

DESIGN INNOVATIONS FOR PROFESSIONALS

MONITOR

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SOU FUJIMOTO

+ «making of» special

plus masubuchi/faulders chipperfield substance kube standard radbrink barakan sputnic cadaval/sola-morales

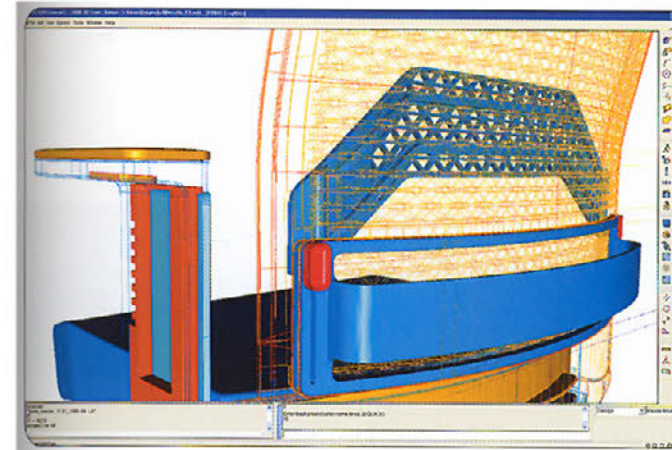
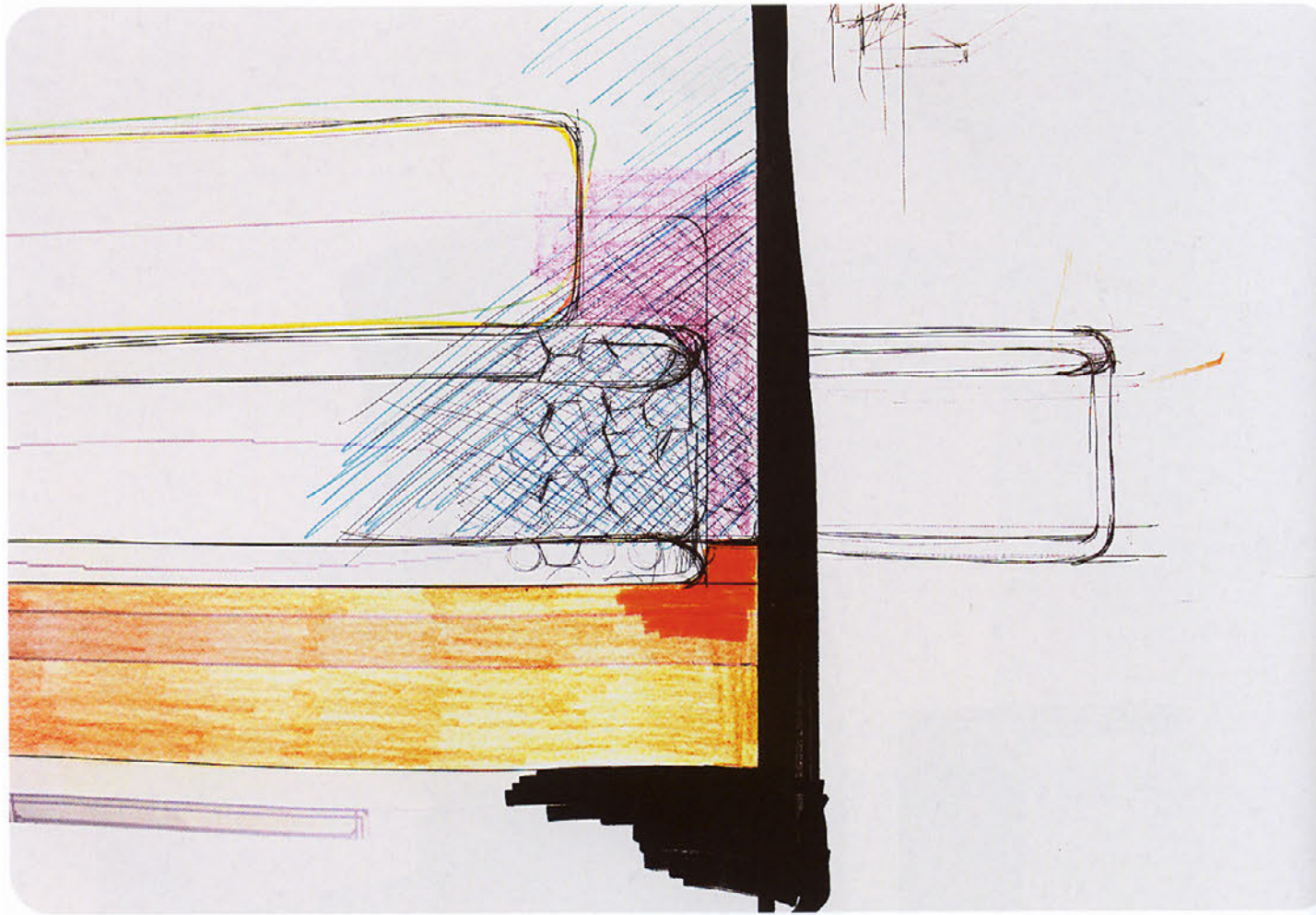
