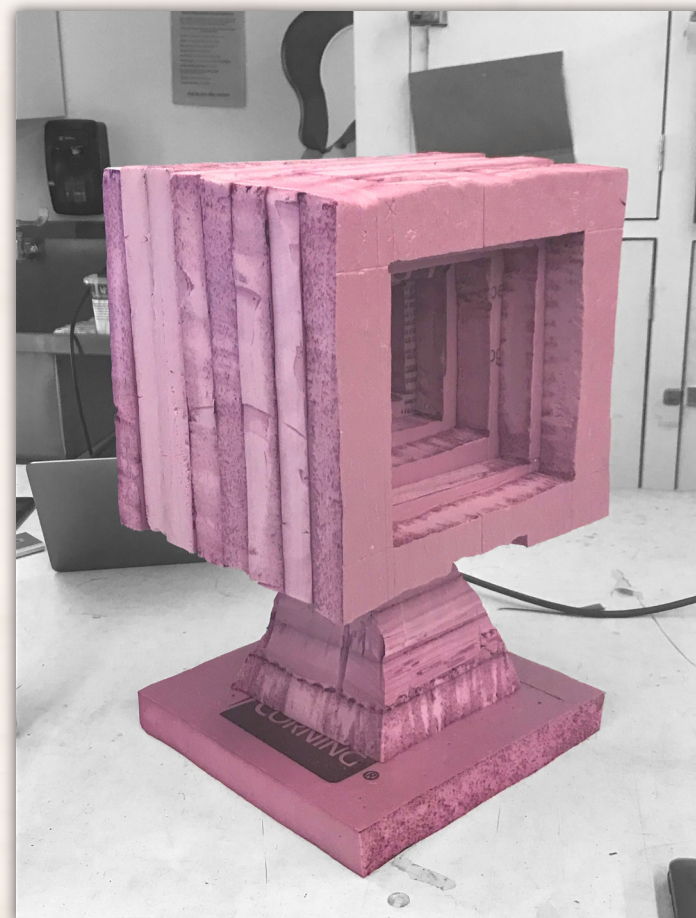
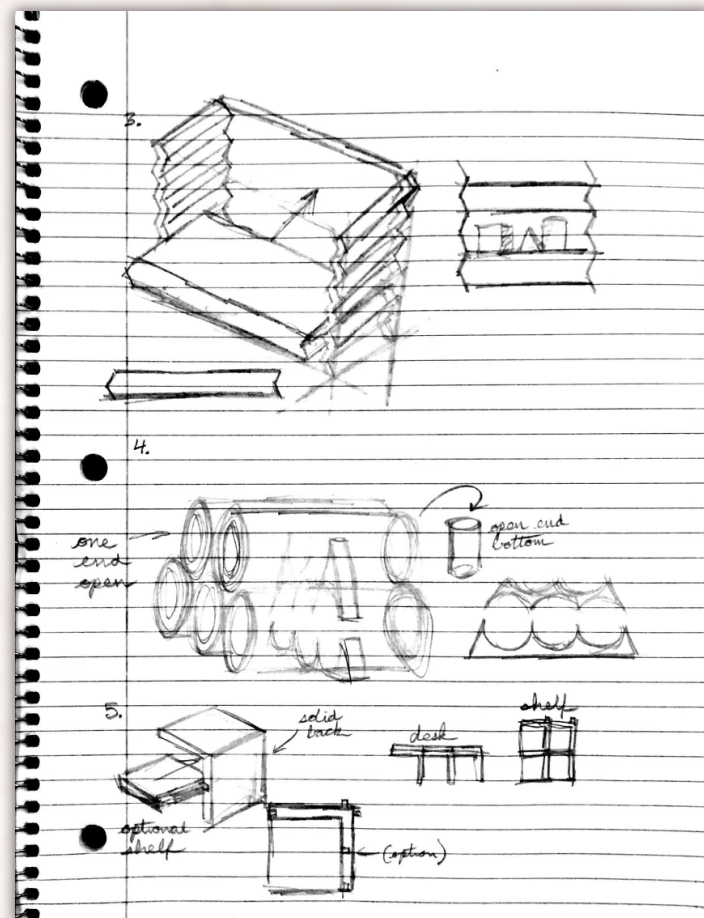
Amongst Emma's proposed concepts, a rough prototype was developed which centered on large shelf pieces which could be arranged freely in different ways. Ultimately, the concept was not pursued due to a lack of stability.





