

PROCESS

Nº71

To the chair with the hole in the back.

PROFESSOR
Peter Wong

TERM
Fall 2024

CLIENT
Design Within Reach

01 · DESIGN REQUEST

Selling by storytelling

Design a promotional brochure for Design Within Reach that highlights one piece of furniture and its designer, plus an exhibition space that brings the brochure to life in store.

I worked on the Saarinen Executive Armchair, model N°71 of Knoll's 70s Series. Saarinen was my main source of inspiration: an architect whose buildings and furniture share the same energetic, fluid curves.

The audience is DWR's customers: shoppers already interest in design furnishing homes and offices who care about the story behind the pieces.

KEYWORDS

Optimistic · Futuristic · Flowy
Ergonomic · Slick



02 • WHAT IT ACCOMPLISHES

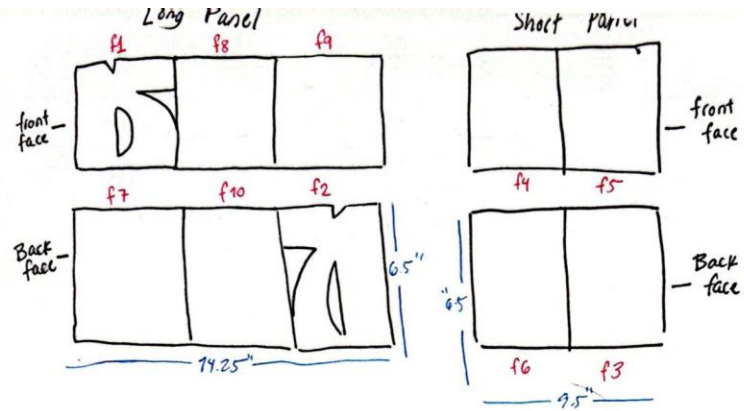
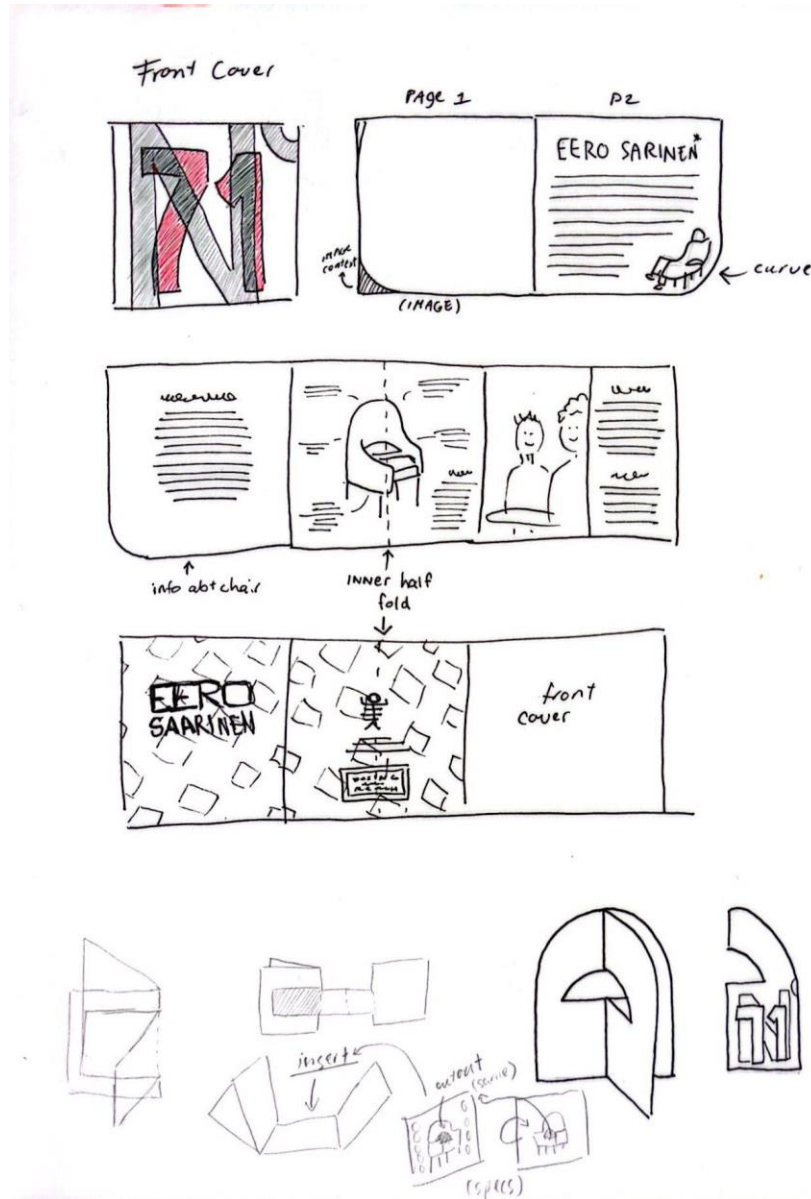
Why it works

- **Three ideas, one cover.** The die-cut is the “71” numerals, the arch and the hole in the chair’s back all at once, and it carries from cover to exhibition entrance, inspired by his architecture style.
- **The reveal.** The cut works as a window, so opening the brochure is the beginning of the story; chair, designer, how it started, and colors.
- **Colors from the product.** The pattern is built from the colors the N°71 is upholstered in, so the brochure directly shares similarities with the chair.
- **Room scale.** The exhibition is a 3D version of the brochure, so the brand feels the same in your hand and in the space.





