

fleurt

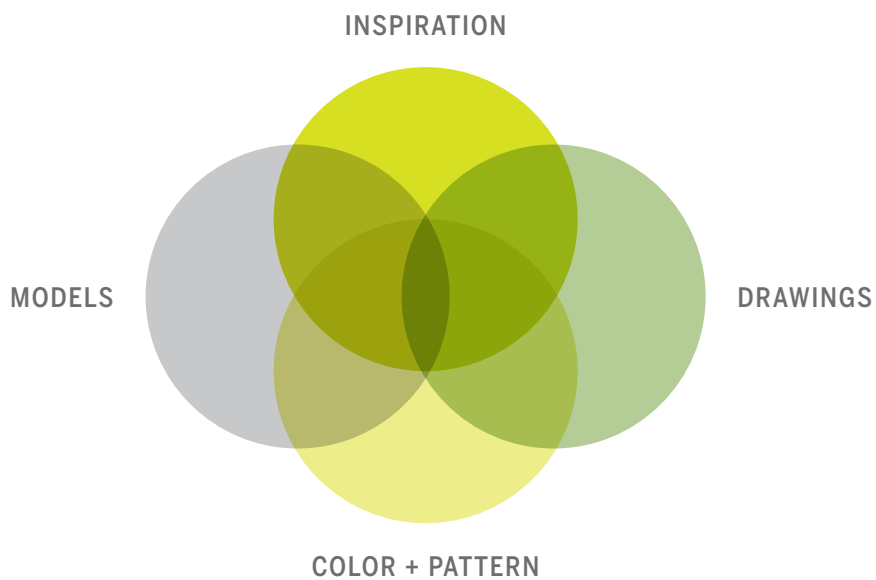
PROCESS BOOK

ANDREW JONES DESIGN

FLEURT INTRODUCTION

The design process for Fleurt was driven by the initial inspiration to transform the Battery Park lawn into a meadow of sun-loving chairs. Inspirational photos, drawings (sketches and measured drawings), models (1:5, 1:20 and full-scale) and studies for color and pattern intermingled to form the design process. The last stage involved sorting and reevaluating materials to decide on a final design that was then computer modeled.

Not illustrated in this book, but important to the process, was an extensive precedent research component that was undertaken to understand the full range of design solutions for stacking chairs, lawn chairs and furniture for public spaces.



