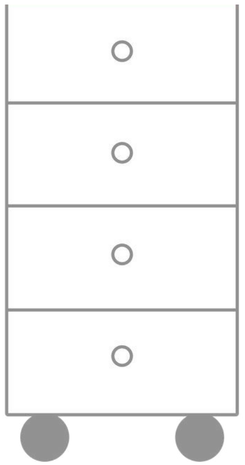
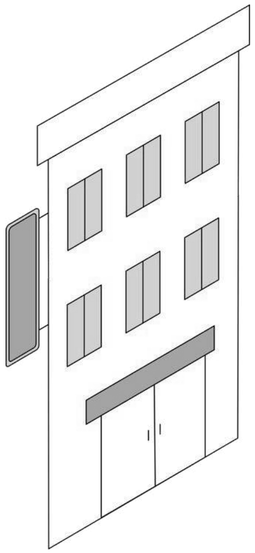
Submission for Pinnacle Awards

Apr, 23 2025 | Jenny Tang

Compact Living Case Goods for Dorel Home Furnishings

case goods





first apartment -
small space living

"It's hard to fit everyone around the table when we play board games."

"Whenever there's a party, the table always runs out of space for snacks and drinks."

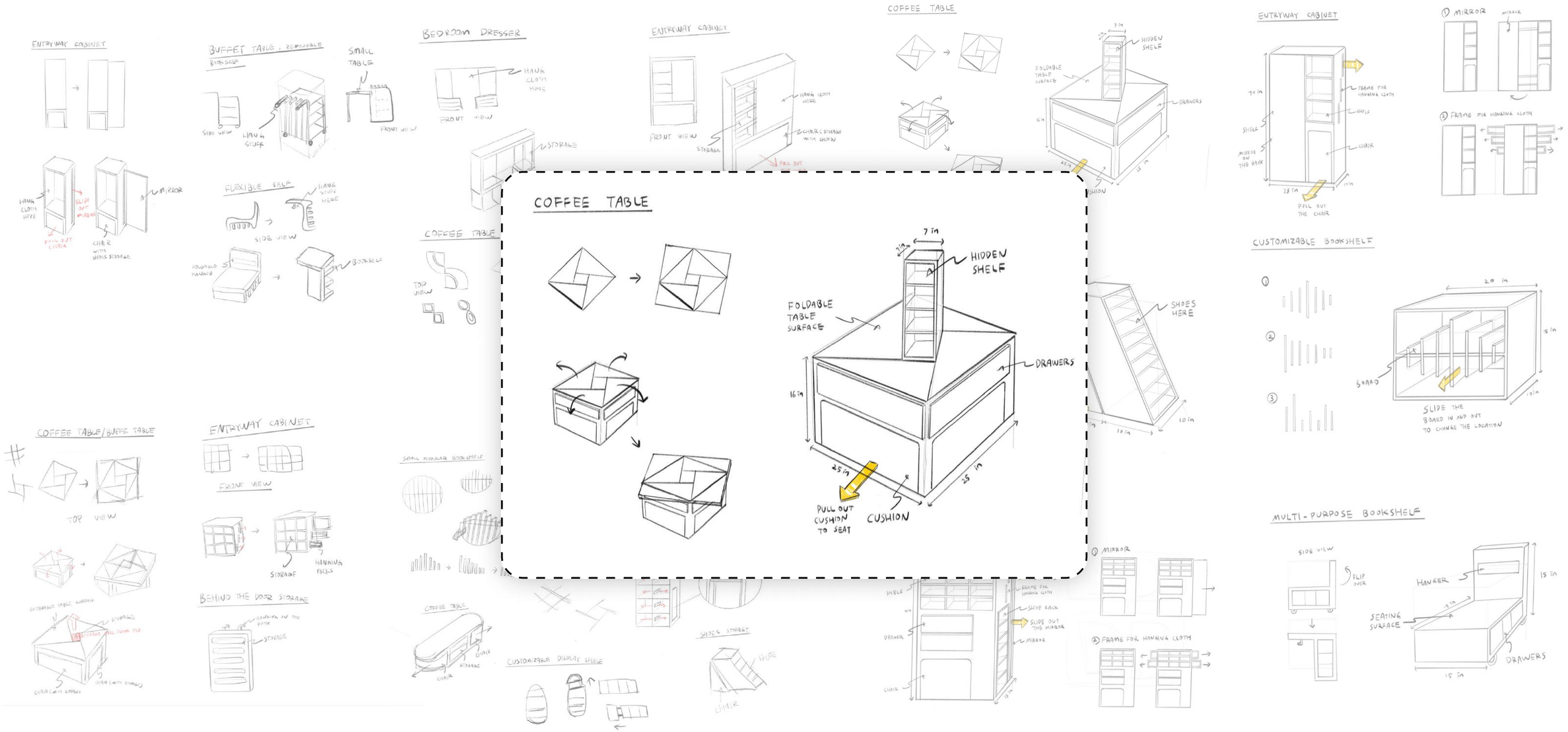
Expandable surface for specific occasions