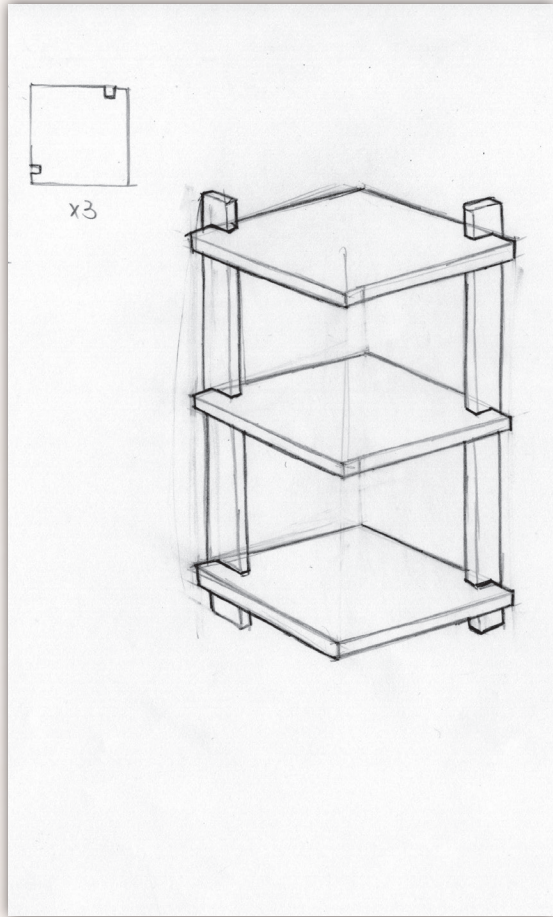
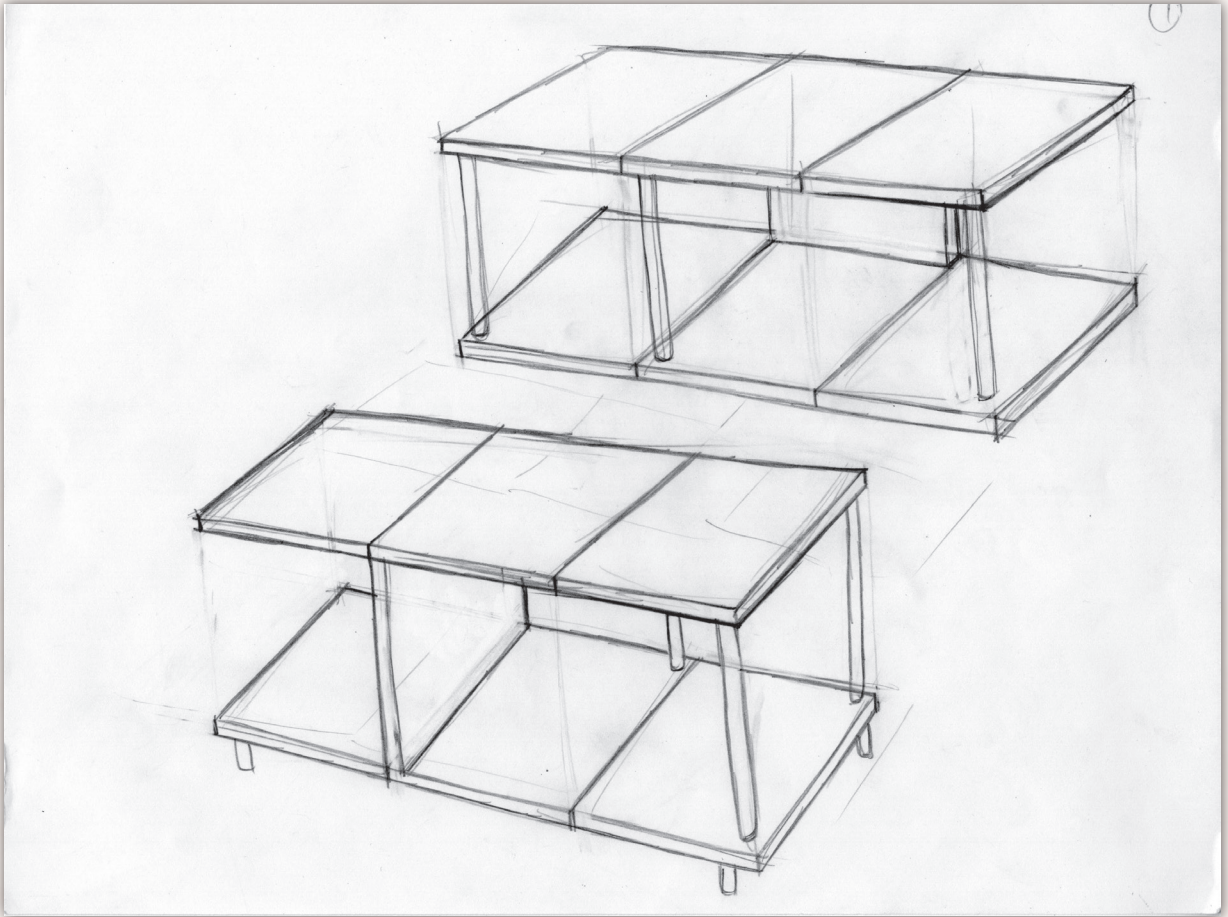
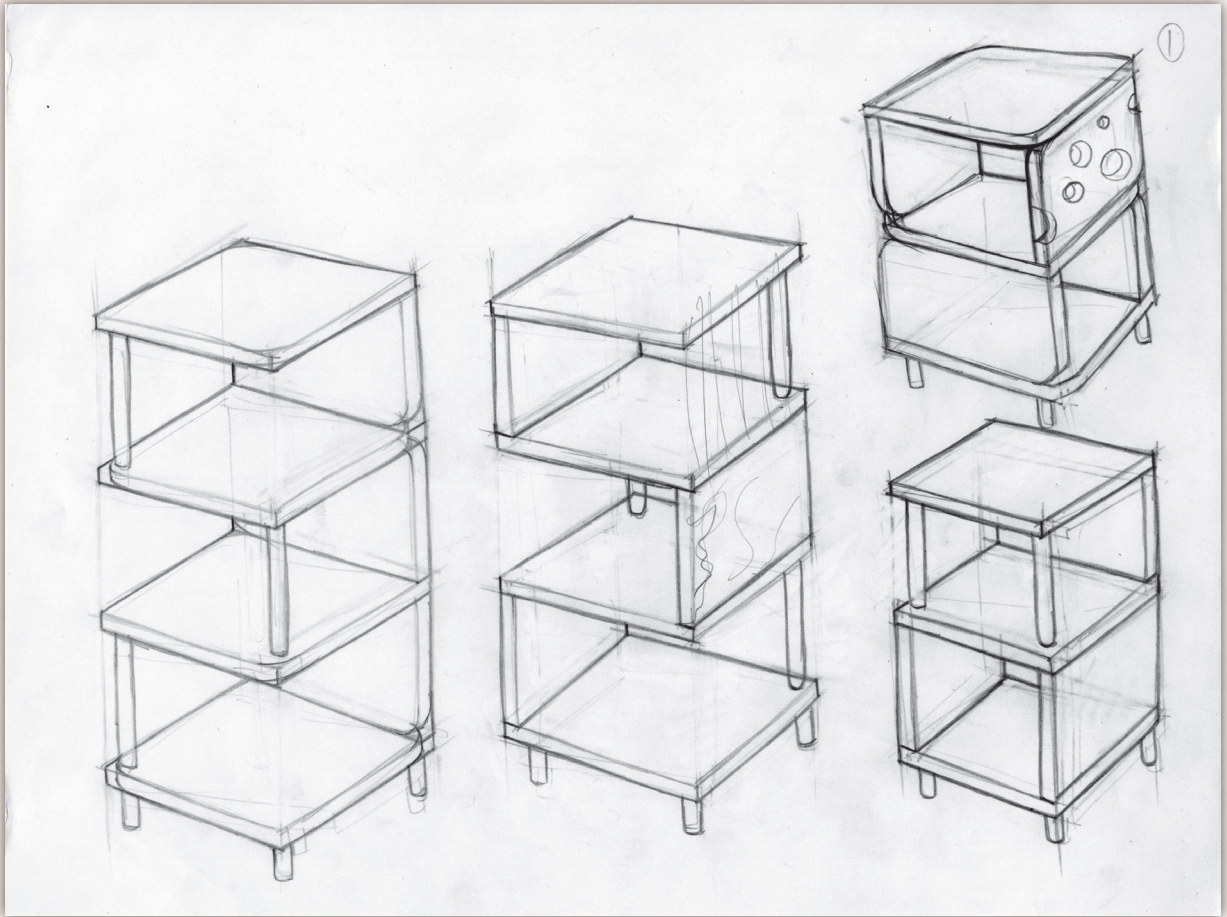
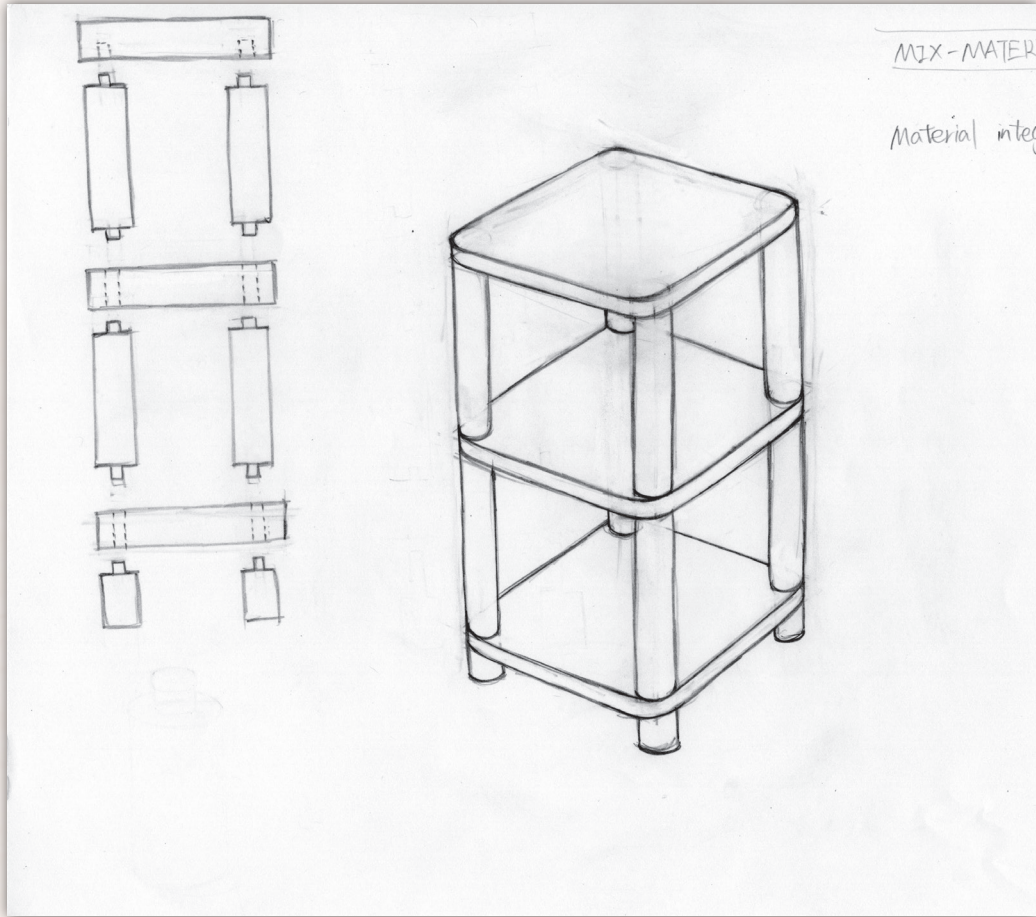
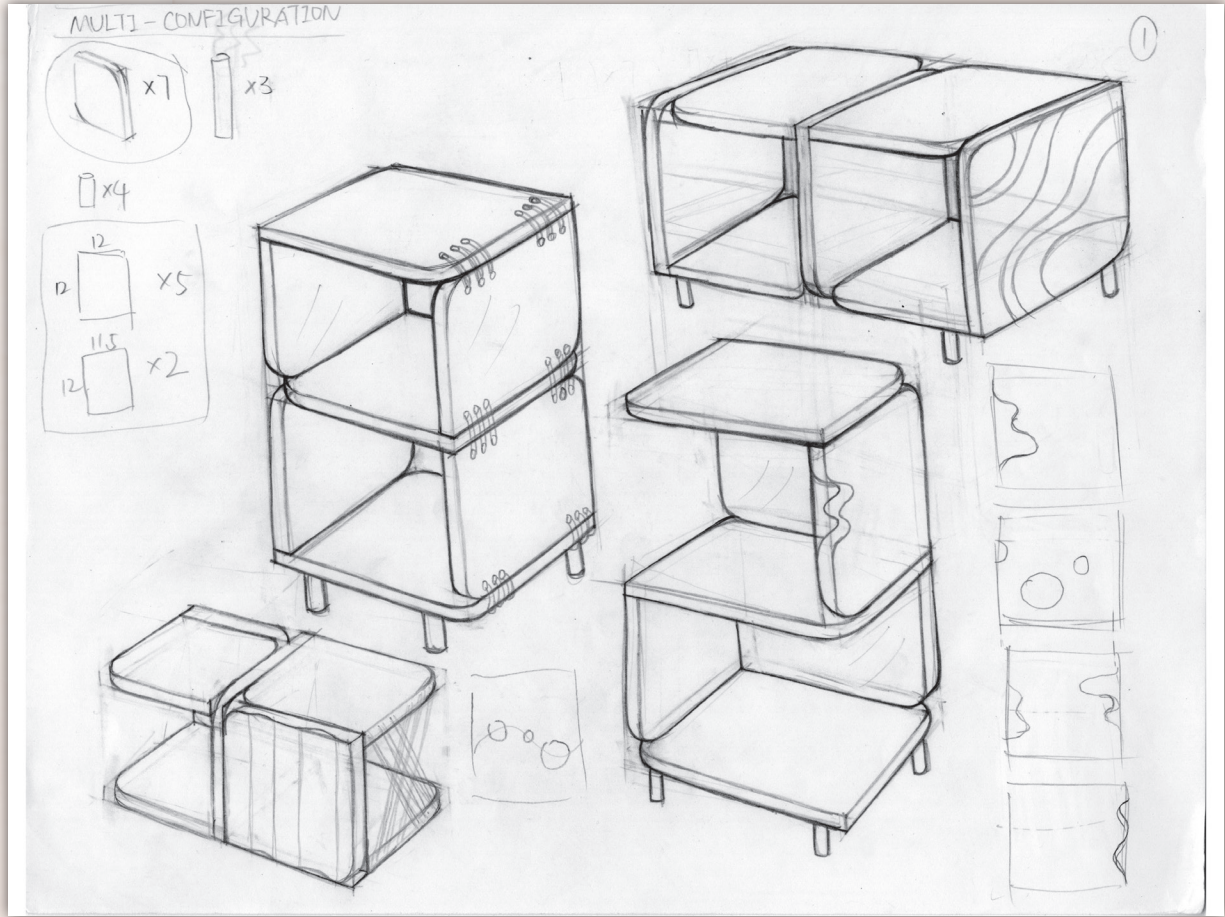
Lanoe's concepts