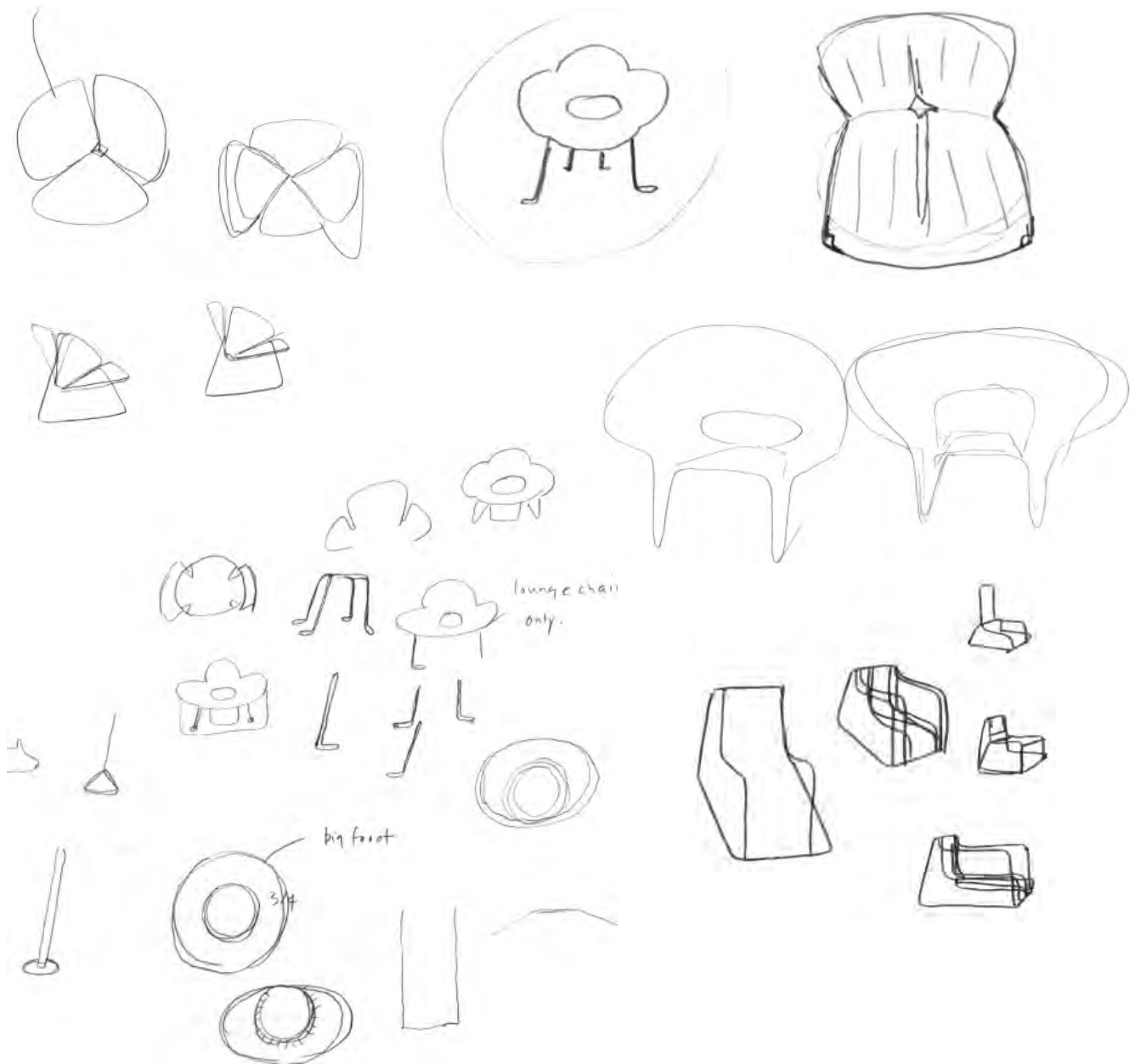
FLEURT INSPIRATION

The design impulse for Fleurte came from imagining how a field of chairs could poetically respond to the lawn of Battery Park. A huge cache of images showing meadows and flowers (some shown here) was pinned up in the studio, setting the target for the design: to produce a memorable landscape and not just a chair.



FLEURT DRAWINGS, SKETCHES

Sketches were visual notations of ideas and impulses throughout the process.