Need for efficient storage in furniture

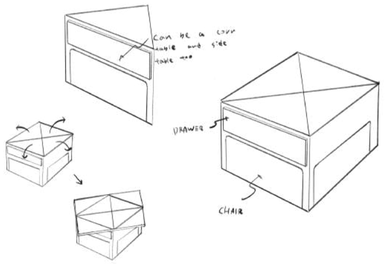
Easy assembly process to minimize cognitive load

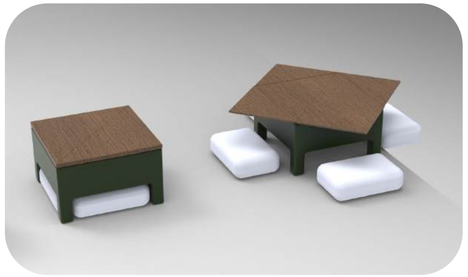
"My coffee table always ends up messy, there's just nowhere to keep things organized."

"Some furniture is just too confusing or frustrating to set up."


ENTRYWAY CABINET
MIRROR
HANG CLOTH HERE
SLIDE OUT MIRROR
PULL OUT CHAIR
CHAIR WITH SHOES STORAGE
BUFFET TABLE, REMOVABLE BOOKSHELF
SIDE VIEW
HANG STUFF
SMALL TABLE
FRONT VIEW
BEDROOM DRESSER
HANG CLOTH HERE
FRONT VIEW
STORAGE
FLEXIBLE SELF
HANG STUFF HERE
SIDE VIEW
FOLDABLE HANGER
BOOKSHELF
COFFEE TABLE
TOP VIEW
ENTRYWAY CABINET
HANG CLOTH HERE
FRONT VIEW
STORAGE
CHAIR & STORAGE WITH SHOES
PULL OUT
COFFEE TABLE
7 in
2 in
HIDDEN SHELF
FOLDABLE TABLE SURFACE
DRAWERS
16 in
25 in
25 in
PULL OUT CUSHION TO SEAT
CUSHION
ENTRYWAY CABINET
① MIRROR
MIRROR
② FRAME FOR HANGING CLOTH
72 in
SHELF
MIRROR ON THE BACK
FRAME FOR HANGING CLOTH
RIFLE
CHAIR
28 in
PULL OUT THE CHAIR
SHOES HERE
10 in
CUSTOMIZABLE BOOKSHELF
① 20 in
② 15 in
③ 10 in
BOARD
SLIDE THE BOARD IN AND OUT TO CHANGE THE LOCATION
COFFEE TABLE/BUFFE TABLE
TOP VIEW
FOLDABLE TABLE SURFACE
STORAGE
PULL FROM TOP
CHAIR (WITH WHEELS)
UNDER LIGHTS STORAGE
ENTRYWAY CABINET
FRONT VIEW
STORAGE
HANGING PACK
BEHIND THE DOOR STORAGE
HANGING ON THE DOOR
STORAGE
SMALL MODULAR BOOKSHELF
COFFEE TABLE
CHAIR
STORAGE
CUSTOMIZABLE DISPLAY SHELF
SHOES STORAGE
SLIDE
CHAIR
SHELF
DRAWER
CHAIR
FRAME FOR HANGING CLOTH
SHOE RACK
SLIDE OUT THE MIRROR
MIRROR
① MIRROR
② FRAME FOR HANGING CLOTH
MULTI-PURPOSE BOOKSHELF
SIDE VIEW
FLIP OVER
HANGER
SEATING SURFACE
DRAWERS
15 in

