

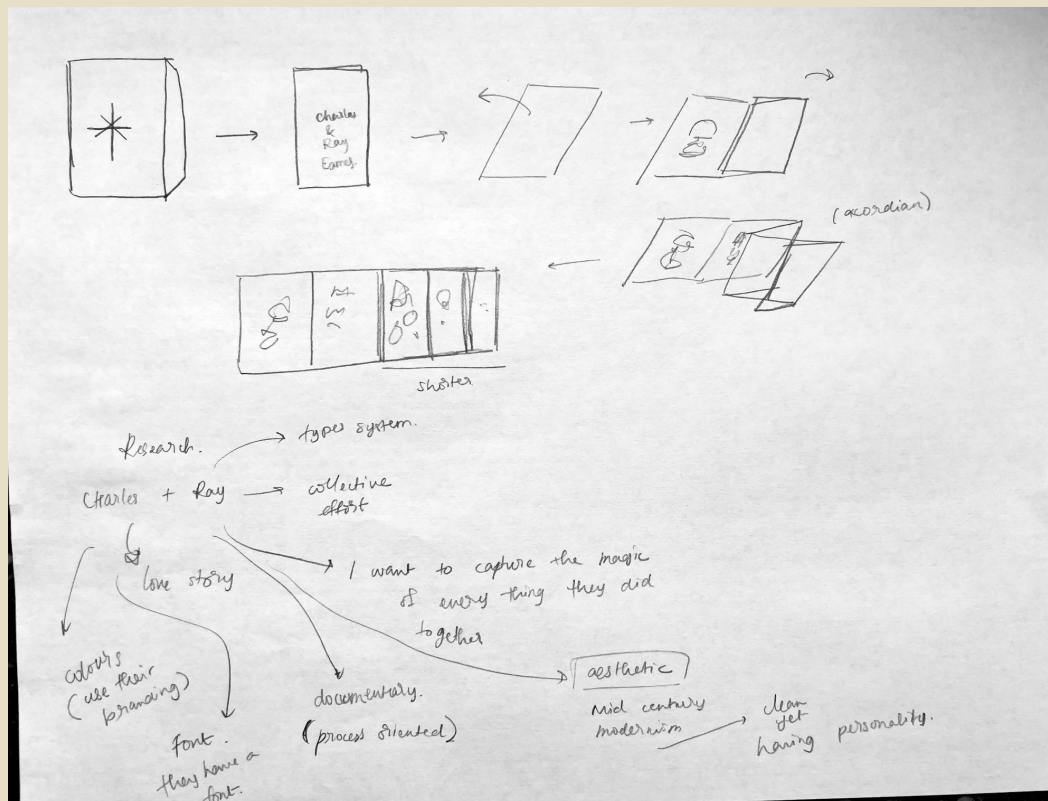
Molded Plywood lounge chair brochure

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Project 1 - GRDS 285
Prof. Wong

Objective

This brochure is to promote the Molded plywood Lounge chair designed by Charles and Ray Eames. It is to give more information to an audience upon their visit to an exhibition exhibiting that chair. So the aim is to give them information about the chair and the designer but while still maintaining the designer's and the exhibit's aesthetic and ambience

