

**PRODUCT DEVELOPMENT
WITH FURNITURE DESIGN**



FAU USP



1

EXPLORE PROCESSES

He was one of the first brazilian designers to explore plywood and the series production of more accessible or fairly priced quality furniture.

2

ENCOURAGE CONNECTION

The homes he designed encourage the relationship between people and between people and nature.

3

REUSE AND RESPECT

Many times he used unprocessed wood to honour it's natural shapes and considered the forest and it's products to be sacred. He was also famous

for saving big trunks that would otherwise be discarded and turning them into "testimonials" of the harms that were done to the forest.

4

VALUE LOCAL TECHNIQUES

At the later years of his practice he was completely involved with artisan communities and developed not only products with them based on their manufacturing practices but also created a foundation (DAM) expand accessibility and encourage popular knowledge through sharing traditional and local techniques.

An honoring of the 100th year celebration of ZANINE CALDAS

This year's project is a collaboration between Product Development and Furniture Design at JTH / Träcentrum and the study group Gema at School of Architecture and Urbanism at University of São Paulo. The starting point of the project is one of the foremost Brazilian furniture designers from the modernist era: Zanine Caldas, who would have celebrated his 100 years birthday in 2019.

Jose Zanine Caldas (1919-2001) was a self-taught artist, designer and architect born on the southern coast of Bahia, Brazil. In 1939 he opened a model workshop in Rio de Janeiro where he worked with other pioneers of modernism such as Lucio Costa and Oscar Niemeyer.

In 1948, Zanine was co-founder of the company Móveis Artísticos Z. Their simple, organic shapes in plywood was suitable for an industrial manufacturing, which made the furniture affordable for the many people.

In the early 1950's, Zanine left the company and returned to his home state of Bahia. He was very inspired by the local craftsmen there who carved boats and furniture from fallen trees. Zanine began experimenting with chisels and carved large, sculptural furniture and artifacts, which became the focus of his continued furniture design. He cared a lot about the environmental protection and sustainability, which was very unusual not to say non-existent at this time. In sustainability, he was a pioneer! He wrote a lot about his connection to the forest and, whenever possible, tried to either use scrap pieces of already harvested trees or plant a tree for each one he used.

Zanine's design philosophy can be expressed as four design principles. Based on these principles, the six student teams created a piece of furniture each. Together, the furniture forms a collection as a homage to Zanine Caldas.

ARKÅ

We created Arkå as a tribute to the designer Zanine Caldas. Arkå is a lounge chair made solely out of plywood, and it aims to express the contrast between our Scandinavian, and Zanine's Latin American, design heritage.

Zanine's iconic style, embodied by his furniture carved out of solid trunks of warm, dark wood, meets our cool, bright and airy Scandinavian minimalism.

The round and organic silhouette makes the chair inviting and comfortable to sit in. The shape will embrace you and at the same time feel light thanks to the spaces between the ribs.

Zanine Caldas is said to have found most of his inspiration in his surroundings, living close to nature. Our inspiration for Arkå derives from our vast Swedish forest, and the design we have grown up with; the Scandinavian way of designing objects that appear simple.

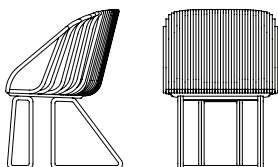
We hope Arkå will inspire your imagination, and make you feel close to nature. Nature tends to make us calm and harmonious, and that is the feeling we want you to have when you are sitting in Arkå.

Jonathan Burger | jonatanburger@outlook.com | [@jonatanburger](https://www.instagram.com/jonatanburger)

Robin Orava | robin.orava@gmail.com | [@leninzki](https://www.instagram.com/leninzki)

Sandra Eriksson | sandra.eriksson@allt2.se |

Sofia Larsson | sofialarsson_13@hotmail.com | [@sofiialarsson](https://www.instagram.com/sofiialarsson)





ATENCA

Humans affect the physical environment in many ways, just by existing. We're living in a time where our consuming and our everyday attitude affects the living situation on planet earth. The result of how we're living is climate change.

The most pure and beautiful thing we have is nature. Forests which surrounds us all the time. Sometimes we take it for granted as our days pass by. Nature is struggling and have been struggling for a long time, now it needs our help.

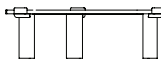
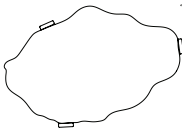
Atenca – a coffee table that's more than just a table. Through its beautiful appearance, it wants to show the beauty of nature. Atenca will act like an invitation for discussions and will serve as a symbol of offering the nature a helping hand. Atenca believes in a future where the connection between human and nature is an obvious part of our living. Atenca is ready to make a change.