coffee table ⟶ 4 desks and 4 cushions

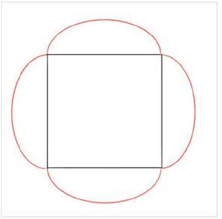




Cushion does not fit ⟶

- Explore Flip Up Existing Furniture Hardware options
- Consider curved / arc ends so the user is not sitting at a corner when open
- Other shapes besides a perfect circle could add interest to the aesthetic
- Explore the scale of the folded down and up coffee table to get sizing right that good for small space living and when entertaining guests or need a larger size
- x4 Cushion shapes need to work when stowed.
- If 4 cushions don't work, 2 could be an option.

image.png



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Rounded corners ↓

Thank you for the feedback! I'll explore more iterations. Here are the prototypes I created, and I definitely see areas that need refinement.

IMG_1373.HEIC

IMG_1374.HEIC

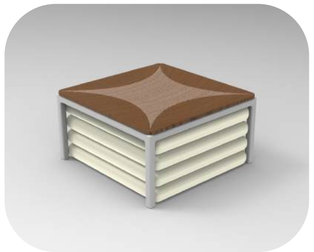
IMG_1375.HEIC

IMG_1376.HEIC

IMG_1377.HEIC

IMG_1378.HEIC

cmf table top ⟵



- We have not seen coffee table versions yet of flip up-side surfaces. Please explore and iterate new versions.
- The coffee table with cushions stacked may require the cushions to be scaled down so it's easier to remove for sitting on the floor.
- The new bench with flip over design to become chairs is very interesting. Keep these ideas for showcasing but we are not focusing on seating in

Coffee Table with Cushions

- The Coffee Table may be less functional with the top being carved as you have shown. Consider consumers using this. Drinks may get knocked over too easily on the curved elevated edges. However, it is an interesting detail but not something easily manufactured with laminated panels.
- Can we see in rendering or 3D print out a version of the Coffee Table with the sides folding down (covering some of the cushions).
- Scale down the cushions so the slide out easily between the legs.