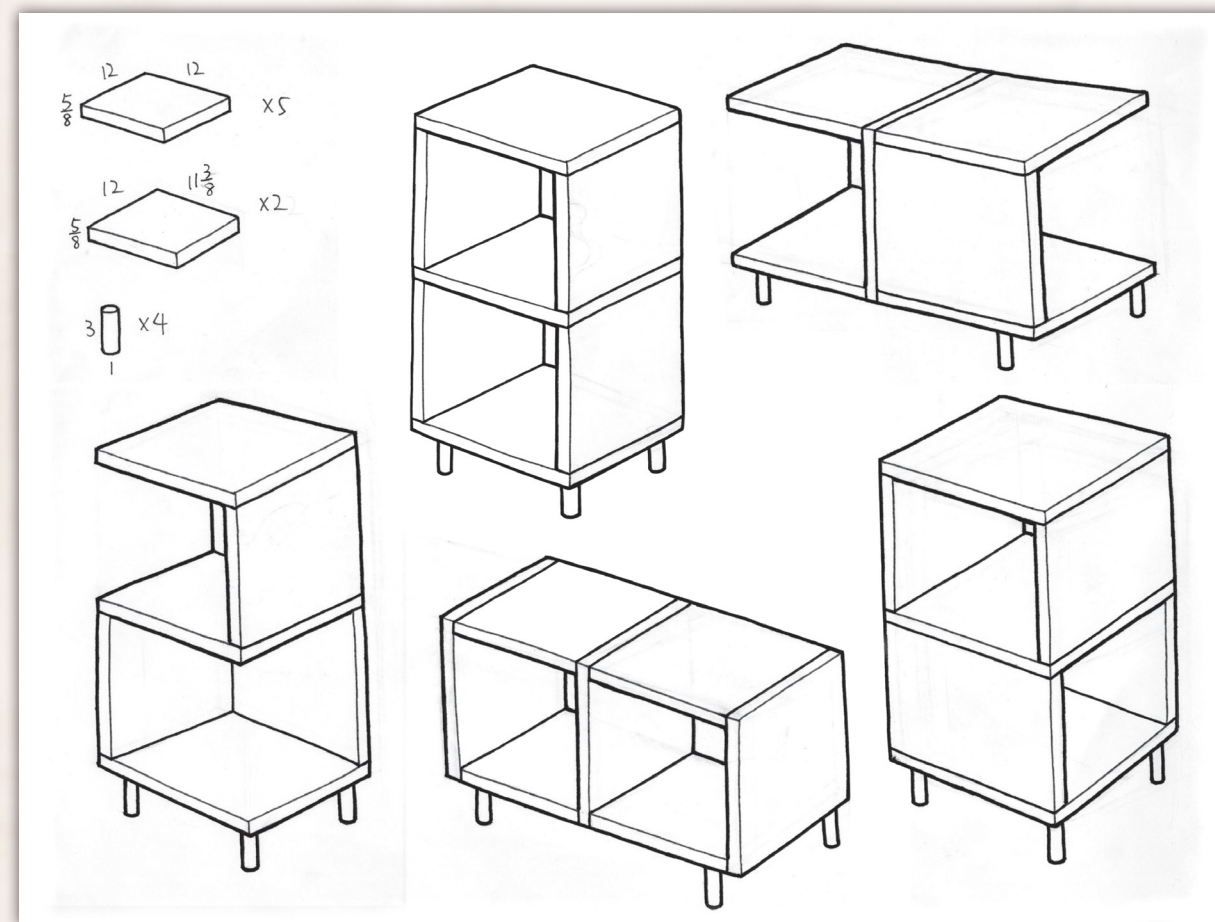
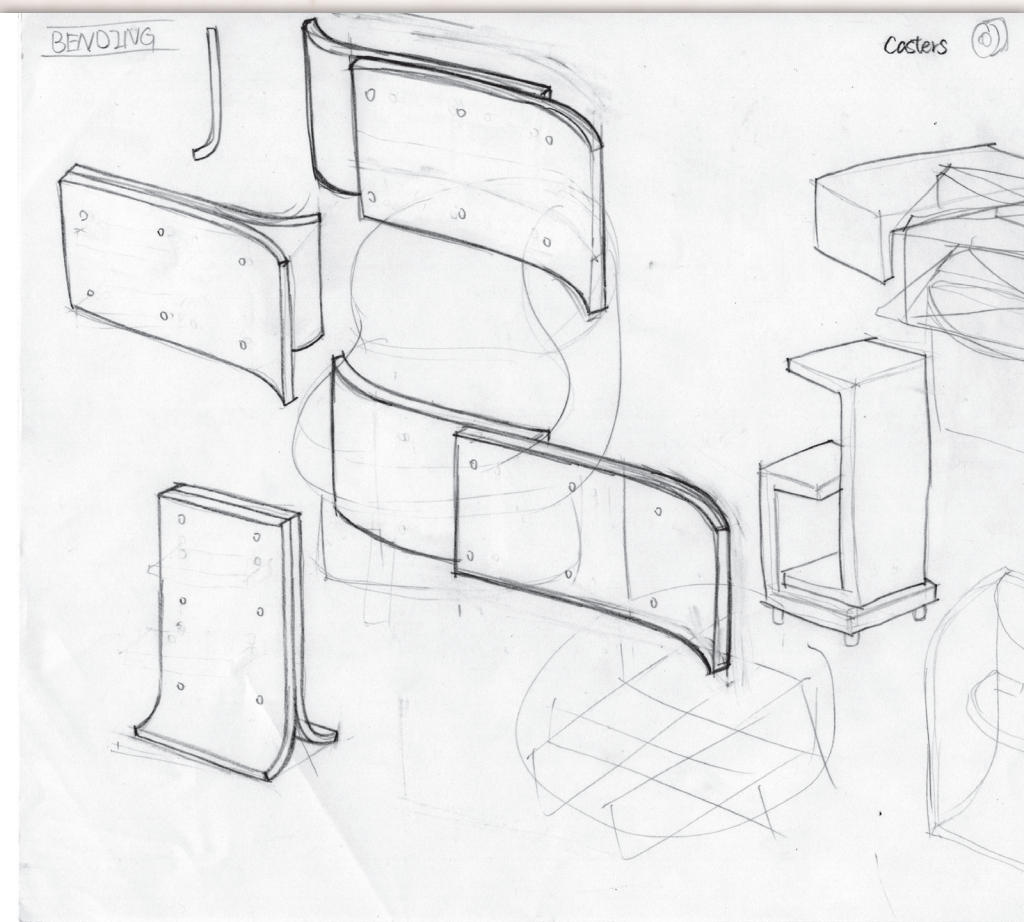
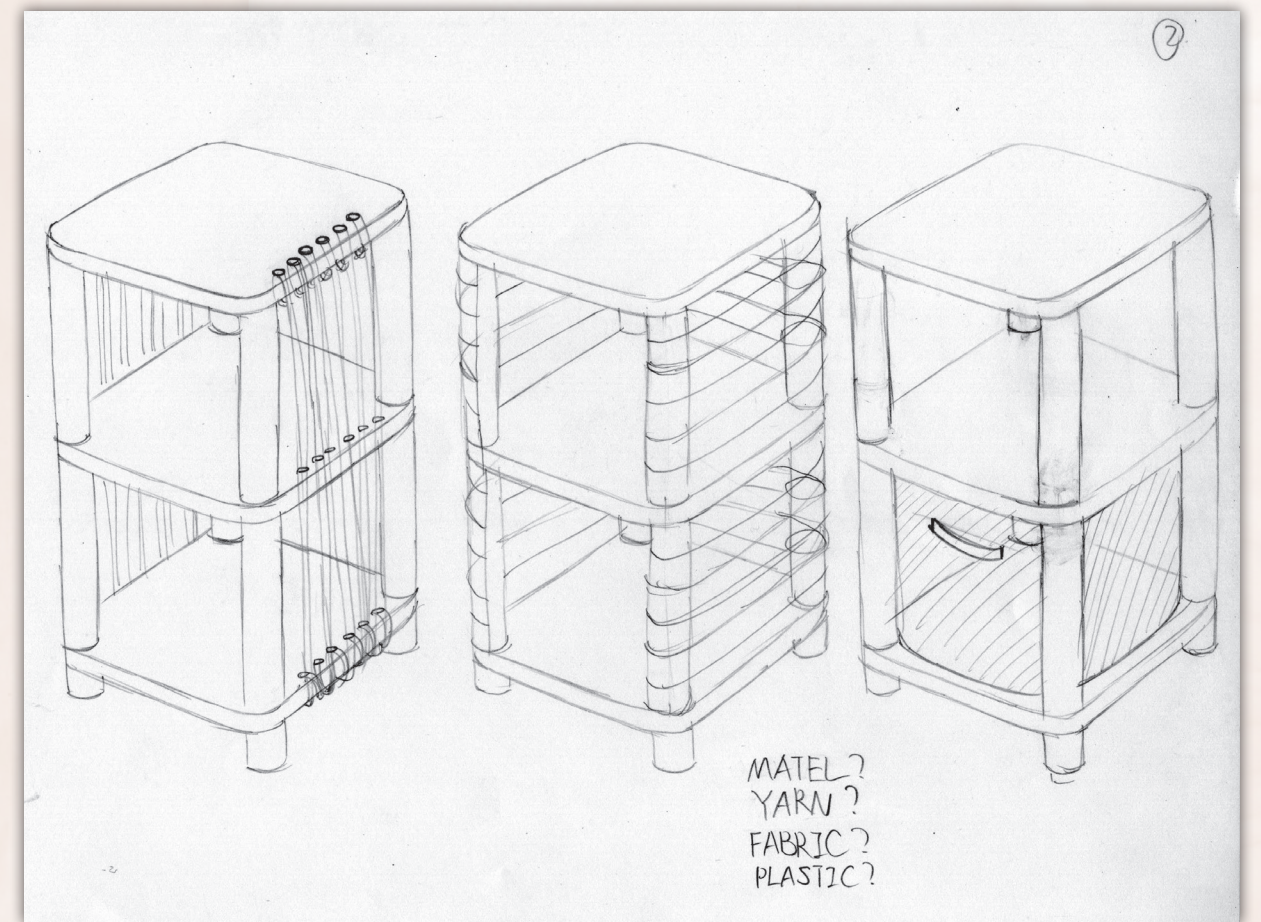
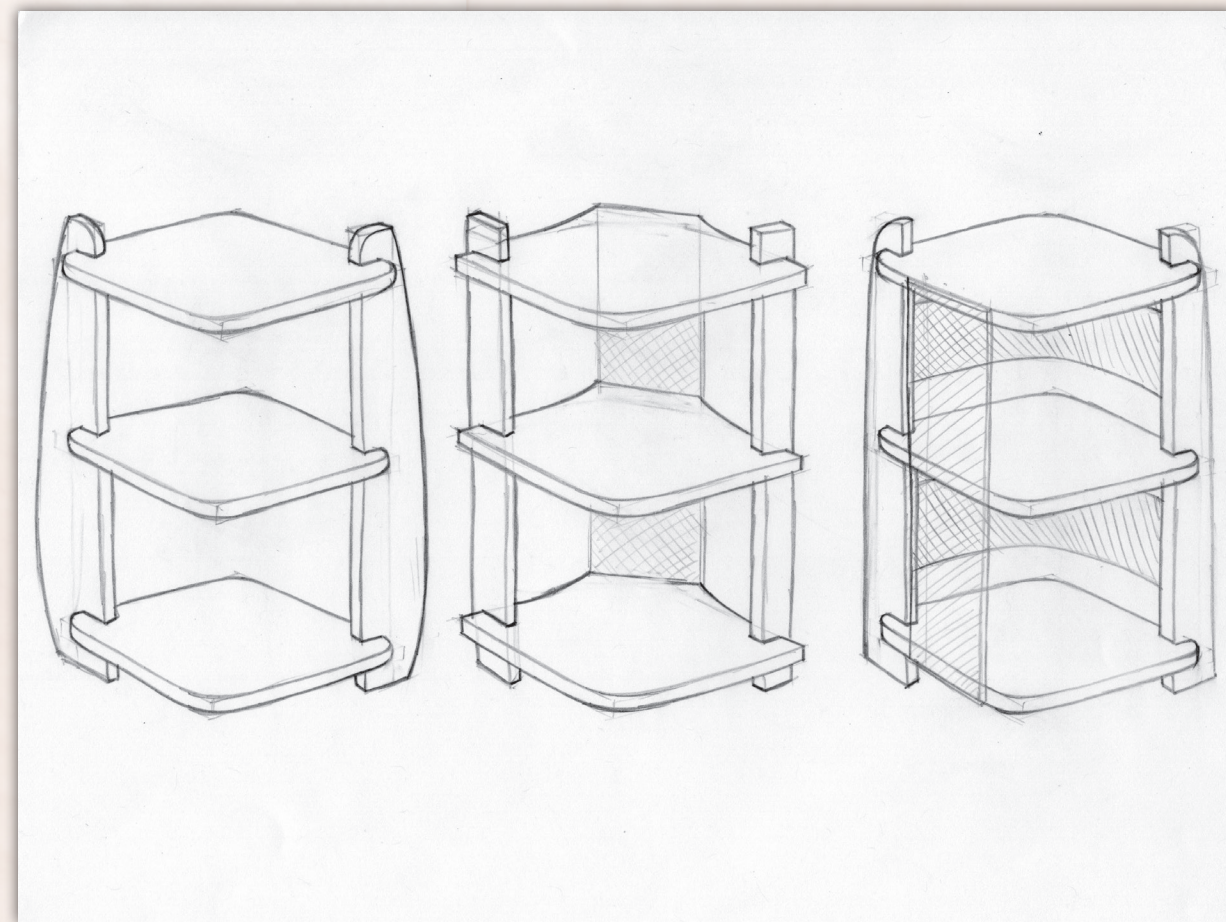
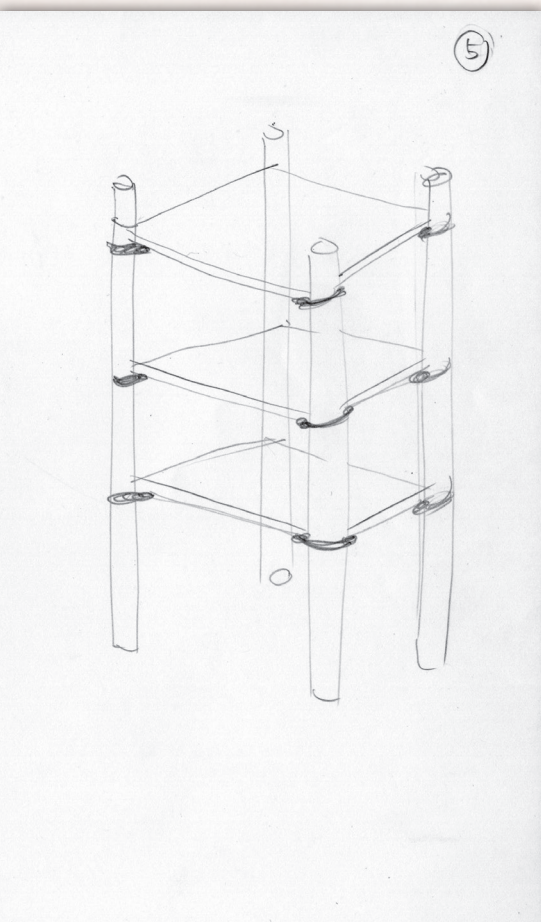
Amongst Lanoe's proposed concepts, a rough prototype was developed which predicated on two pieces which could be compacted down into a smaller space or expanded for further use. Ultimately, the concept was not pursued due to a lack of interest during survey feedback.



