EERO SAARINEN



WINTER 2025 | GRDS 285 | PROF. WONG

PRESENTED BY JO JOUBERT

TABLE OF CONTENTS



(01) **PAPER PROMOTION :**
BROCHURE PROMOTION PROCESS FOR TULIP CHAIR



PAPER PROMOTION (01)

EERO SAARINEN

Since the compelling idea was to design chairs that looked good in a room, the model furniture was set up in a scaled model room the size of a doll house.

Drawing on his early training as a sculptor, Saarinen refined his design through full scale models, endlessly modifying the shape with clay.

“What interests me is when and where to use these structural plastic shapes. Probing even more deeply into different possibilities one finds many different shapes are equally logical—some ugly, some exciting, some earthbound, some soaring. The choices really become a sculptor’s choice.”

AWARDS

THE MUSEUM OF MODERN ART, NEW YORK, 1969.

FEDERAL AWARD FOR INDUSTRIAL DESIGN, GERMANY, 1969.

DESIGN CAREER STUTTGART AWARD, GERMANY, 1962.





TULIP CHAIR

The Tulip Chair is an iconic modernist chair designed by Eero Saarinen in 1956 for Knoll. It features a sleek, futuristic design with a single pedestal base, eliminating the need for traditional four legs.

Made from molded fiberglass for the seat and cast aluminum for the base, it gives the illusion of being a single-piece structure.

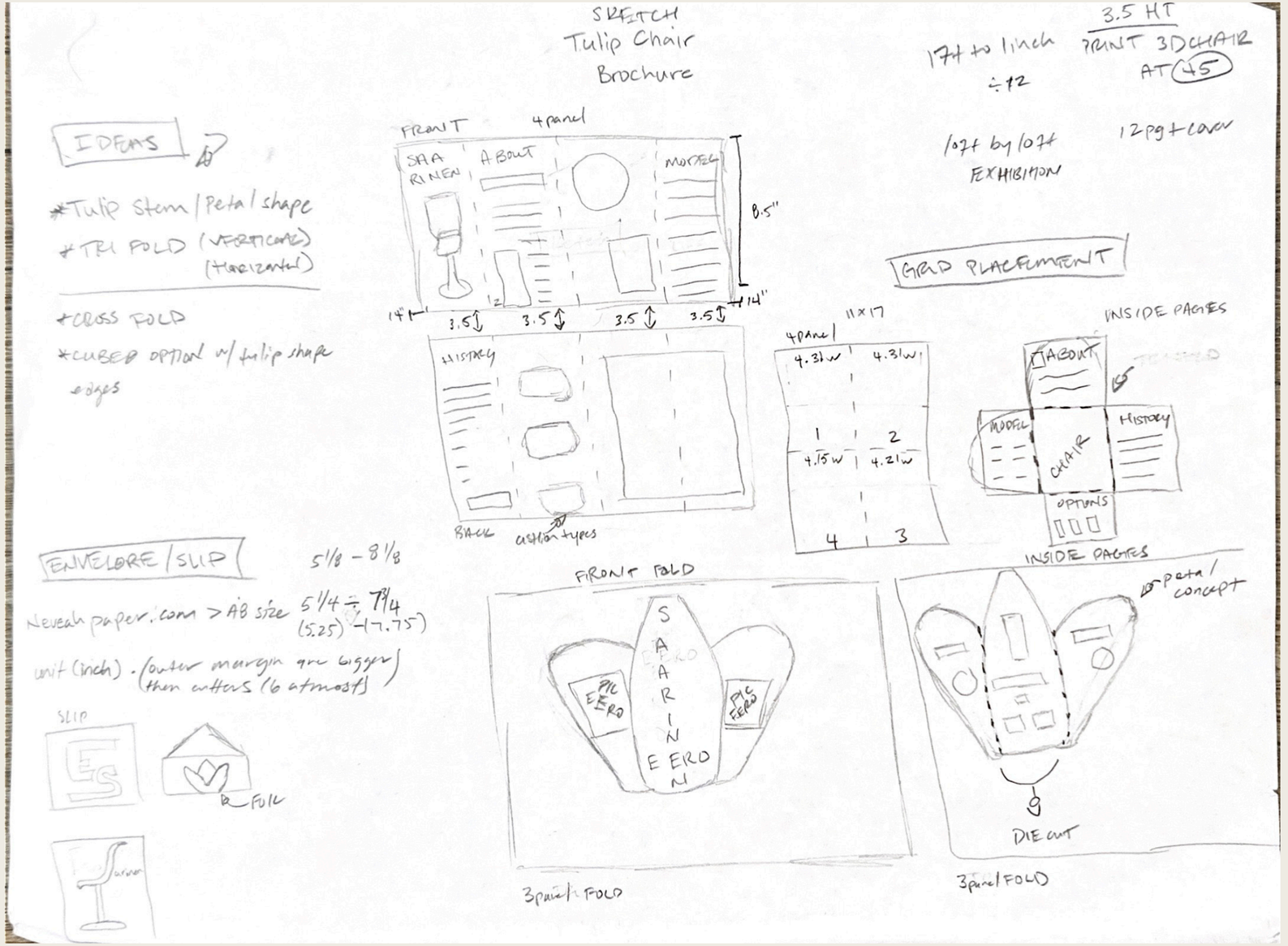
The chair was part of Saarinen’s mission to create a "one-piece" furniture design and was meant to reduce the clutter of legs under tables. It remains a classic in mid-century modern design.

