

In this project a shelving unit series is designed to help the architectural firm Van Der Jeugd Architecten expand their business whilst staying true to their message. This is done by researching their core messages, which are the following: sustainable beauty, human centeredness, power through simplicity and being considerate of human and planet. There is also looked into the design of the original as well as the inspiration of the original, which are several shelving units designed by Maarten van Severen, a Belgian designer.

From this research the following things are found. To stay close to the original design the shelving units need to be made of the same (or similar looking and feeling) material, as well as have the innovative minimalist style of Van Der Jeugd Architecten and the cubist style of the shelving unit.



Figure 1, original Van Der Jeugd shelving unit

To obtain the high-quality feel that is necessary for products in this price range, enough thought has to be put into the details and the moving parts, to make using the product feel very satisfying. Furthermore, it has to be visually pleasing to the user, by using things as symmetry.

With these requirements in mind some designs are made and discussed with the client to come to final designs. The client requested four different designs for this shelving unit series: a sideboard, an element, a desk and a bookshelf. After the basic designs were made and discussed with the client some small 3D models were made of them. This to show what the designs would look like in 3D and to discuss what parts still needed changing and what parts the client liked. With these prototypes came to light that the desk design was not satisfying and too large. With that came the idea to change this design to a smaller version and call it a dressing table. In that way the design was more a customization to the element designs than a completely different product.

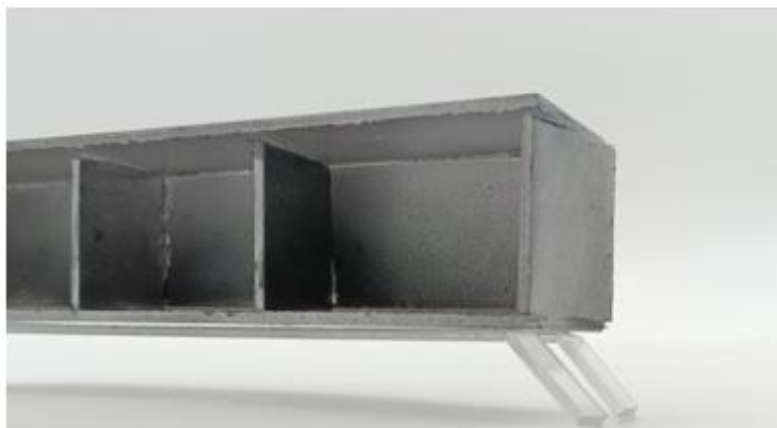
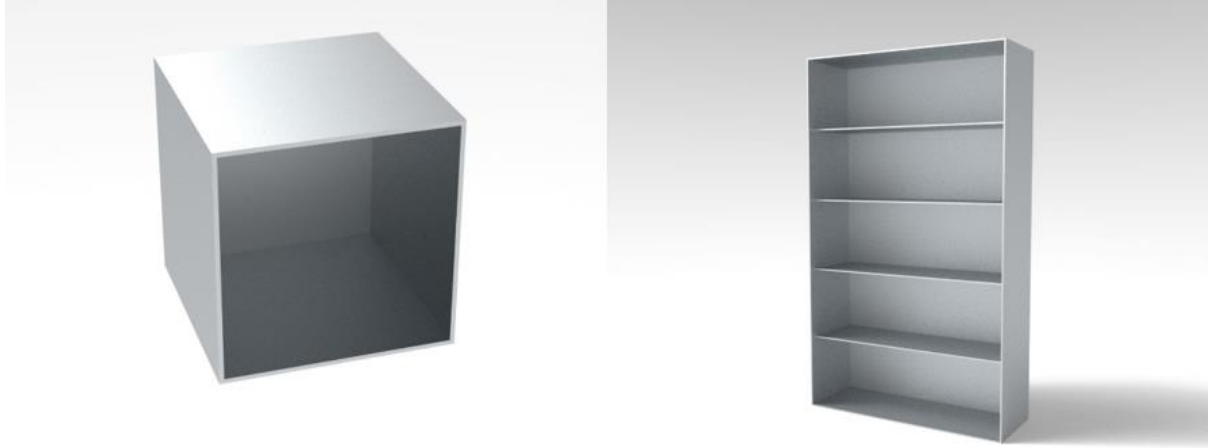


Figure 2, 3D model of one of the shelving unit designs

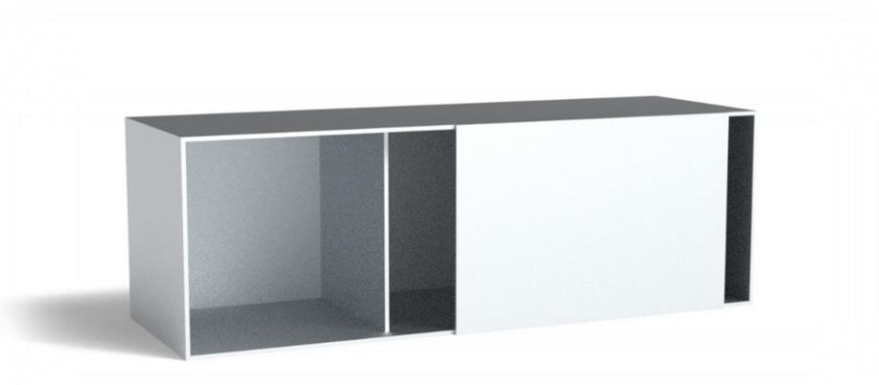
Because the element design was most versatile and customizable the client requested this to be worked out in more detail. Thus, a SolidWorks model was made, to show all different sizes and customization options, as well as the dressing table version. Here is found that this one design can be customized into all previous made designs. The SolidWorks models can be used by the client to photoshop it into contexts or show to clients if they are interested in the shelving unit.



*Figure 3, two of the customizable designs in SolidWorks, left is the basic design, right is the design made to be a bookshelf*

Last of all, a step-by-step plan was made for the client to show a way of realizing this project. A brief look into the production costs was made, as well as an idea how to sell the first few products. Furthermore, a design was made for a website for this product, to market the product more online. Since that is according to some interviews done the way that most of these products gain popularity in the right target group.

To conclude, several designs were made for a shelving unit series for Van Der Jeugd Architecten, one of which was very sizable and customizable. That one was worked out in more detail as well as a marketing and production plan was set up for this specific product.



*Figure 4, one of the designs with a sliding door*