shuhan's concepts

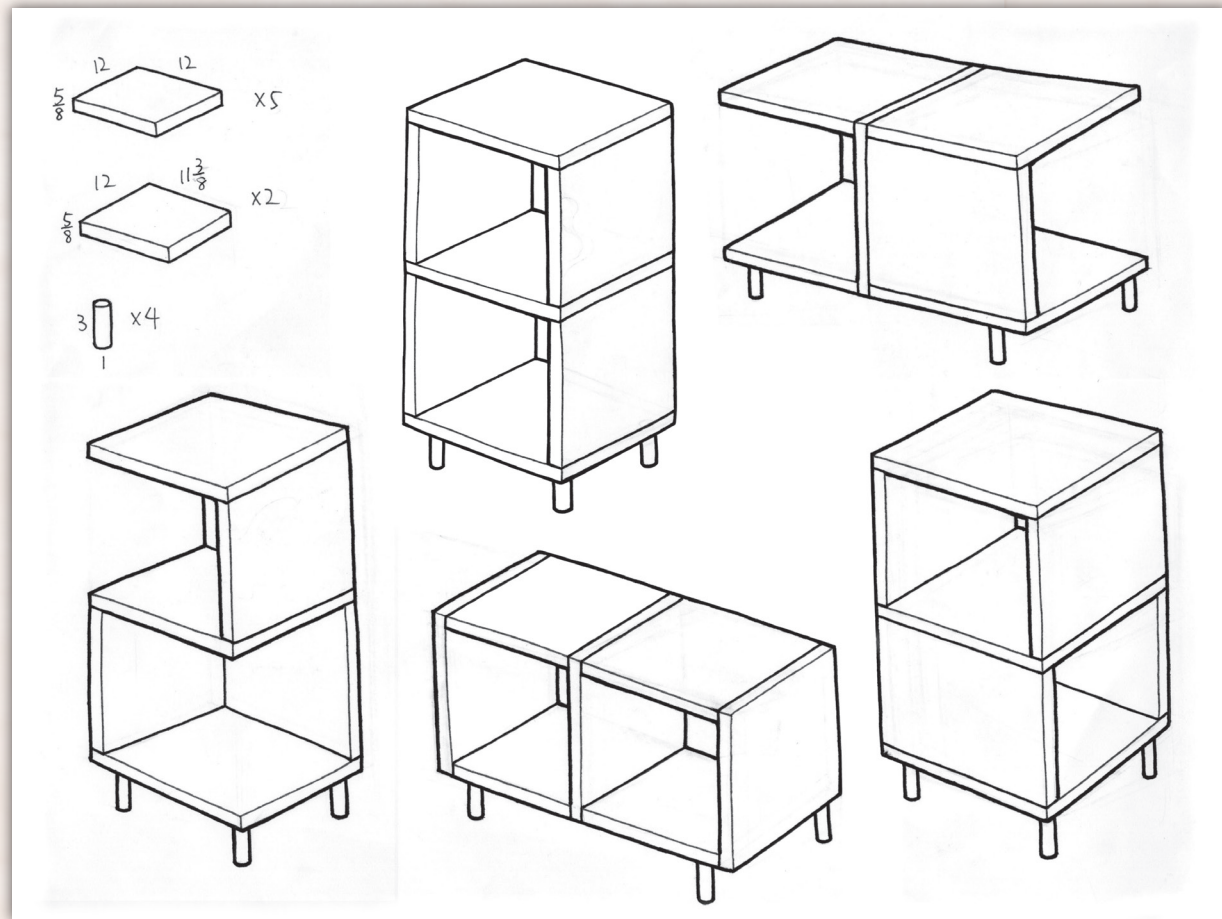
Shuhan proposed a variety of concepts which can be seen on this and the following page.





**shuhan's
concepts
(cont.)**

Amongst Shuhan's proposed concepts was one featuring a set of panels and rods which could be configured in a number of ways. A rough prototype was created, which was ultimately determined to be the preferred concept (seen on the following page).