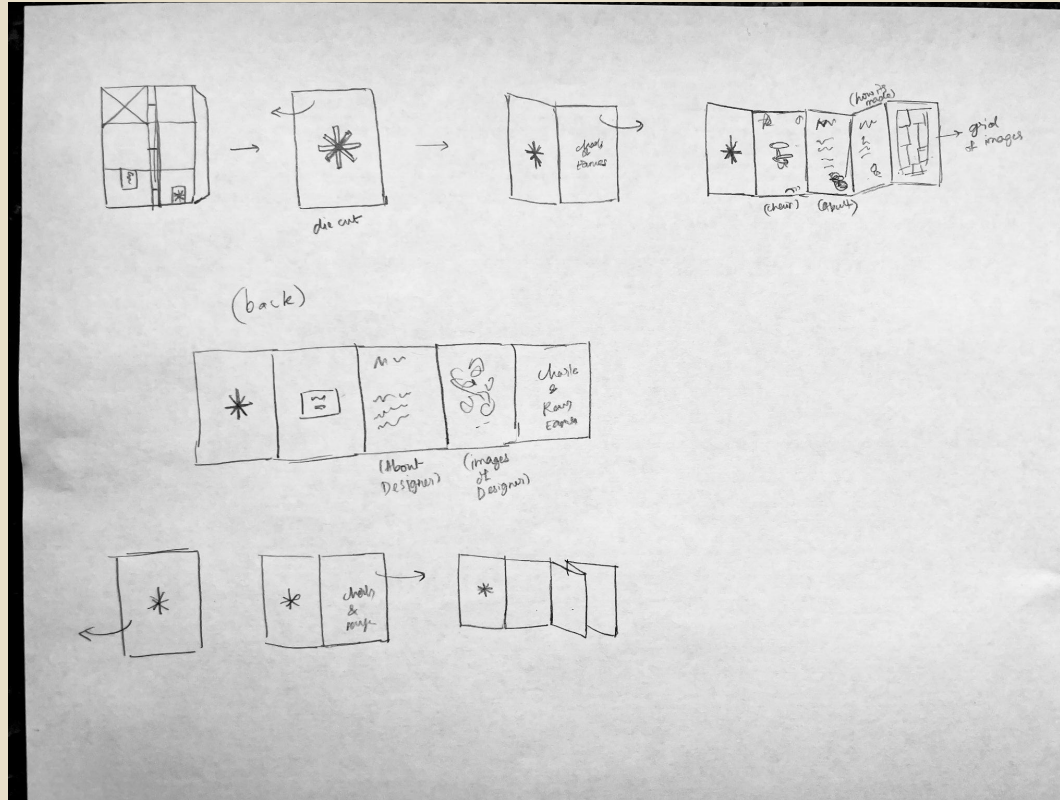
Research



Chair and inspiration

I took inspiration from other things that Charles and Ray Eames have designed, including their house. I wanted to design the envelope to make it look like the outside of their house. I also wanted to take inspiration from the chair and use its form in the aesthetic of my design. Finally, my biggest inspiration were the designers themselves, I wanted it to look like a collection of items and information showing the audience exactly who they are and what kinds of things they make.

Refined sketches & plan



Typography

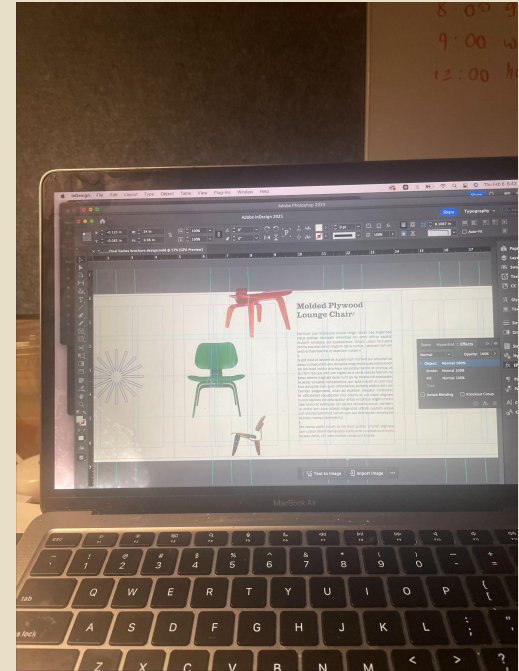
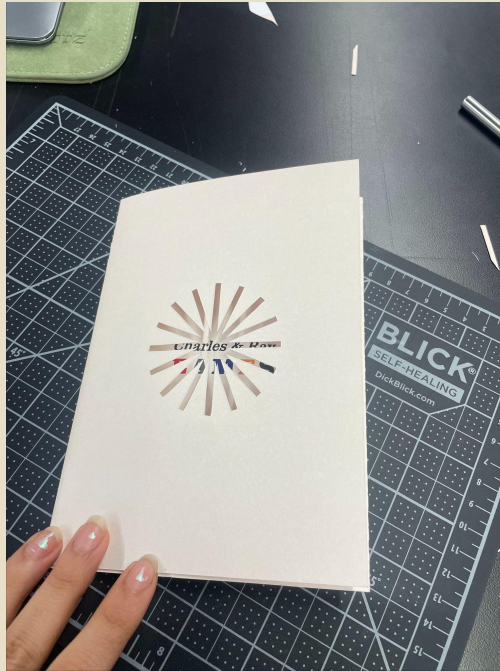


SuperClarendon 26/30pt
Clarendon 26/30 pt
Franklinothic URW 10/12pt



Designed by Charles and Ray Eames in 1946, the Molded Plywood Lounge Chair marked the beginning of their legendary collaboration

Process



Final Brochure



Final Brochure