Coffee Table / Bench

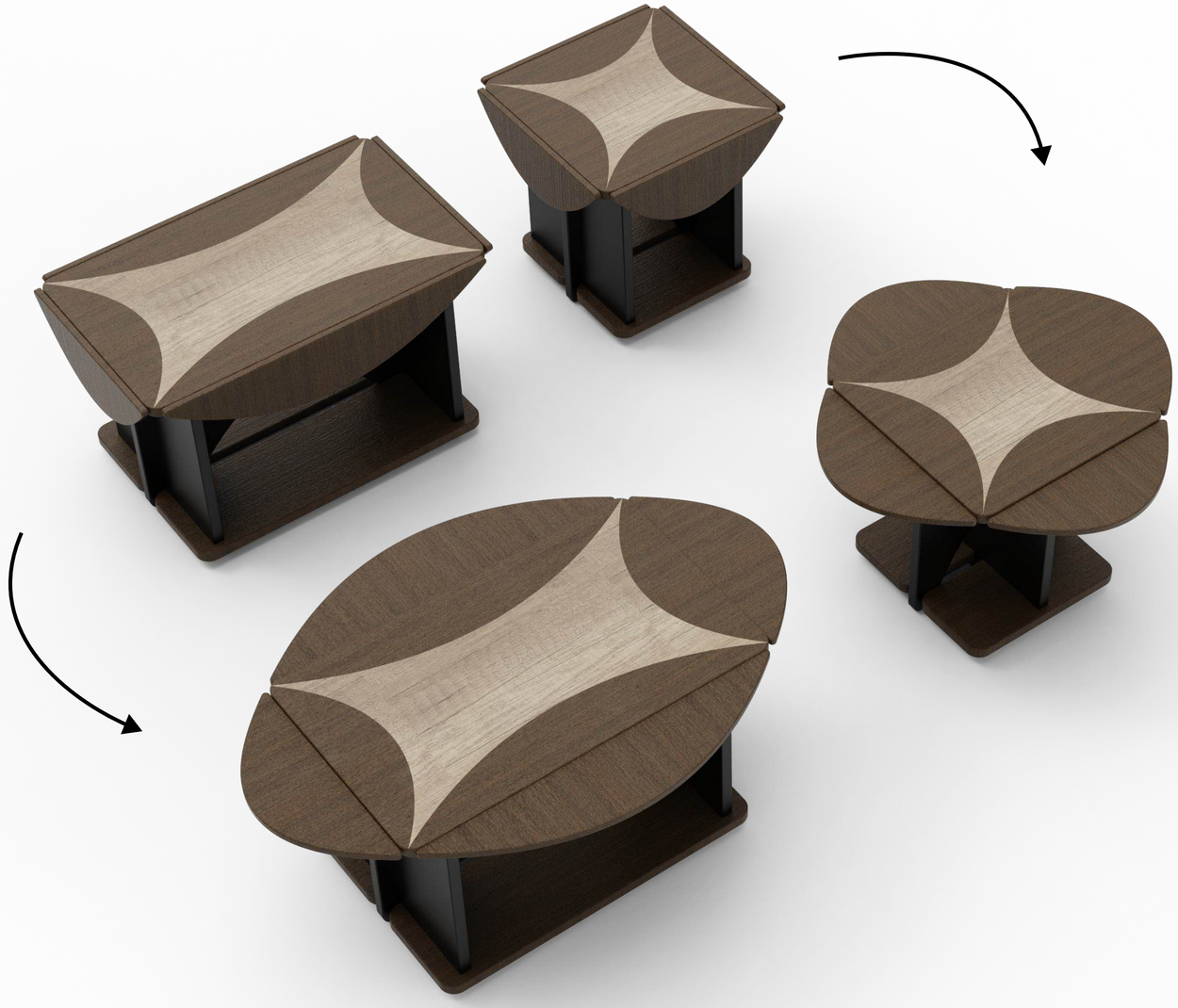
- As mentioned before - this is a very theoretical design idea, but functionally it would be hard to get enough support in the middle when used as a coffee table. Still, I like this idea a lot and there is probably a way to add some gusset supports.

For this project - Dorel will focus more on the Coffee Table with Cushions.