(01)



Pedestal Collection, Eero Saarinen vowed to eliminate the "slum of legs" found under chairs and tables with four legs.

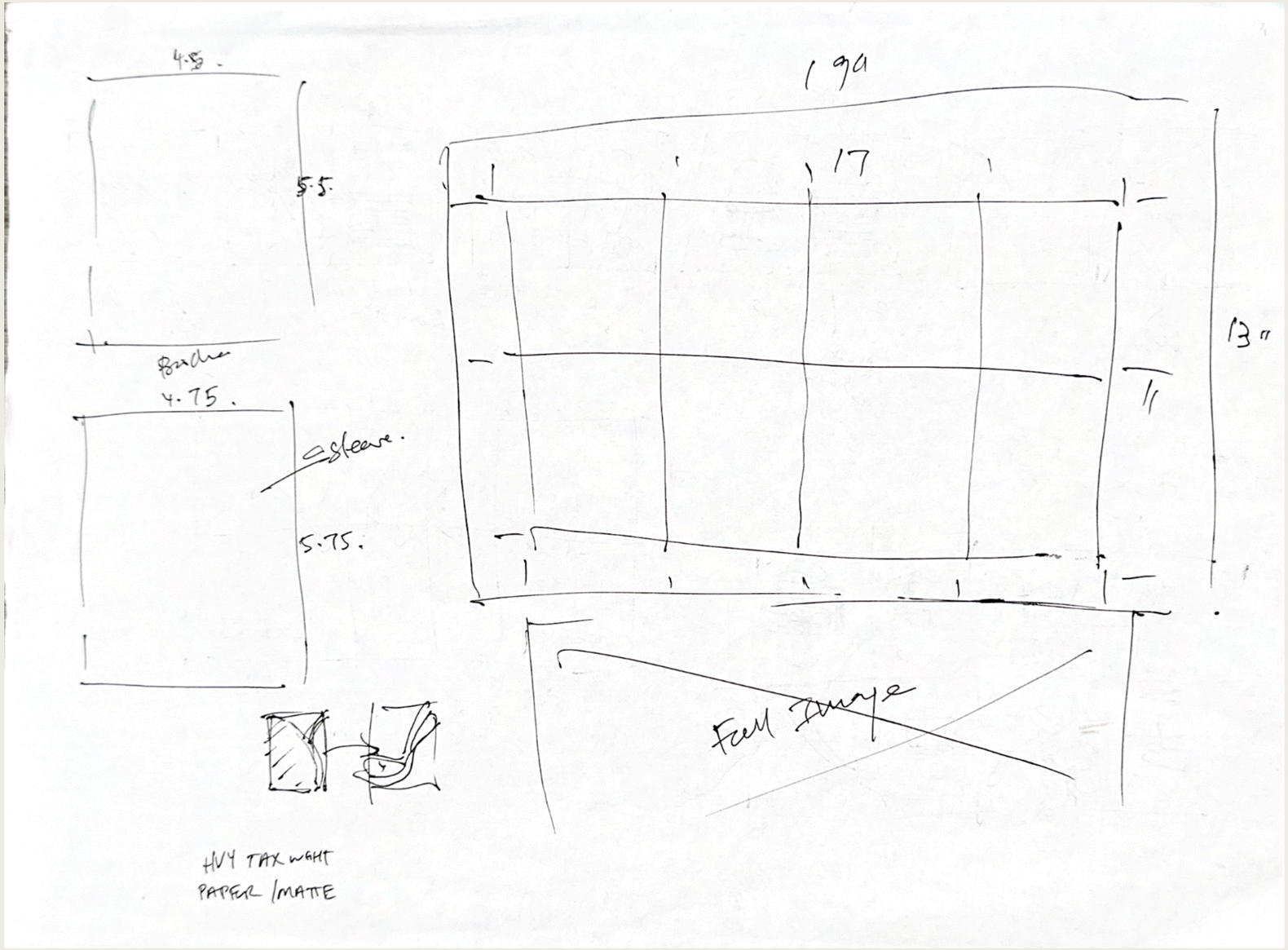




DESIGN CONCEPT 1

In this design sketch I am showing ideas for the tulip chair brochure style and design layout as well as the envelope/slip cover style to put the brochure in. I was thinking about keeping up with the concept of the shape of a tulip. Within the layout needed to decide on the fold and how it will all come together.