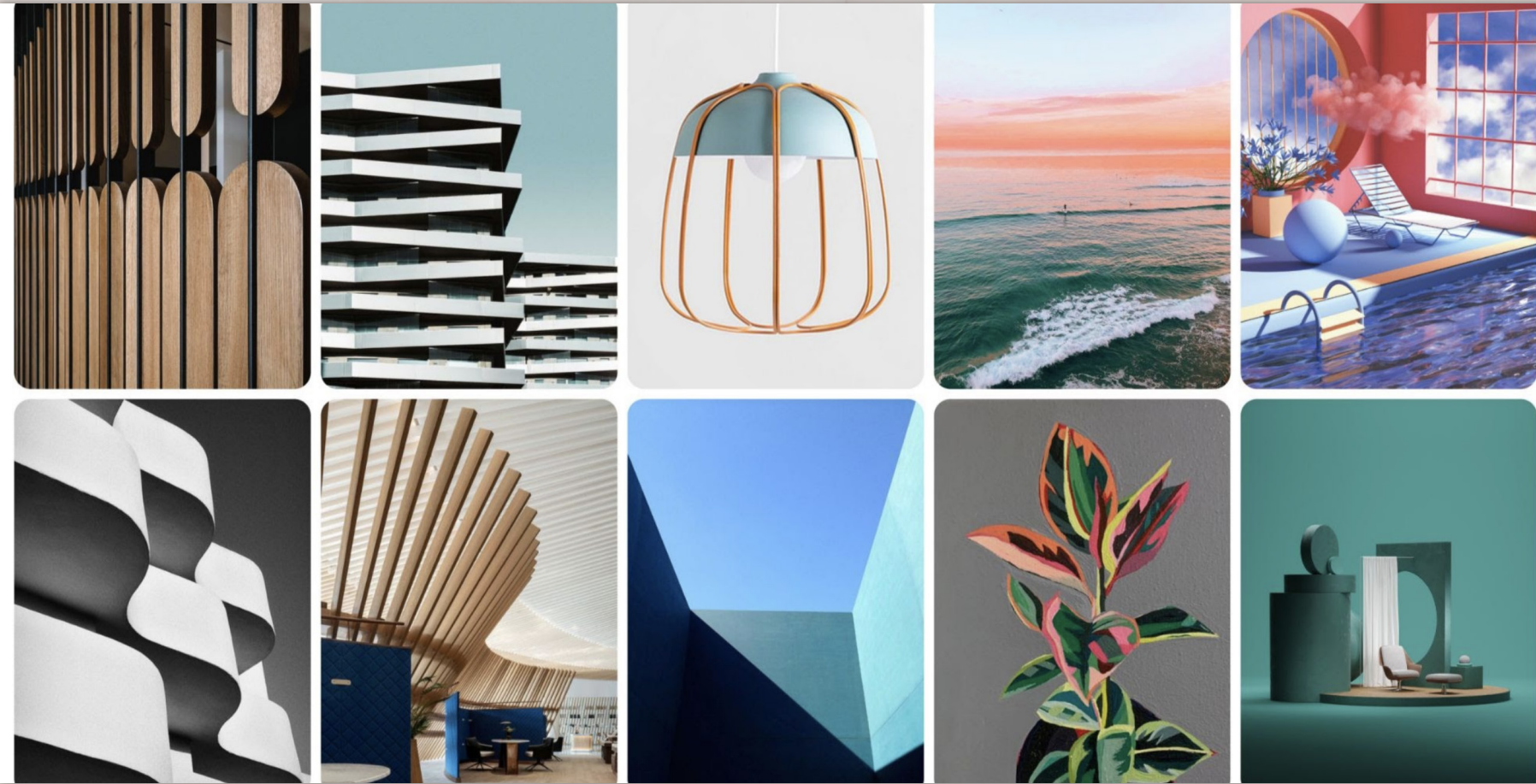
the concept

This concept was chosen amongst all those proposed to be the direction for the product. For the most part, the final product was quite similar to what was proposed, with the exception of the connections, which were changed from rods to corner pieces which are similarly affixed without the need of extra tools.



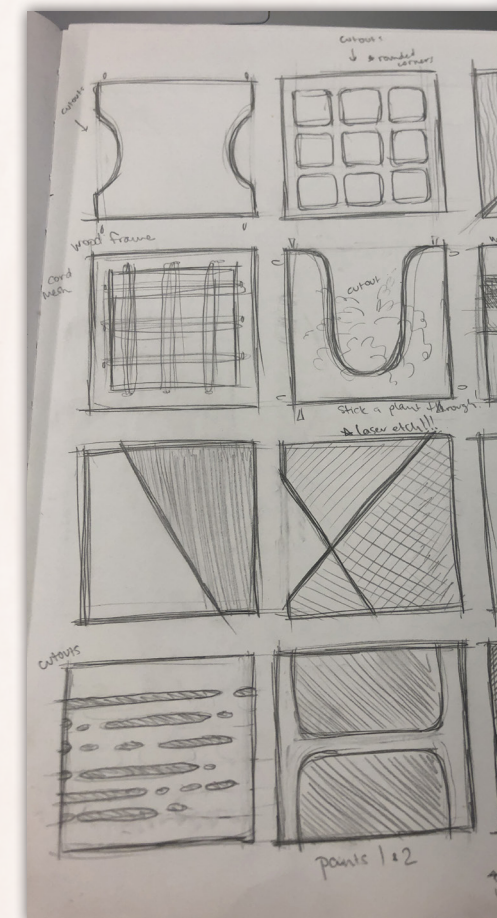
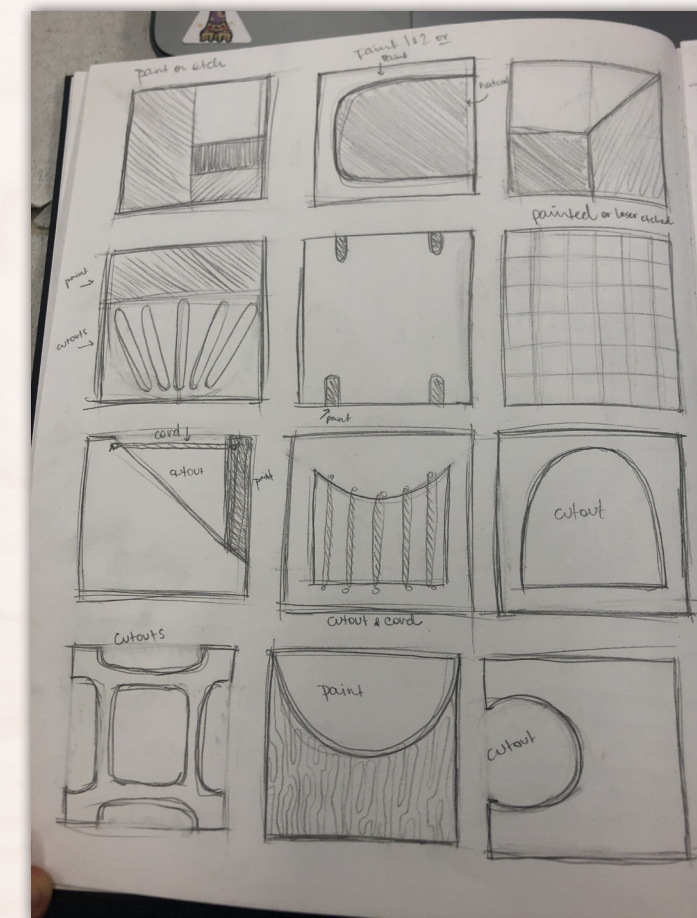
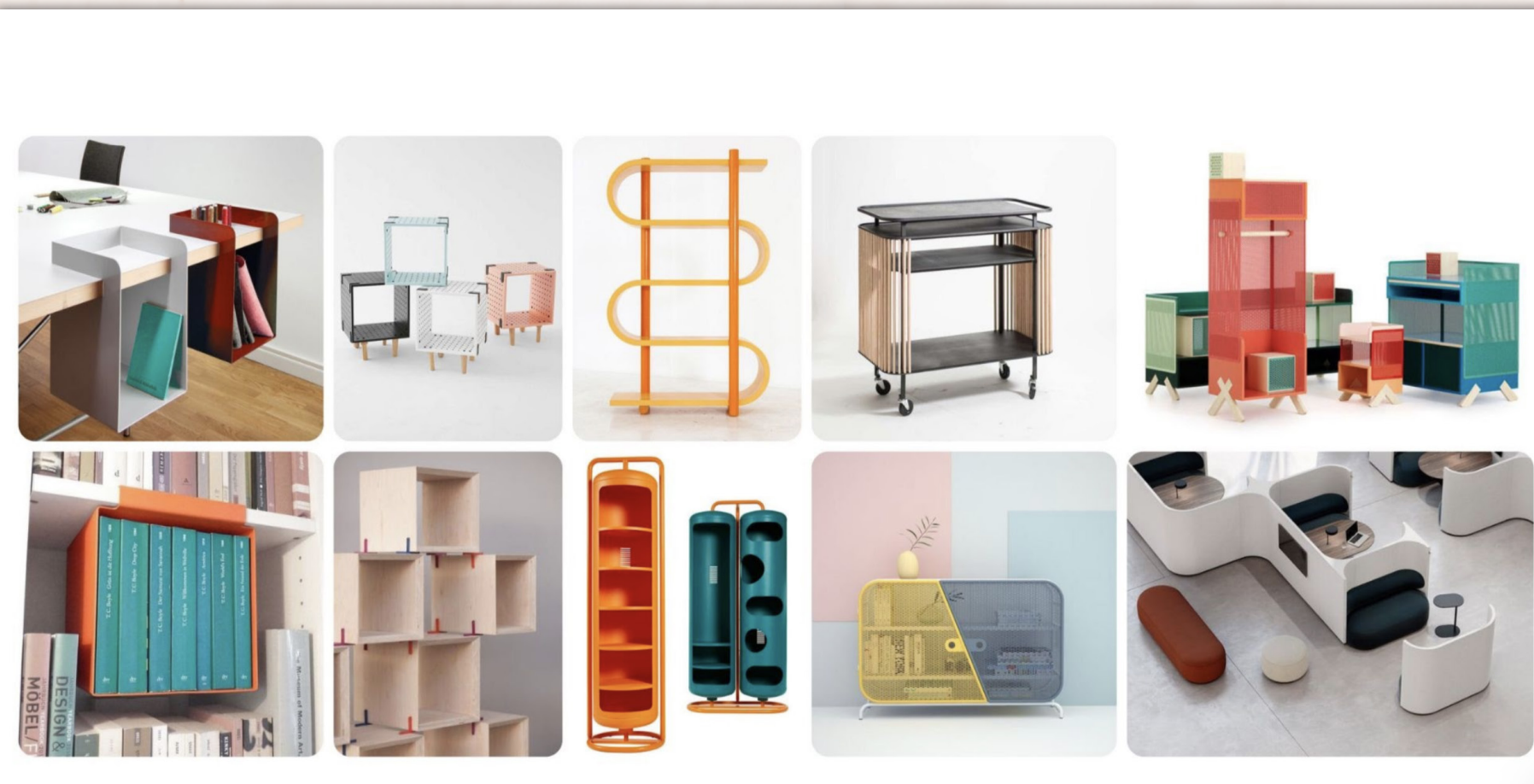