NookIt end table

NookIt coffee table

Foldable panel



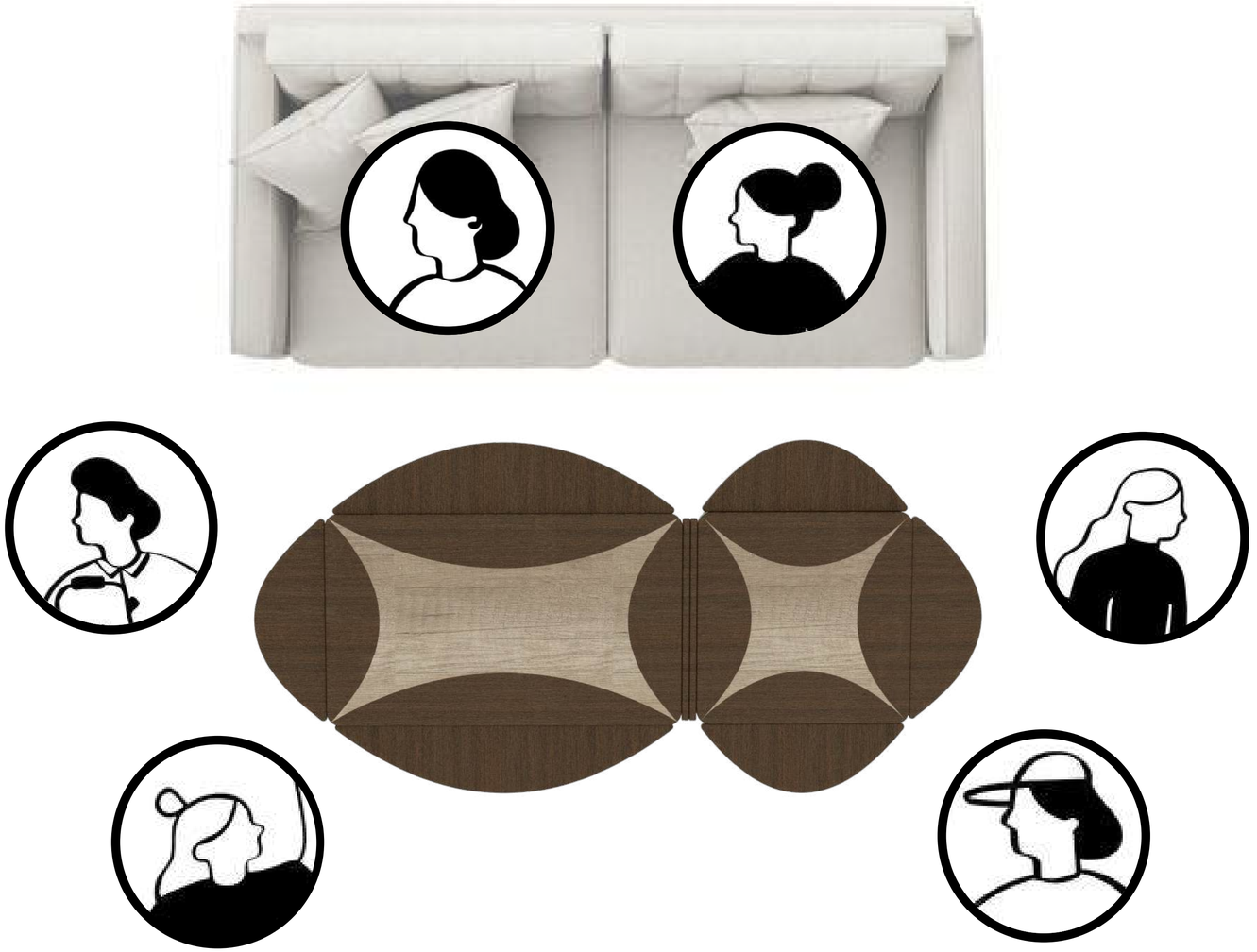
60% increase in table space

main feature

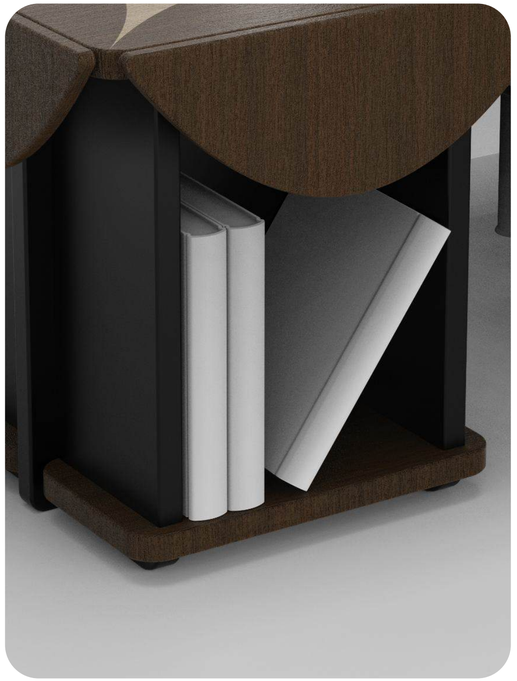
Zara’s usual living room seating arrangement