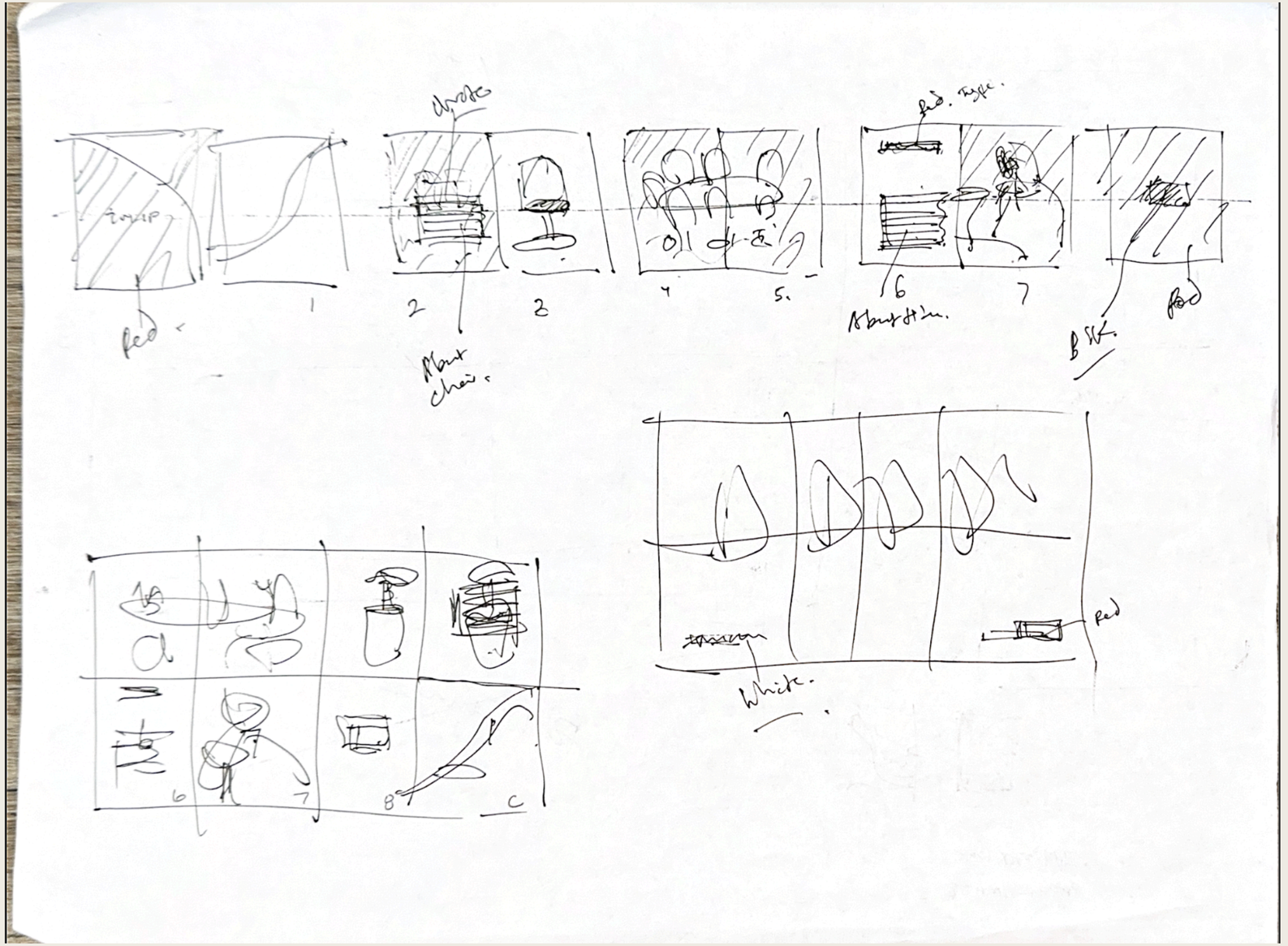
PAPER PROMO SKETCH



DESIGN CONCEPT 2

In this design sketch I came up the idea to do a 8 fold design scaled with a tulip slip cover styled as the edge of the petal to cover a sliver of the brochure. This will display the back end of the tulip chair as the opening area.