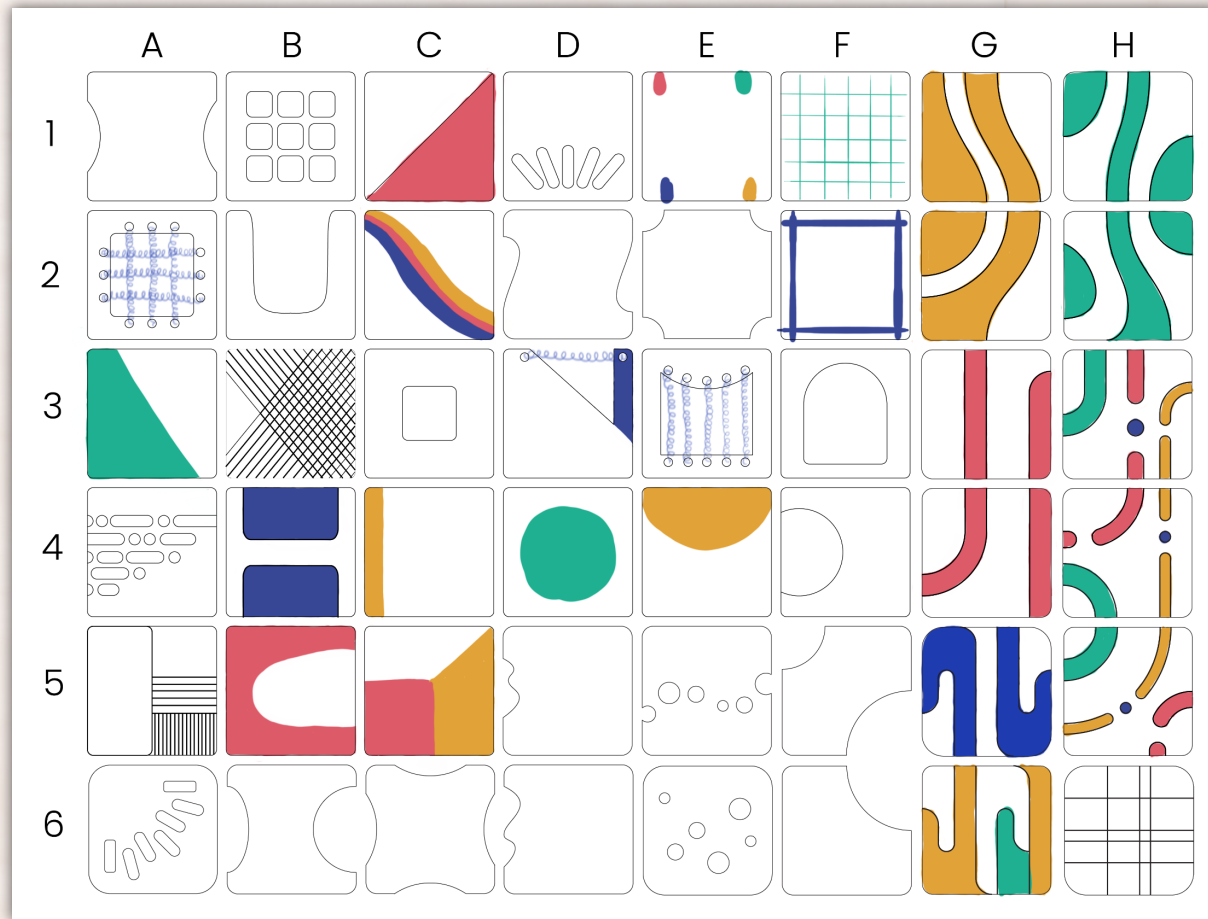
the
brand



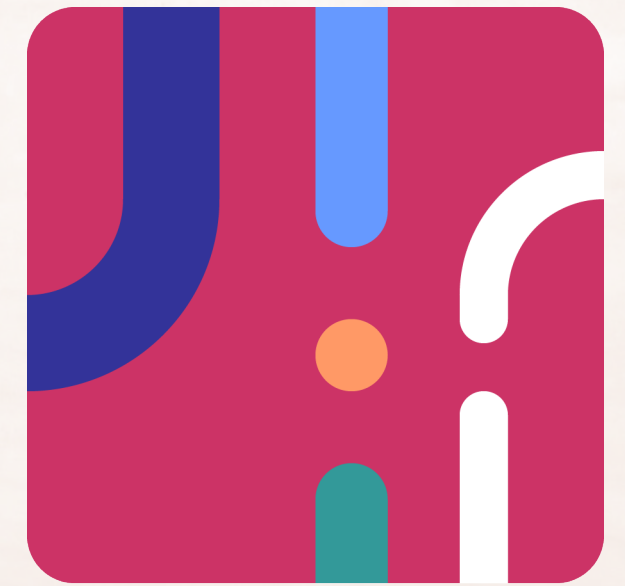
aesthetic conceptualization

Initially, the aesthetic direction was to pursue something simple, for the sake of production; yet vibrant, so as to lean into the more aesthetics-driven market space we had previously determined.





aesthetic
conceptualization
(cont.)



It was decided that one aspect of the concept, which would also cater towards those with interest in something more adorned, would be to provide a variety of colors and shapes of panels (either within a particular set or by allowing the customer to choose their own designs). We narrowed down this aspect due to construction demands and survey preference towards the designs seen to the right of the page.