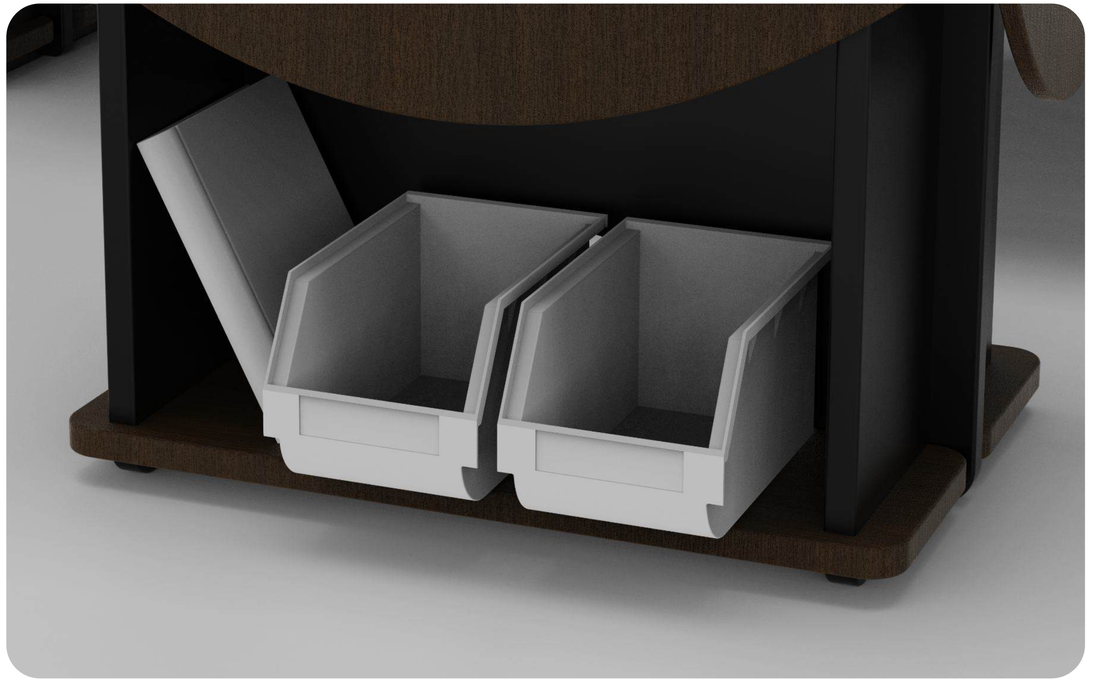
When Zara's lounging on the couch, she could really use more space to keep her snacks and stuff close by

"When Zara hosts a party, she and her friends can make full use of the table space for playing board games."