03 · INITIAL LOOK · FORMAT SKETCHES & CONTENT PLAN (cont.)



f1: N1A

f2: Short paragraph about chair. ex: The Executive Armchair by Eero Saarinen, also known as the model 71 of the 70s series, was designed...

f3: Image of Saarinen in chair / Saarinen's work.

f4: How did the 70s series come to be, the construction of the Technical Center coincided with the release of the first Saarinen's major furniture designs — models 71 and 72.

f5: Chair shape and designer quote.

f6: More specific to 71.

f7: Early chair designs (image)

f8/f9: Big text abt the chair with whole in the back?

f10: Logos.

Insert: CHAIR SPECS

MORE FONTS
- Nicholas

05 • BRAINSTORMING • TYPOGRAPHY

Saarenin's Style
- Optimistic
- Futuristic
- Heavy
- Ergonomic
- Sleek

Font Options

AM Udine
AM Majella
AM Lombard
Evolver Variable
Poblet
Salo Variable
Norman Variable
Harpagan
Moby
Amandine

Display

Niveau Grotesk Medium Small
Natem Pro Title Extra Light
Disalino

MOBY
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

AM UDINE
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

EVOLVER
variable
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

AM LOMBARDIA
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

AMANDINE
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

SALO VARIABLE
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

AM MAJELLA
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

NORMAN VARIABLE
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

POBLET
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

HARPAGAN
EERO SAARINEN
EXECUTIVE ARMCHAIR
71

Helvetica Light
EERO SAARINEN

Famous for his contributions to architecture and furniture design in the United States was Eero Saarinen – a Finnish born architect and industrial designer whose upbringing at the Cranbrook Academy of Art and studies at Yale School of Architecture shaped his journey influenced by his father Eliel Saarinen's architectural legacy, in Finland and beyond. He once said in 1959, "The purpose of architecture is to shelter and enhance man's life on earth and to fulfill his belief in the nobility of his existence."

Saravalius Latin VF Light
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Josefin Sans Light
EERO SAARINEN

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Futura PT Light
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Avenir Light
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Nere Kabel Regular
EERO SAARINEN

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EERO SAARINEN

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EERON SAARINEN

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05 • BRAINSTORMING • COLOR, CONTRAST & DIE-CUT

Eero Saarinen

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Armchair Armchair
Armchair ARMCHAIR
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 armchair Armchair

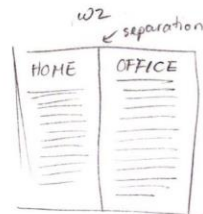
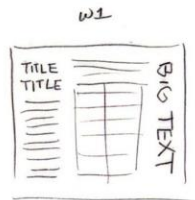
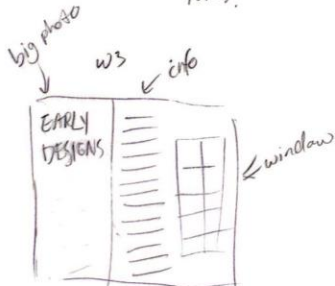
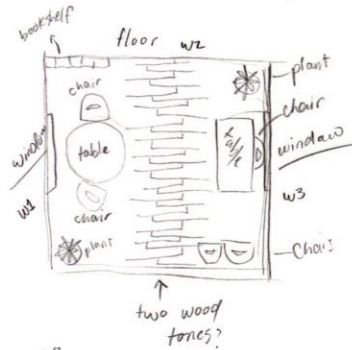
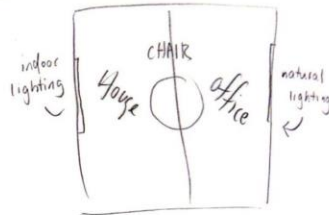


05 · BRAINSTORMING · EXHIBITION CONCEPTS

Exhibition Concepts

Concept 1

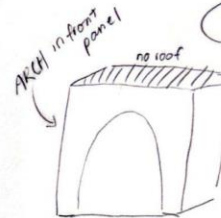
- Put chair in context
- Make more than one chair?
- Wall full of colors and options.
- Use same colors as brochure.
- Recreate an office space
 - Maybe divide the space into two?



Lighting:

- Warm, kind neutral lighting
- External warm lighting to replicate natural sunlight.