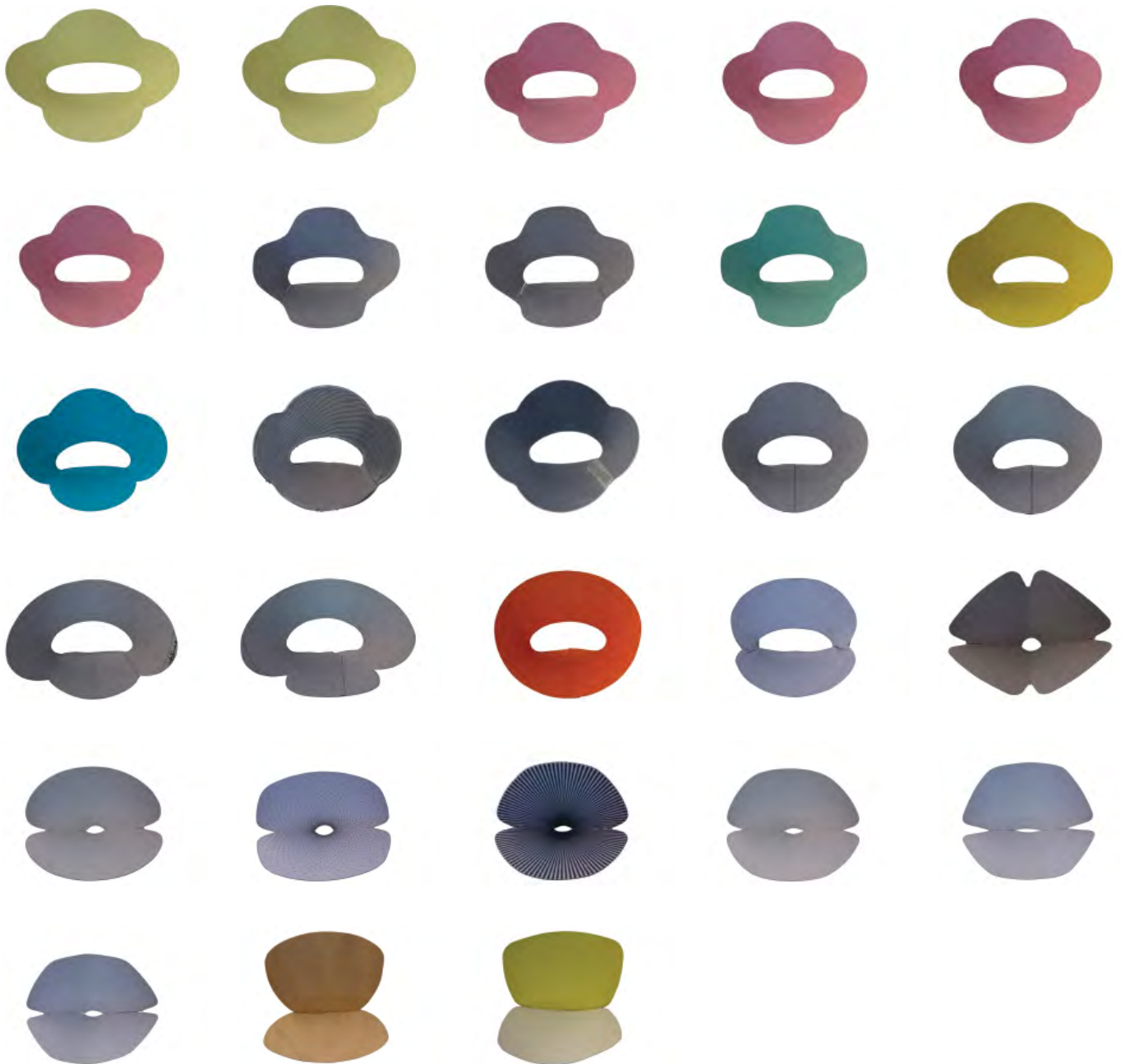
FLEURT MODELS, 1:5 CHAIR STUDIES

Model-making was the most used method for design exploration. A great variety of design solutions were studied using 1:5 models to understand how the chair would feel as a real object in space and how stacking worked. The process was not precious; models were pulled apart and combined. Early models were rigid and didn't have the right sensibility, but helped to resolve some prosaic design criteria. (most recent model: top left)



FLEURT MODELS, 1:5 SHELL STUDIES

Many 1:5 chair shell models were made to study the expression of the floral form and how it would appear from all angles. (most recent model: top left)



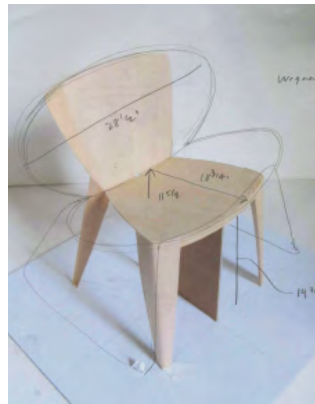
FLEURT MODELS, 1:20 SHELLS

Many small Fleurt shells were made, arranged and photographed to understand how the chairs would appear in groupings.