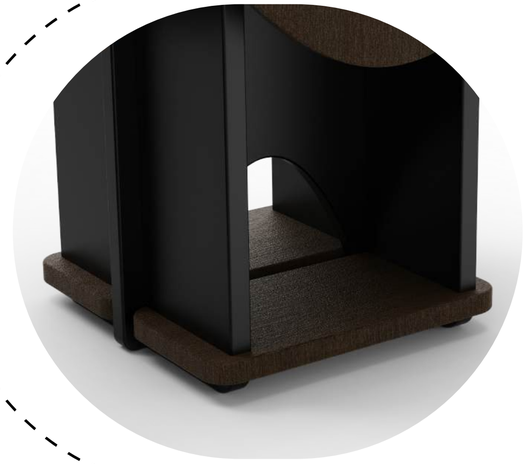


Variety of table surface sizes



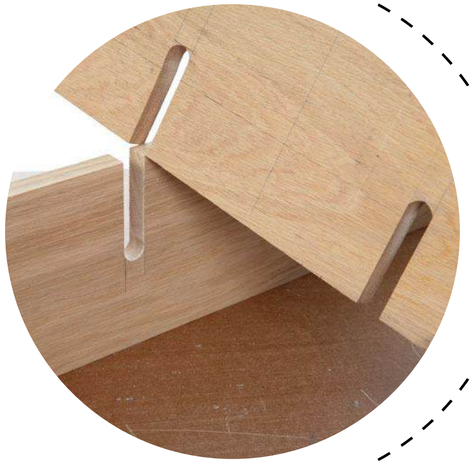


Storage space to keep items organized



Assembly detail

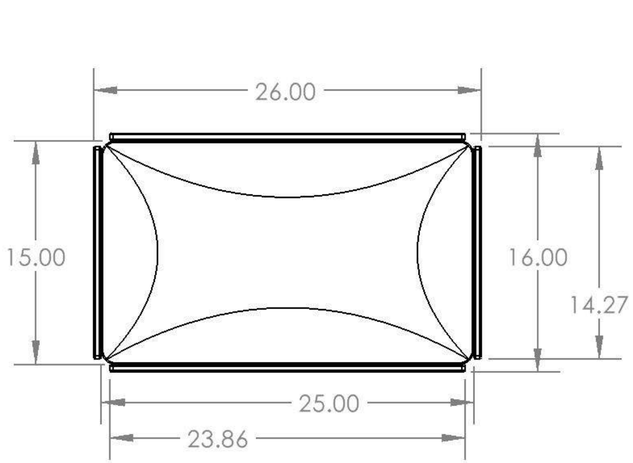
interlocking joint method
(cross halving)

