



SORAYA

ACCENT LOUNGE CHAIR

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Soraya Lounge Chair Overview

The Soraya Lounge Chair celebrates the beauty in the possibility of what could be, when maximal and minimal design come to an agreement.

The unusual Clover-like shape and curved seating of this chair mimic the geometric 'Ogee' shapes and patterns inspired by the vividly patterned and colourful 'Souk Style' of the Moroccan Culture.

With her curved bow-like seating, Soraya strives for enhanced comfort and support. Her uniqueness doesn't stop there, as her body frame is made from anodised aluminium making it lightweight but still very strong and weather resistant. Her boastful backrest and seating are reclined for maximum lounging comfort with generously padded upholstery.

She also comes in a range of different fabrics, both plain and bold, catering to all your tastes; making the consumer spoil for choice.

Why choose to lounge if it's not in guaranteed comfort and style?



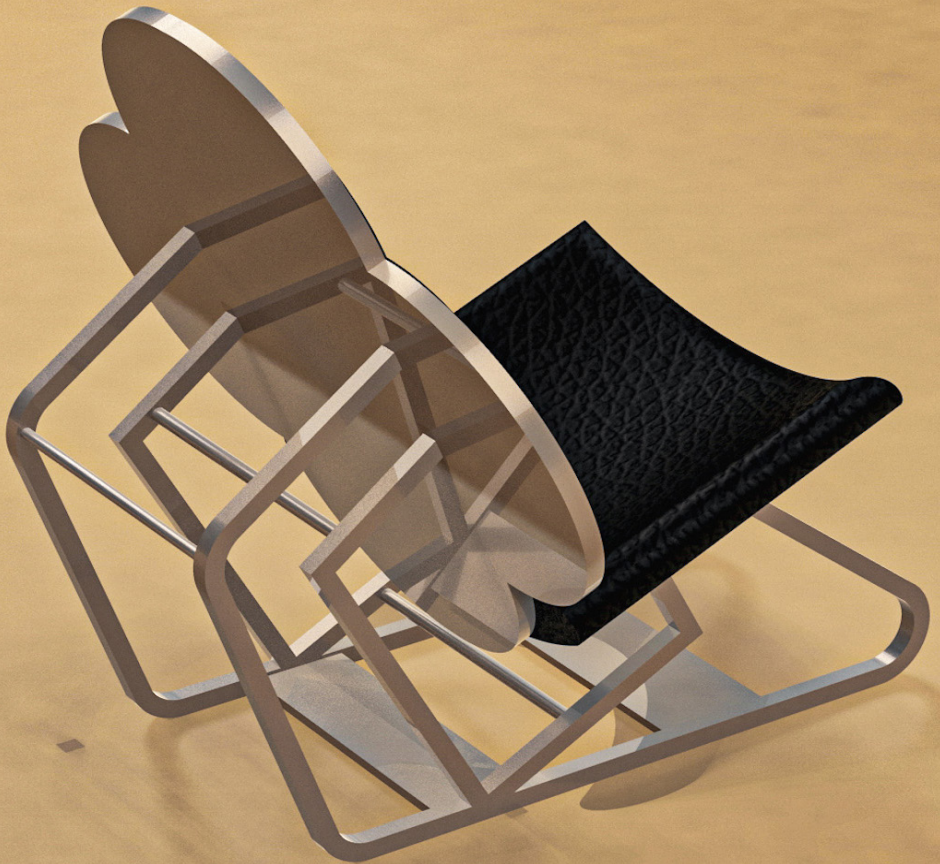
Context.

This project was born from an open discussion debating the design terms 'less is more' and 'less is a bore' and whether either one held more relevance in today's popular culture than the other. Research and polls had previously been conducted into exploring the two design terms and the significant impacts they have on the way we design products and the way these designs are perceived by the consuming market. The results from this research led to the creation and development of a very unique piece of furniture that insinuates a high level of elegance, luxury design and manufacture; the pleasantly unique 'Soraya Lounge Chair'.



Target Market

This chair comes in a unique shape and form, making it unlikely to be manufactured at the the same speed of fast furniture brands. This type of manufacturing classifies the product as a luxury one meaning it would typically cater to people with a higher disposable income.



This collage features a variety of interior design inspirations. At the top left is a highly ornate, multi-colored upholstered chair with a large, circular, sunburst-patterned backrest. Below it is a photograph of a lush garden with a swimming pool and a blue door. To the right is a section of a wall with intricate geometric tilework and a white column. Further right is a modern, tufted, cream-colored armchair with a matching ottoman. Below that is a dark, modern armchair with a thick, dark cushion. In the center is a white, round, pedestal-style table. To its right is a small, white, modern armchair with a spherical ottoman. Below the table is a white, modern armchair with a thick, dark cushion. To the right of that is a modern, chrome-framed armchair with a black and white cow print cushion. At the bottom left is a small, white, modern armchair with a thick, dark cushion. To its right is a large, white, modern armchair with a thick, dark cushion. At the bottom right is a large, white, modern armchair with a thick, dark cushion. A color palette is located at the bottom center, featuring a grid of color swatches and a circular diagram.