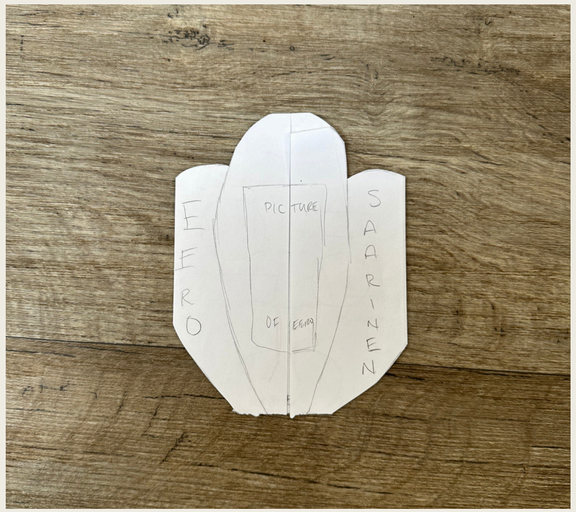
PAPER PROMO SKETCH

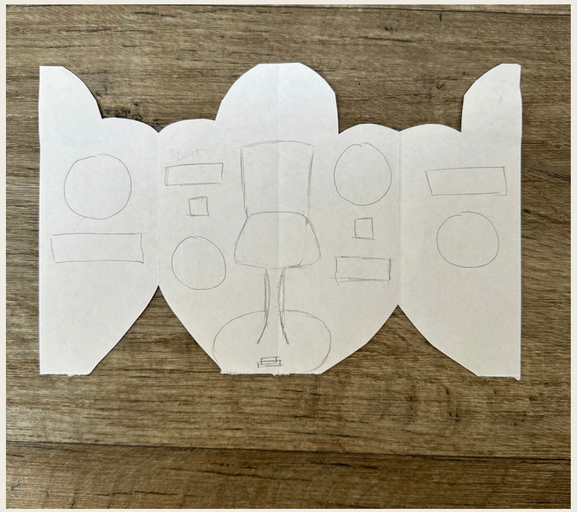


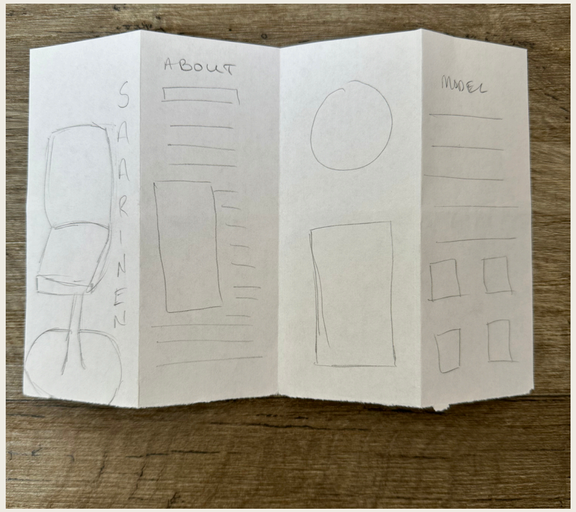
DESIGN CONCEPT 2

In this sketch design I am showing how the layout of the design will take place in sequence of order and by fold to were the brochure will be readable starting from left to right upon opening the brochure .Each panel has been numbered based on the fold and placement prior to printing.

PAPER PROMO SKETCH









DESIGN CONCEPT 1

Here are two style fold mock ups I was trying to decide which direction I wanted to go in. A three panel fold and four panel fold. This style didnt end up working out due to me wanting to put poster design on the back of the brochure as a keep sake for the client.

PAPER PROMO MOCK UP



„Every significant piece of furniture has a holistic structure."

The 1956, Tulip chair in terms of its setting, rather than a particular shape.

Designed in collaboration with Charles and Ray Eames, the Tulip Chair became one of his most recognizable designs. Its futuristic, organic form challenged traditional furniture design. In the Tulip, Saarinen realized his ideal of formal unity.