Markus Warenmo | markuswarenmo@gmail.com | @markuswarenmo

Michelle Adolffsson | michelleadolffsson@hotmail.com | @michelledomeniquedesign

Lina Frii Andersson | linafriiandersson95@hotmail.com | @linafrii

Rebecca Eriksson | rebeccaemilia@live.se | @rebeccaemilia



THANKS TO:  FÄRGRIKET
EKOLOGISKA FÄRGER & OLJOR





BELMONTE

A daybed made for interaction.

This piece of furniture is the result of when expensive meets affordable and when craftsmanship meets industrial manufacturing. The result when massive walnut meets plywood and veneer.

We have designed and constructed a smaller version of the familiar daybed in which we have comprehended principal number 2 of Zanine Caldas. Principal number 2, which stands for the interaction between humans but also between humans and nature, is together with the design of today combined into Belmonte - in which colours and exterior is interpreted by Mr.Caldas pieces.

We wanted to develop a popular piece of furniture of the 21st century, while still keeping the Scandinavian style. This, to be able to reach a result in which our thoughts and ideas got together with the chosen principal. Our daybed is therefore a little bit smaller than normal and therefore not made for a person to lay and rest on. It's made for interaction. Have a seat, have an conversation, lean towards the bent plywood to rest your back, enjoy a coffee and invite for more people to sit.

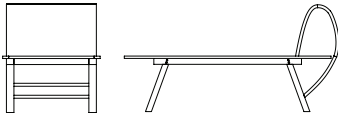
We learn by each other. Maybe today is the day to learn something new. Please, have a seat - and welcome to Belmonte.

Ana Caroline Da Silva | rio_caroline@hotmail.com | [@ametistabrasileira](https://www.instagram.com/ametistabrasileira)

Josefina Holst | josefinaholst@hotmail.com | [@ijholst](https://www.instagram.com/ijholst)

Rebeca Fierro Tobar | rebeca.fierro.tobar@gmail.com | [@becky_19](https://www.instagram.com/becky_19)

Sally Sventorp | sallysventorp@hotmail.com | [@sallysventorp](https://www.instagram.com/sallysventorp)



THANKS TO:





TALLBARRET

The lounge chair TALLBARRET is a homage to the Brazilian furniture designer José Zanine Caldas on his 100 years anniversary. A Scandinavian version of his work through emotions, shapes and personal traits.

The idea of TALLBARRET, which is the Swedish word for pine needle, came during a inspirational day in the Swedish forests around Jönköping. Characterized by obvious and simple shapes, durability and honesty. Made with Zanine Caldas design principles TALLBARRET shall contribute to interaction between human and nature. Fully made by Swedish Pine wood and inspired by shapes from the Pine needle. TALLBARRET embraces the obvious connection to our Swedish nature.

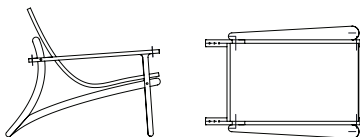
When you sit in the lounge chair and lay your hands on the armrests and feel the softness you should be able to feel the same harmony that you can feel while being outside in the nature.

Alice Palmqvist | alicepalmqvist@live.com | [@aalicepalmqvist](https://www.instagram.com/aalicepalmqvist)

Cajsa Ivarsson | cajsa.ivarsson@hotmail.com | [@cajsaivarsson](https://www.instagram.com/cajsaivarsson)

Isabelle Magnusson | magnussonisabelle@yahoo.com | [@isabellemagnusson](https://www.instagram.com/isabellemagnusson)

Michella Carlberg | mi.carlberg@hotmail.com | [@michellacarlberg](https://www.instagram.com/michellacarlberg)



THANKS TO:  MALMBÄCKS INTARCIA
svensson & linnér





VRILO

VRILO is the coffee table that unites artwork and furniture. It was born thanks to the discovery of an incredible piece of wood, and is based on two principles: To honor the natural beauty of wood and the interaction between human and nature.