The inspiration for the minimal design elements I wanted to use were curated on this moodboard.



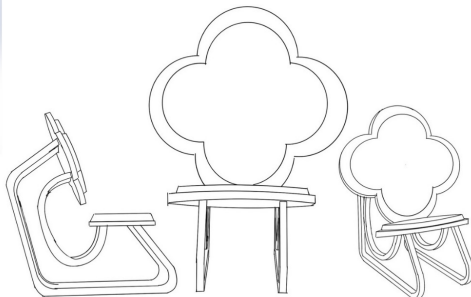
STAGE 1

Chair was too high,
spacing was too thin
and overall
ergonomically incorrect



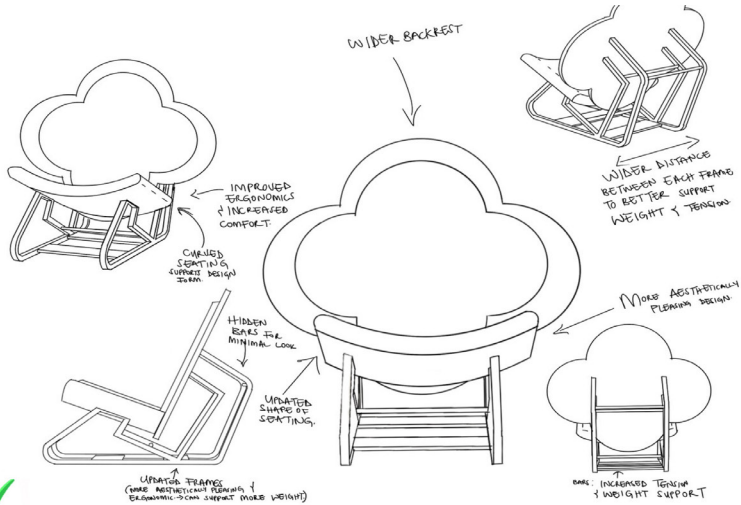
STAGE 2

Chair was too high for
a lounge chair,
although spacing and
seating shape were
revised for added
comfort.



STAGE 3
(FINAL DEVELOPMENT)

Chair is now perfect height, structure of frame has been revised for increased weight support & strength; seating has also been revised for boosted comfort and lounging. Chair is now ergonomically sound and functional as well as aesthetically pleasing.



Soraya Product Specification.

Material:

Aluminium and a choice of fabrics (Velvet, Twill, and Leather)

Finishes:

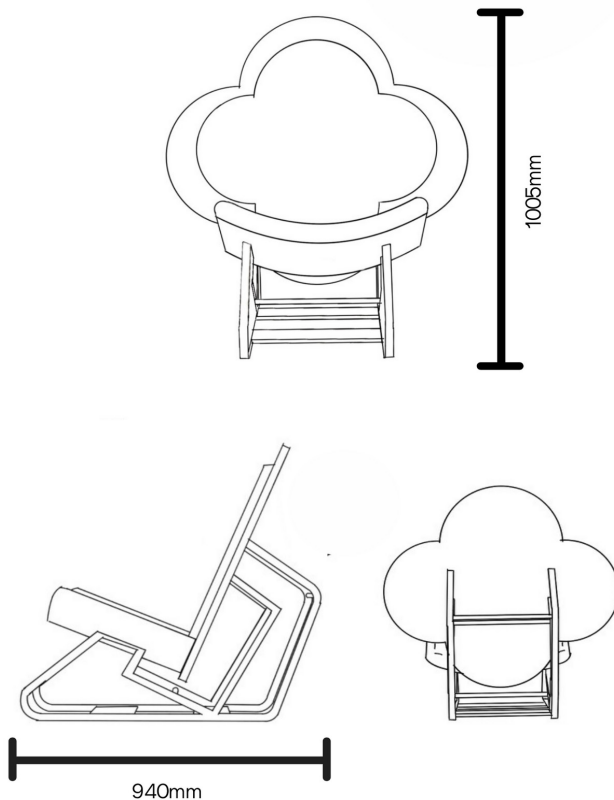
Upholstered fabric and bead blasted Champagne gold anodising (aluminium)

Dimensions:

width 940mm x height 1005mm

Assembly:

not required



Manufacturing

When it comes down to what materials and processes that are used in the manufacture of high end furniture, luxury brands are often capital rich businesses. Therefore they have the opportunities to use expensive methods.

Aluminium Body Frame Support:

CNC all-in-one tubular laser cutting and bending; bead blasting and colour anodising.

Aluminium Back rest Frame:

CNC all-in-one tubular laser cutting; bead blasting and colour anodising.

Aluminium Connecting Joints:

CNC all-in-one tubular laser cutting and bending; bead blasting and colour anodising.

Seat and Backrest:

Upholstered Fabric.

Sustainability

All the aluminium components can be recycled and the anodising process used complies with many processing regulations, to minimise environmental impact.

Additionally, all upholstered fabric can be recycled and the chair can be reupholstered when the fabric gets old, ensuring the longevity of the product.



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