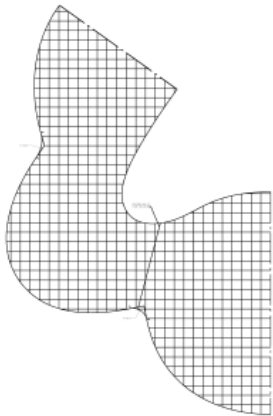
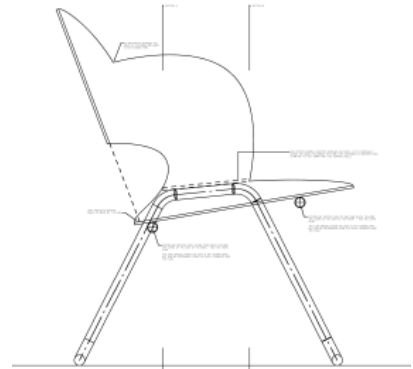
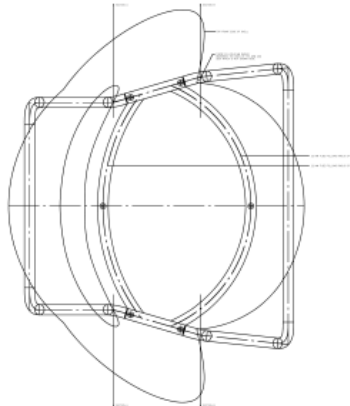
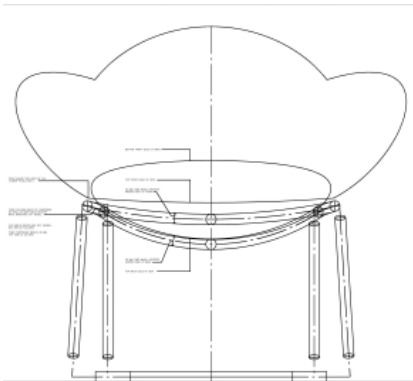
FLEURT DRAWINGS, SKETCHES OVER MODEL PHOTOGRAPHS

The models were photographed, allowing them to be imagined as full-scale designs. The photos were often sketched over to try new ideas.



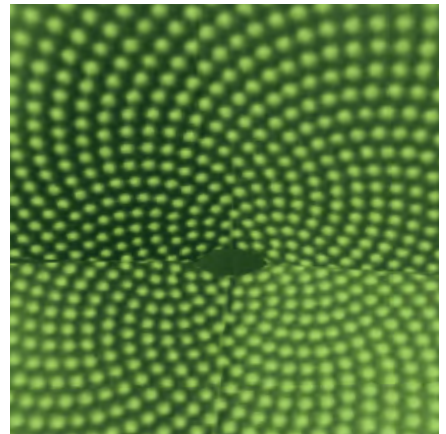
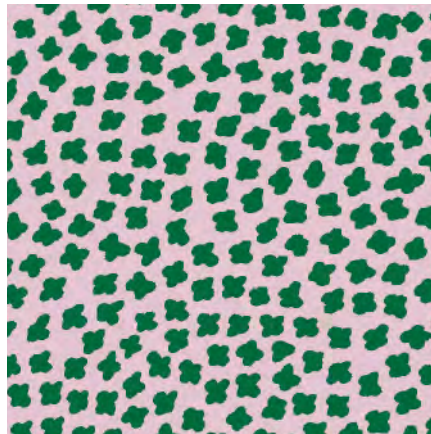
FLEURT DRAWINGS, MEASURED

Various scales of measured drawings were used continuously to study human scale, the relationships of parts, stacking, etc.



FLEURT COLOR + PATTERN

Development of the chair's color and visual lightness happened in tandem with the design of its form. Explorations moved from more solid, monolithic versions (which were more literal evocations of flower), towards a more diaphanous expression achieved through perforations in the shell. Preliminary pattern studies include custom perforations based on hundreds of Fleurt-shaped holes, and others based on abstract geometric patterns. They share the principle that the green grass seen through the openings achieves a more interesting and subtle interplay and meshing with the green "color field" of the lawn.



FLEURT MODELS, FULL-SCALE

Several full-scale models (both complete chair and shell only) were made to get the comfort and the scale just right – generous and open, but not overly so. The full-scale models also allowed for a clear understanding of structural characteristics and the precise tube configuration needed for stacking.



“We must take care that everything doesn’t get so dreadfully serious. We must play – but we must play seriously.” Hans Wegner