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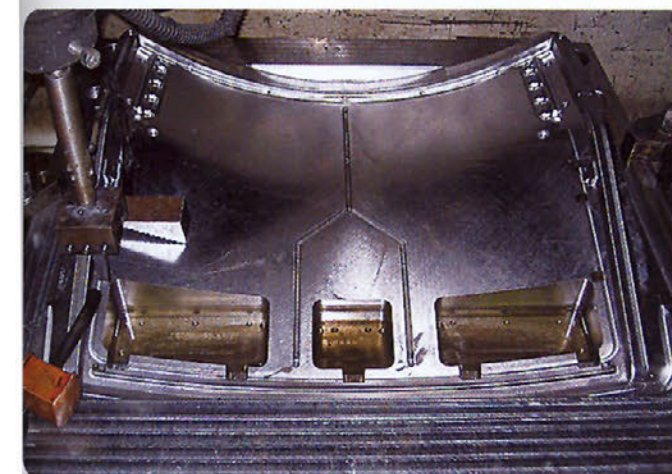
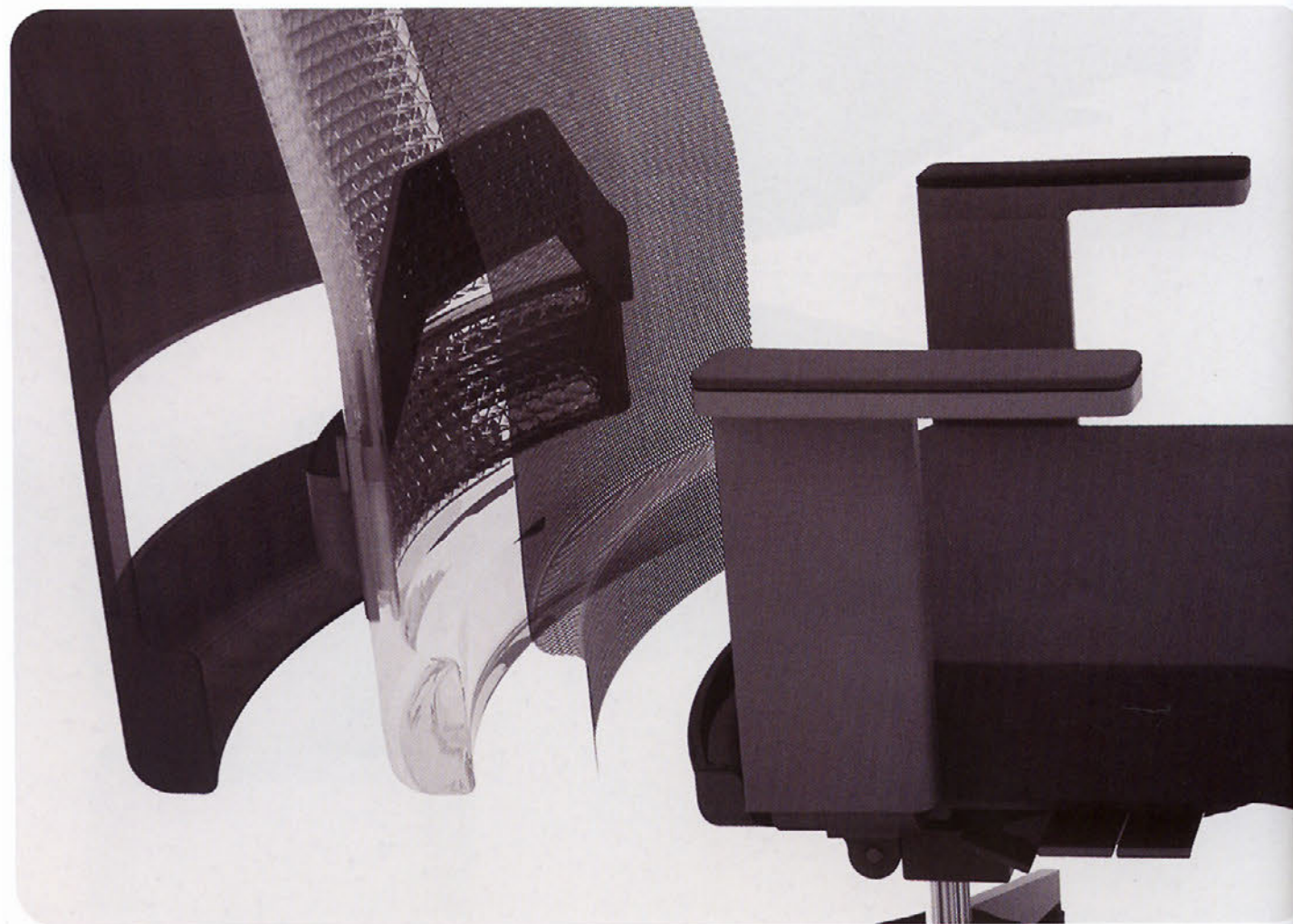
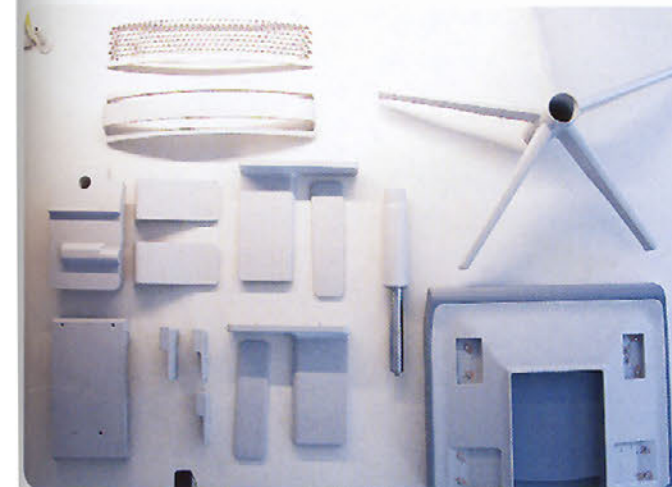
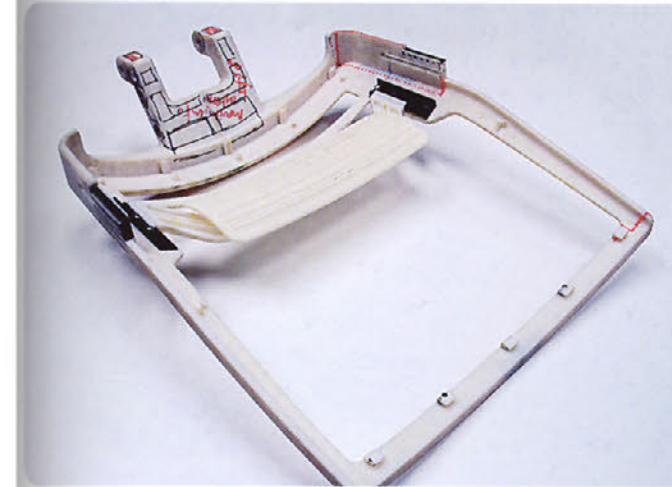
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PRODUCT: «HAZ» // DESIGN: MARIO RUIZ
MANUFACTURER: DYNAMOBEL // INFO: WWW.DYNAMOBEL.COM

