CHAMELEON SOFA

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EXPLANATION OF INNOVATION

The living room is the center of the house where emerge people lifestyle and appreciation of furniture design. It is also a place where we can relax and entertain guests. Our innovation idea for the product is based on Instagram platform "365object by Berlin based Designer Micheal Hilgers". Based on the survey we conducted, we found that the majority sofa bed in the market have "Fix Based Area". Our solutions to this problems is by creating the sofa bed that have flexible based area that can be split into two part. We mimic the ability of Chameleon to our product. Chemeleon have the ability to change the color match surrounding environment for survival. On the other hand, human change the arrangement of furniture for lifestlye and appreciation of design. In brief, we name this innovation product as "Chameleon Sofa".

IMPACT OF INNOVATION

The Chameleon Sofa can split into two part, which are the sofa and ottoman storage. It also have 3 in 1 function which greatly reduce the space needed for other furniture. The ottoman storage can be used to store a tatami bed and pillow. It also has a foldable table top behind the sofa when it is on sofa mode. Chameleon sofa can be use with or without the need of tatami because it has a smooth surface which would not irritate human body. With all the features, it is definitely suitable for people who like to live with lifestyle.

OBJECTIVE

Objective of this project is to produce 3 in 1 sofa bed.

DIAGRAM BLOCK/FLOW CHART





Idea









Mock up (Oshuga Method)