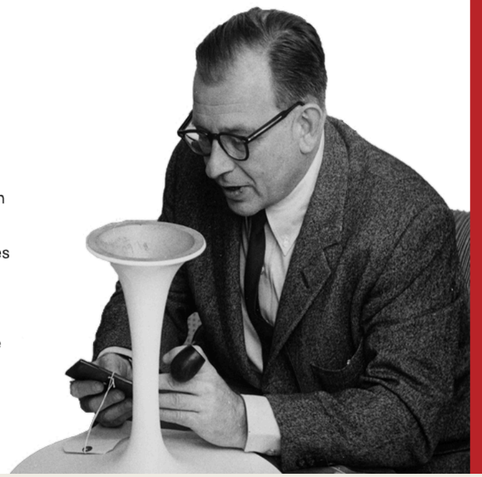


MODEL 51

Eero Saarinen born 1910 in Finland moving to America in 1923 becoming a Finnish-born American architect.

His work was often driven by the possibilities of modern engineering, embracing new technologies that allowed for daring, expressive designs.

He is most best-known for his design of the Gateway Arch in St. Louis.



DESIGN WITHIN REACH



EERO SAARINEN

DESIGN CHOICE VIEW 1

Here is page 1 of the final design template for my brochure. As viewed we can see that the images are placed by how the fold will take place to be legible to read from left to right.

PAPER PROMO FINAL



DESIGN CHOICE VIEW 2

Here is page 2 of the final design template for my brochure. As viewed we can see the full poster design of all color options upholster to the Tulip chair design. This is on the inner part of the brochure fold.

PAPER PROMO FINAL

PHOTO FINAL


"Every significant
piece of furniture has
a holistic structure."

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THANK YOU