How an office chair is designed? MONITOR asks an expert in the matter, industrial designer Mario Ruiz whose Zas and Dis chairs have become the milestone items for Spanish company Dynamobel. After the success of Dis, introduced in 2004 at the Orgatec office furniture fair in Cologne, the brand asked Ruiz to structure their future product portfolio. Speaking about his latest addition to the Dynamobel catalogue, the Haz chair, Ruiz tells how he was seeking for a new set of visual codes that would however create an equally iconic object. «While the aesthetics of Zas and Dis was largely influenced by functional aspects, and their overall look was determined by their structure, this time I wanted to reduce the structural visual impact, keeping all the functionality as invisible as possible, yet at the same time having a chair with more advanced technical features.» Working on Haz, Ruiz tried to recreate the aesthetics of comfort and solidity, normally associated with upholstered chairs. While being rather technical, the chair had to appear visually comfortable, seductive, cozy, and with an identity that would put it closer to the domestic furniture world. «Whenever I design a piece of furniture for the office environment I look towards domestic furniture references, and in this case that link was particularly relevant.» The upholstered back is intended to create an effect of continuity with the seat, while conveying the visual lightness of structural, mesh-covered chairs. The desired lightweight effect was achieved by injecting the back piece in transparent polycarbonate and having it covered with a translucent mesh in the internal area where there is contact between the chair and the human body. The base and mechanism of the chair are done in injected aluminum, while the back frame and armrests come in fiberglass-loaded polyamide.



«I presented this project to the manufacturer prior to the 2006 Orgatec edition, in order to allow him to assess the design without being «contaminated» after going through a trade fair exhibition,» continues Ruiz. «That's something I always try to avoid: I don't like to show projects right after exhibitions are finished, because clients get too much influenced by what they saw there. I find it much more constructive to discuss a project concentrating exclusively on what's on the table in front of us.» On the other hand, the process was no different from the way Ruiz usually works: thus, he likes working with hand drawings, then resorting to 3D models, but always refining the design intent by printing images in a 1:1 scale and then over-drawing them. After that, first mock-ups are made by rapid prototyping or milling: this allows the designer to evaluate «if there's something interesting or special in a product.» Once this goal is achieved and the result approved, the team proceeds to the technical development and model-building phase: here, the purpose is to create fully functional prototypes (made out of real materials whenever possible) to evaluate the feasibility of the design. The end result is presented at this year's Orgatec.