

Lucia

Coat Rack & Bench

Maple Plywood, Acrylic Paint



Design Question

How might we design a furniture piece that is an expression of Swedish heritage?



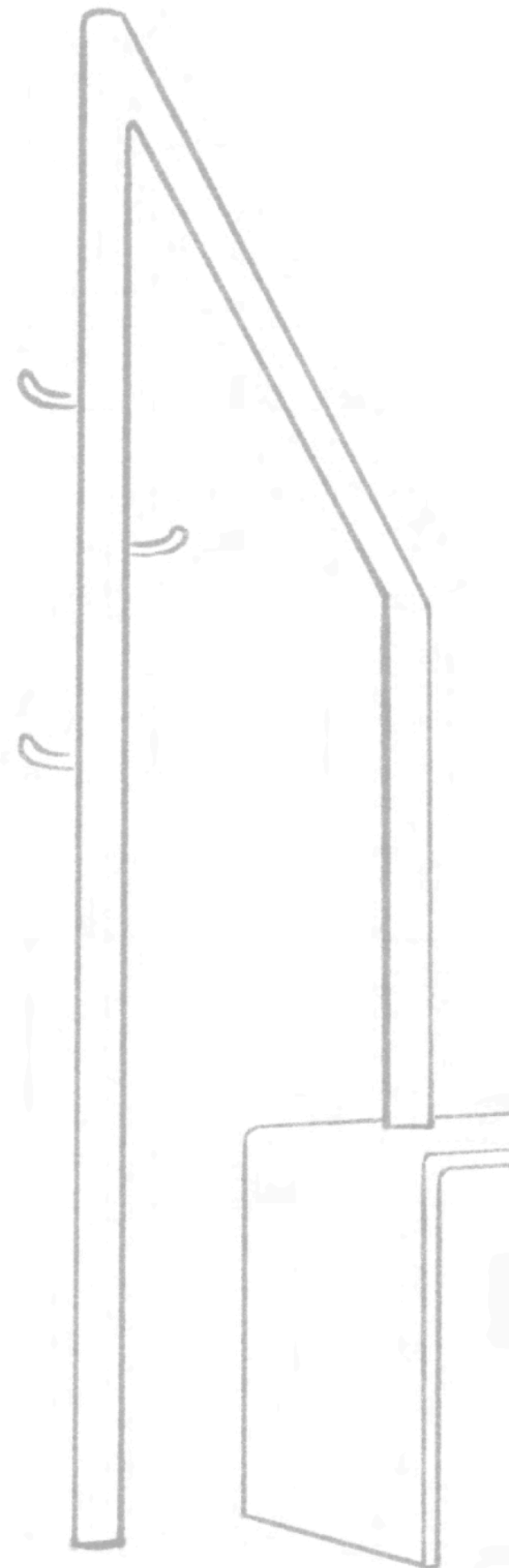
Impact of Cultural Decor

Emotional Impact on Space

Home decor is not just about buying furniture or painting walls; it is about **creating a space that is an extension of ourselves.**

Our home decor is an **expression of our identity and values.**
We are naturally drawn to cultural elements that have a personal significance.

Cultural decor provides **emotional warmth and individuality** that is often missing in cookie-cutter apartments.
It's a way to counteract the blandness of neutral walls and generic layouts, making the space reflective of your identity.



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Why is it important? What problem does it solve?

*This piece brings **cultural identity** and personality into the home. By incorporating **traditional Swedish design**, it helps to create a space that feels truly personal.*

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Swedish Inspired Functional Decor

What impact does it have on the world?

- a. This piece encourages cultural expression through furniture, highlighting the importance of personal heritage in interior design.

How does this product benefit customers/users?

- b. It offers functional coat and shoe storage while bringing personality and cultural significance to the home.

What opportunity does it create?

- c. It creates an opportunity to bring cultural identity into everyday spaces through functional design.



Test to Learn

Voted "Best Material Usage"
User Testing (100+ Users) - Bridgeport Art Center

Functionality

- a. Shoe rack purpose was clear to users.
- b. Bench height felt comfortable and invited use.
- c. Hooks worked well for smaller items like purses.
 - i. Possible exploration of alternative hook placements.

Aesthetic / Appearance

- d. Very positive reactions to color, consistently mentioned.
- e. Contrast between wood and paint was well-liked.
- f. Swedish influence clicked with users.