Concept 2 (JFK inspired)



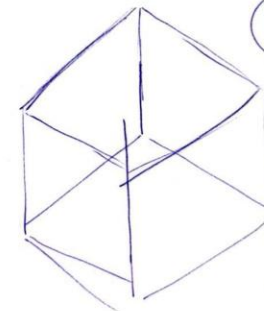
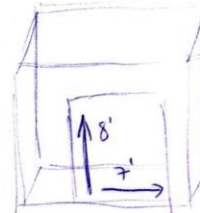
- Walls could have curvy corners
- Chair isn't exhibited in context
 - (chair stand comes out of floor)



- Make it look like concrete
- Info would be only in the back wall, other walls would have big images.

Concept 3 GH Technical Center

- 2 side walls are windows (kinda)
- Back wall has info.
- Floor is concrete and chair has concrete stand.



14 pt type (Minimum)

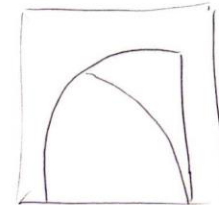
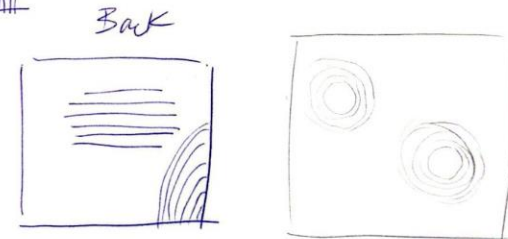
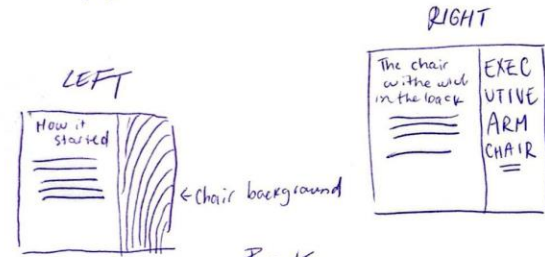
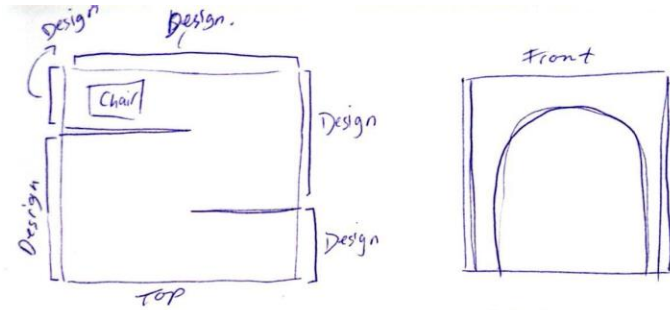
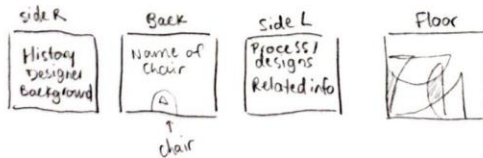
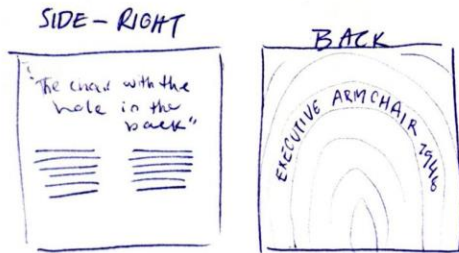
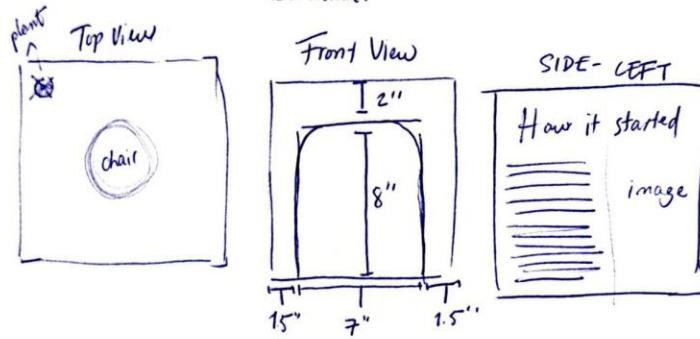
meaning 7pts
Half the type size.

lowest type is 2" off the floor

Keep reading at 5'
titles can be higher 3'
Type is doubled in size.

05 · BRAINSTORMING · EXHIBITION CONCEPTS

1. History / Designer background
2. Process / designs
3. Related info - other chairs from designer architecture.



RIGHT WALL
2-3 columns of
info about designer
Archives to the floor
Colours, floor,

06 · WHAT WAS UPDATED

From sketch to final

- Tested **more display typefaces**, then narrowed to one high-contrast serif for headlines and the N°71 mark and paired it with a clean sans serif for body copy.
- Established a **consistent hierarchy**: headline, short text block, image.
- Cut the palette down to **navy, red and olive**. The full upholstery range appears only in the dot pattern.
- **Simplified the format**: dropped the accordion + fold-out + inserts for a die-cut booklet, an N°71 band and a lined DWR envelope.
- Turned the die-cut test into the final **"71" window** that reveals Saarinen.
- Chose the arch concept for the exhibition and branded it like the brochure.

07 • FINAL PROJECT