The table consists of one rectangular glass surface, which on one end merges halfway through two pill shaped oak legs, while the other end lies on top of a spectacular fir burl. The design combines human woodworking techniques and the power of nature to create something beautiful, simple and functional. The glass symbolizes the appreciation and responsibility of what nature has given us. The oak legs are shaped by human woodworking techniques and constructed with wedges to tighten the glass into place and make it easily demountable. The burl is what makes the table a unique piece of furniture, because each burl has its own character, shape and expression. Burls are usually never considered useful in industrial production, which is a shame since it's such a fine piece of art created by nature. Our statement is to honor and give this type of wood a higher purpose than to be tossed away.

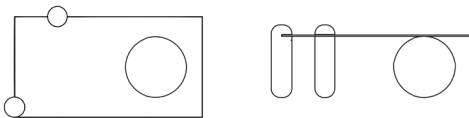
VRILO can't ever be repeated, so let the timber tell its story!

Adna Avdic | ad-av-987@hotmail.com | [@byadna](https://www.instagram.com/byadna)

Ali Fahimy | alifahimy@yahoo.com | [@gleverdesign](https://www.instagram.com/gleverdesign)

Elvira Fors | elvirafors@gmail.com | [@elvirafors](https://www.instagram.com/elvirafors)

Isabella Liljebld | bella_liljebld@hotmail.se | [@bellaaliljebld](https://www.instagram.com/bellaaliljebld)





BUMBÁ

Even after obtaining its geometrical and controlled shape through industrial processes, wood behaves and holds the pattern of a fully organic material. By manually splitting and carving the sawnwood provided, the Bumbá stool is able to honour both the original shape of the wood and techniques traditionally used by the indigenous and “ribeirinhos” people of the Amazon forest. The leather used on top of the rubber tree wood gives it the zoomorphic form, connecting it to the Boi-Bumbá, a folk creature celebrated in junine parties and known to all the country. Even though both materials and bulky aesthetic are a signature of Brazilian design, the odd figure will hopefully speak for itself as a “Zaninian” inspired protest furniture.

Alexander Han Shin Chang | alexchang.t@gmail.com | @gema.fau

Amanda Beatriz Palma de Carvalho | amandabpc@gmail.com

Ana Luisa Viana Peira | ana.luisa.vp@usp.br

Caio Henriques Cintra | caio.cintra@usp.br

Clara de Souza Bartholomeu | bartholomeuclara@gmail.com

Giulia Suhett de Araújo | giuliasuhett@usp.br

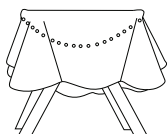
João Roberto Monteiro da Silva | joao.roberto.silva@usp.br

Luan Vinícius Fernandes dos Santos | luanarqdesign@usp.br

Lucas dos Santos Nascimento | lucantos@usp.br

Lucas Duarte Martins | duarte_lucas@msn.com

Rafael Arakaki de Souza | rafa.arakaki@usp.br



THANKS TO:

estúdio
paulo
alves



PRECIOUS WOODS





GEMA

Our group, GEMA or "Wood Studies Group" was spontaneously created in 2018 by students from the courses of architecture and design of FAUUSP interested in complementing their curriculums with knowledge about wood construction and design. We aim to create an unified field between architecture and design, and, for its versatility, wood can be a common place. GEMA was proudly invited to represent FAUUSP students in this year's Stockholm Furniture-Fair in the ongoing collaboration agreement with Jönköping University and Träcentrum.



FAUUSP

The Faculty of Architecture and Urbanism is part of the University of São Paulo, a Brazilian public institution. FAUUSP was founded in 1948 as an undergraduate architecture and urbanism program born from the civil engineering school.

In 2006 the architecture and urbanism programme was joined by the newly founded design program, which comprises product development, textile, graphic and interface design and branding.

PRODUCT DEVELOPMENT FURNITURE DESIGN

In the two year programme, students are developing skills needed for becoming design orientated product developers with high competence within the furniture and interior business.

The main focus is to develop a holistic view on a design process, understanding every part from making user analyzes to create high end prototypes.

The programme have a practical approach, where mock-ups, 3D-prints, scale models and prototypes is a very important part of the process.

With the design process as a core, the programme also includes visualization, production methods, marketing, graphic design and economics.

Träcentrum in Nässjö operates the program on behalf of School of Engineering at Jönköping University

JU.SE/PUM

@produktutveckling_mobeldesign



Göte och Linnéa Öhrskog Foundation administers the scholarship fund and shall through annually scholarships support, stimulate and develop necessitous, merited and creative students at Träcentrum orientated towards wood and furniture business.

This student project have been financially supported by the Göte och Linnéa Öhrskog Foundation. The students involved want to address great gratitude towards the foundation.