

## Creative Designs from Nature's Bounty

by: philip yap

**Design Direction begins by understanding** 

Your Consumer's psychographic information

Tell a story...

Ideas, lifestyle, users' experience...

## My design secrets! The guidelines that establish design direction

The phases of the aesthetic appreciation and lifestyle

### Phase One

### From Nothing to Something

Appreciating product mostly based on the values of function, less attention to designs and aesthetic appeal Mostly made out of first time furniture buyers.

### **Phase One**

For consumers form the rural area...





### **Phase One**

For consumers form the urban area...





床/床头柜02 Bed with Nightstand

### **Phase Two**

### **From Possession to Richness**

Understand the essentials of style, begin to look at furniture as part of decorative element.

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Balaning 127

·Creating a room In a room gives you two living spaces one for your teens and one for you. So everyone can be together and still do their own thing.

#### DE SKEA DES-C REASE SHOET #HCFCE great grobuses

The lamp head is adjustable on your can direct the light on the back you and residing, can't as an uplightor or any 6 to focus on a specific press to the room. The finishes is adjustable to out user lighting resets. Steel and alumeaum. FGROOM, SEL 468-35

62 Non-WOCKSEY has sent sets with chains langue left #KL,000 The cover to copy to range dean sed a removable and cambe markets washed. Sunstancing the buil retrior, word-firsted languaged hasers, warry-chartering, resource, have highly grey 300,356 Ni

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#### OR BOXEST COTTON LINES FRENCH

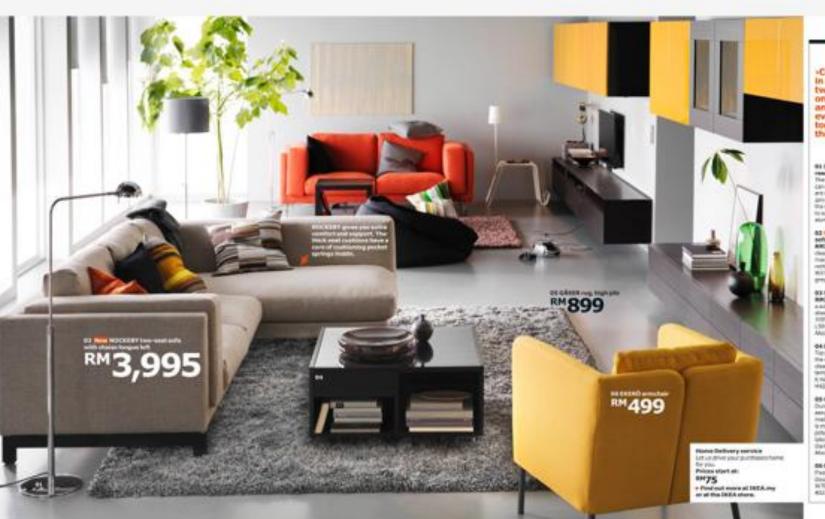
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df you love being surrounded by friends, go ahead and surround your living room with seating that can fit them all.

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05 USYS minor RMID 90/4pcs Can be added on to, to gree any whate to see. Equation coled tops Included Nano-plans. 130+9/30cm; 101,704-98

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67 AKONKULLA yay, low pile RREJETH rug to traction worst. Fig. 150% proyengation: Sucking perchatic lates, business five Landgreen, WIRDYLESSEN. Windowskie Std (Ne) (N





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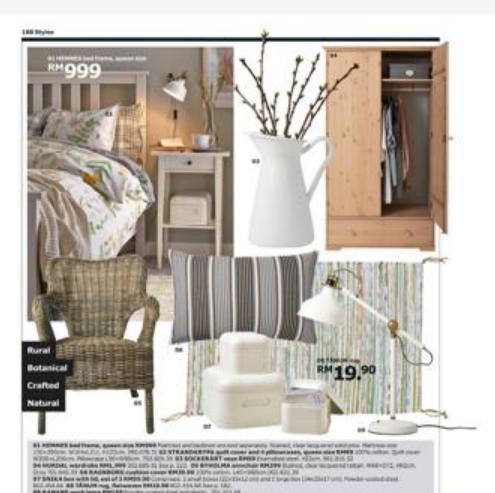




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Styles 188



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11 BOTH TRICK under shall RMITE Scientists and despendent colored area. Well your, Pollow 2002 878.41
12 YELL STAD were chair SMITE Franciscover. D'Ps. Deleases and Ps. polson, W. Vincer, W. Wood, Sarrists Lunguises 100, 204.09
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37 PRISH Robbinson, Right, with 4 otherspin books RRSL-87-920 and bodieses are safe apparately. While I 201-1900m; Matterson are 120-200m; AB BANKLA pair of services RRSB0-91.300.00 box a. LTD.

### Plentifulness leads to "show-off"

Furniture becomes a subject to represent the characteristic of the home owners







For those who show-off their wealthy lifestyle...







# For those who show-off their understanding of high quality luxurious design...











For those who show-off their unique lifestyle...

"Presenting the richness of style may not have to be expensive..."









### **Phase Four**

### **Extravagance to realizing Refinement**

A Phase where consumers are reaching for high quality and refined craftsmanship

















#### **Phase Five**

### **Understand the Art of Simplicity**

The consumers are able to see designs within the simplest form, the highest level of design values.























Mamagreen Allux dining table and stacking chairs, from Journey East.









#### The phases of the aesthetic appreciation and lifestyle

From Nothing to Something
From Possession to Richness
Plentifulness leads to "show-off"
Extravagance to realizing Refinement
Understand the Art of Simplicity

first...

# Broaden your preference...

second...

## Understand your target users...

then...

Explore your own imagination...