**brand
development**

The branding was originally proposed in three different variations, under three different names. The first being more elegant and traditional, the second being more stark and modern, and the third (which we ultimately decided upon) being more vibrant and playful. Perhaps a bit ironic given our further decisions.

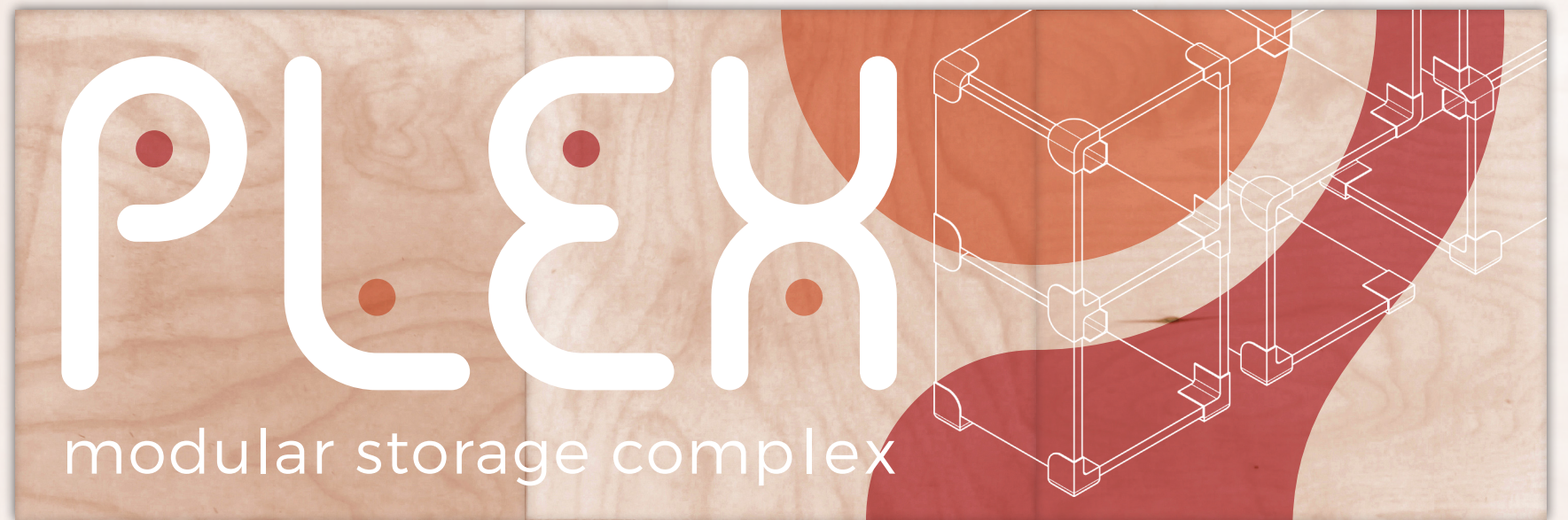
brand
development
(cont.)

The playful branding which we had decided upon was brought more in-line with the current state of the product here. At this point we had plans of leaving parts of the panels bare with painted designs varying on each as part of a set. We also developed the tagline "express yourself".



**brand
development
(cont.)**

Here the branding was given a lighter look which we found preferable. Additionally, the product is now shown here as a vector drawing - something which would remain through the rest of the changes in branding.



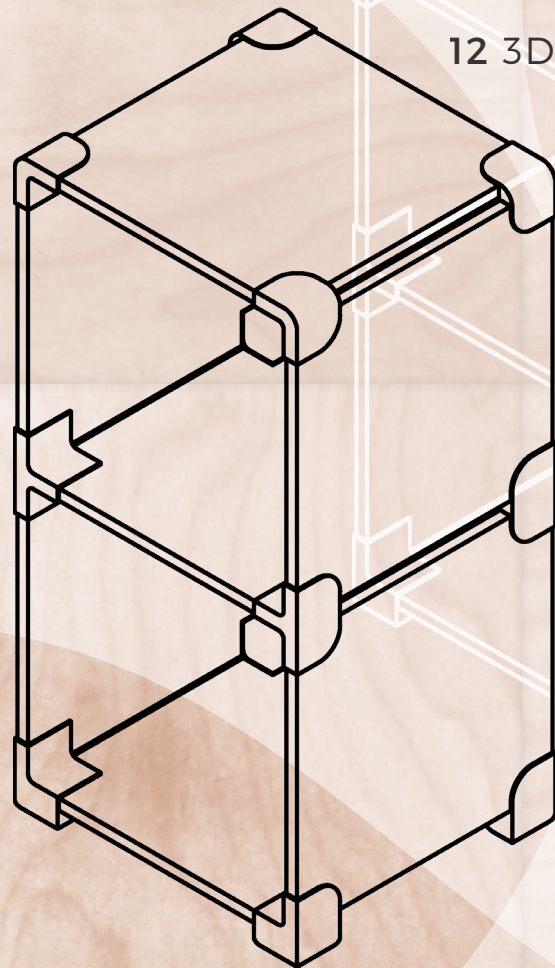
PLEX

modular storage complex

customize it
your way

7 x 12in.² baltic birch plywood panels ●

12 3D printed plastic corners ●



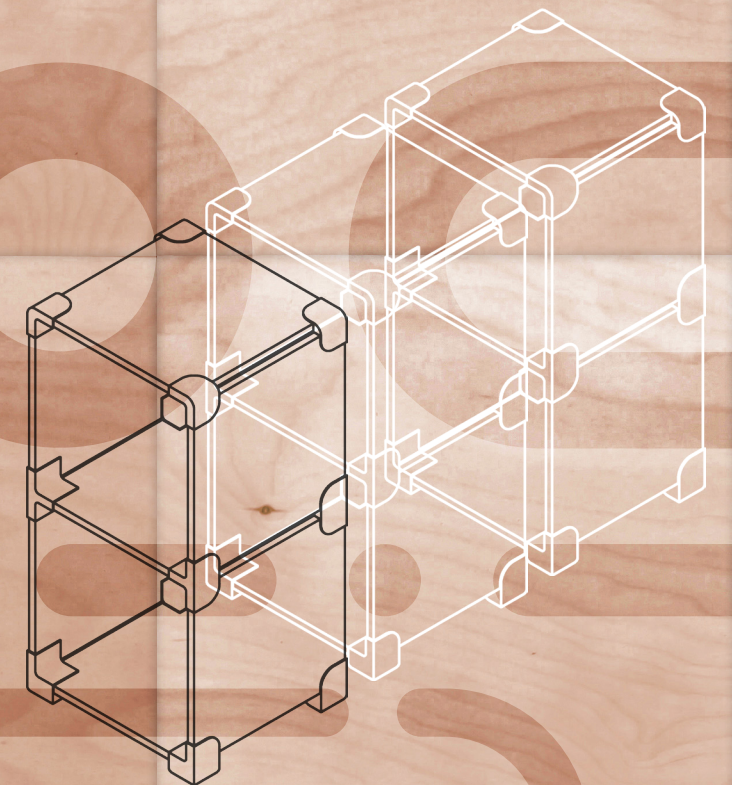
express
yourshelf

the
brand

As the schedule began to tighten, it became clear that painting the panels in a way that reflected a sense of quality was going to be a challenging endeavor. This led to the removal of the vibrant colors which had previously defined our design. This did provide opportunities, however: the more neutral design would appeal to a broader demographic, and we could lean our marketing towards the idea of user customization.

PLEX

modular storage complex





the
product

product manufacturing

Manufacturing was spread out over the span of a few weeks. Panels were cut, lacquered and sanded; plastic connectors were printed and sanded. We purchased boxes just large enough to fit all the pieces in, which made for a nice, compact product.



the product



The product made its debut! In an effort to demonstrate the open-ended nature of the product's appearance, we decided to illustrate on some of the panels which made up the display model. This was also a nice reprieve from the previous weeks of hard work.



2021

emma kronenberg
shuhan ding
lanoe kessler

the
end