

Product Design

Function Form Fabrication Fantasy

Function - *What is the function and purpose of the product? How well does it work? Could it be improved?*

The chair was designed to look aesthetically pleasing like a work of art. However, it was not very comfortable as the armrests were high and it was in a permanently reclined position with no padding, which would be uncomfortable for some people.

Fabrication - *What materials and components have been used to make the product? Why were these materials and components used?*

The chair was designed to be mass-produced rather than handcrafted, Rietveld aimed for simplicity in construction. The pieces of beech wood are in the standard lumber sizes that were readily available at the time. This meant that there was less cutting involved, reducing production costs.



Red Blue chair- 1918

Designed by Gerrit Rietveld

Form - *What does the product look like? What is the colour, texture, pattern and decoration of the product?*

The texture of chair is smooth painted wood and shows no signs of being handcrafted. Its is composed of sleek and sharp lines that create geometric shapes such as rectangles. The use of primary colours make the chair feel modern and vibrant. The minimal use of yellow at the ends of each piece of wood create focal points. There is no pattern on the chair.

Fantasy – *Who is the product being marketed to? What ideas are the company selling to the consumer?*

This chair was apart of the **De Stijl Design and art movement (1917-1931)**. They wanted to make furniture that was modern and artistic while being cheap enough to mass produce. It was designed to be marketed to wealthy middle class people who were looking to own a piece of artistic furniture.