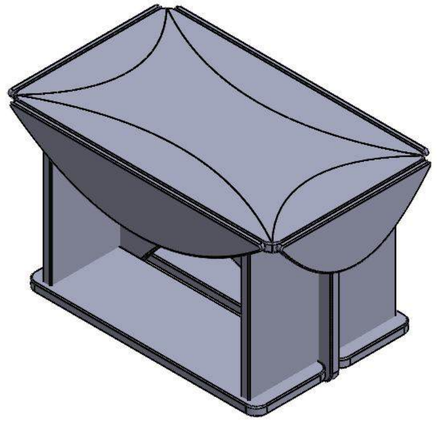


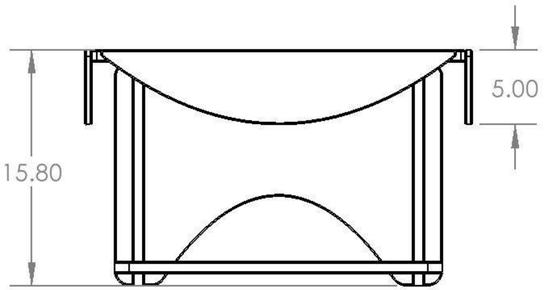
Assembly detail

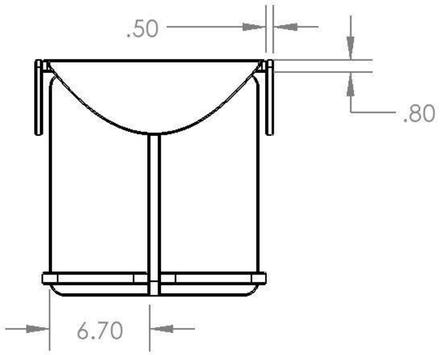
Friction hinges

Product name: ***NookIt Coffee Table***









Dimension

overall length: ***26 in***

overall depth: ***16 in***

overall height: ***15.8 in***

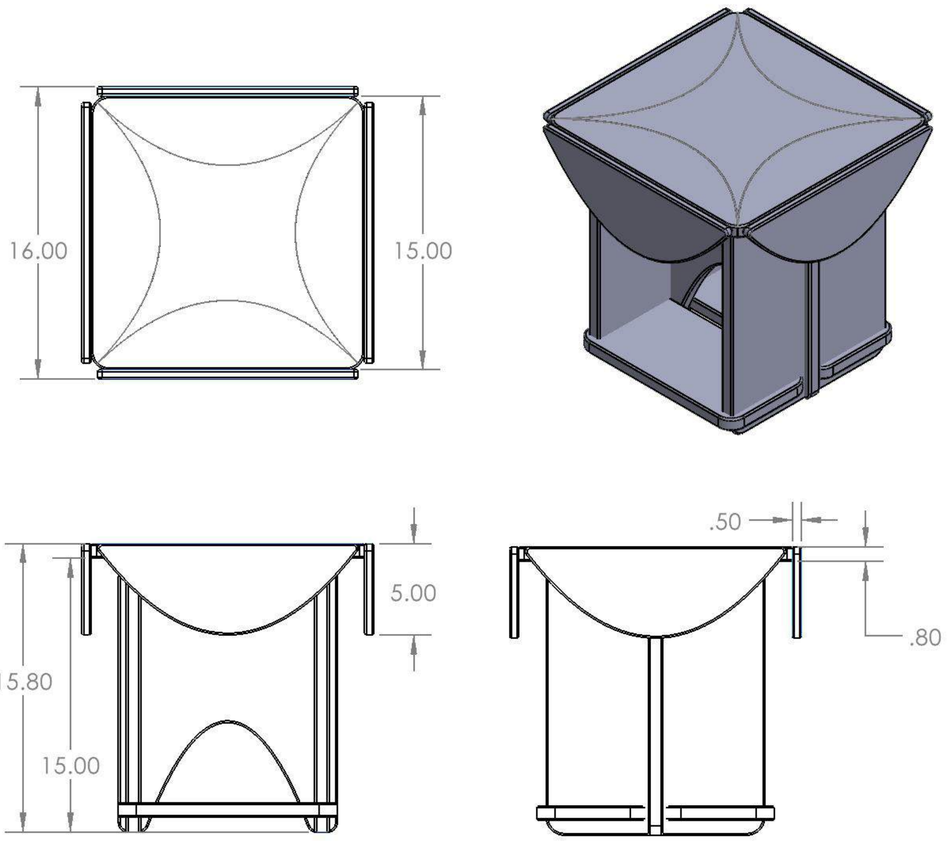
Paper foil finishes

Dark walnut

White oak

Matte black

Product name: ***NookIt End Table***



Dimension

overall length: ***16 in***

overall depth: ***16 in***

overall height: ***15.8 in***

Paper foil finishes

Dark walnut | **White oak** | **Matte black**

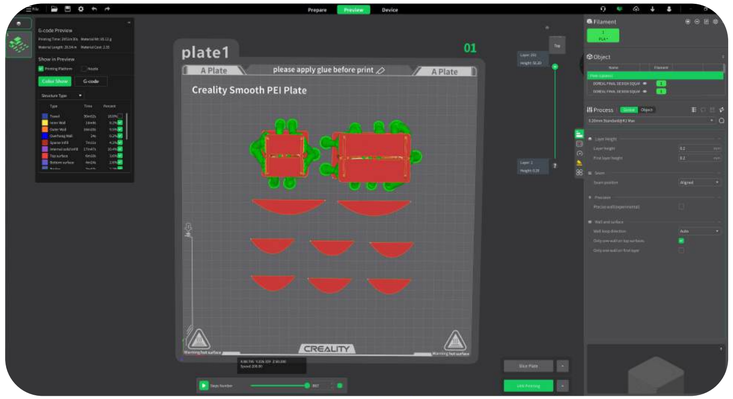
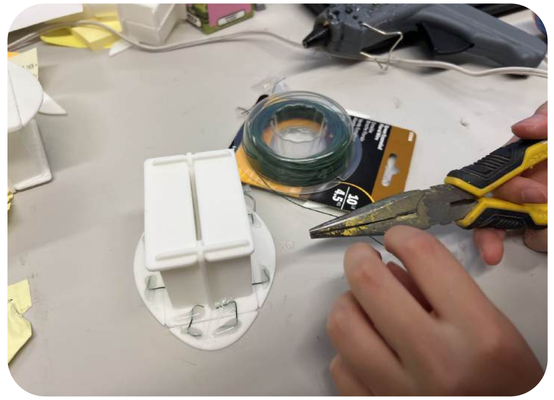


plate1
A Plate
please apply glue before print
A Plate
Creality Smooth PEI Plate
CREALITY



in context

Thank you.