

The Comfort of Curves Collection

Research Document
Maddie Hauer

This research document holds information that proves that the Comfort of Curves collection is a trend based collection that is designed around the nature of the furniture market. All of the sources below show evident information that backs up the collection and the reasoning behind the designs.

FAST COMPANY

10-17-13 | EVIDENCE

Why Our Brains Love Curvy Architecture

People are far more likely to call a room beautiful when its design is round instead of linear. The reason may be hard-wired into the brain.



“When the great architect Philip Johnson first visited the Guggenheim Museum in Bilbao, designed by Frank Gehry, he started to cry. “Architecture is not about words. It’s about tears,” Johnson reportedly said. Something about the museum’s majestic curves moved him at an emotional level. Many others must get a similar feeling because the building is usually ranked among the most important in modern times.”

“Whether or not Johnson and Gehry realized it, the Bilbao and its swirling façade tapped into a primal human emotional network. Time and again, when people are asked to choose between an object that’s linear and one that’s curved, they prefer the latter. That goes for watches with circular faces, letters rendered in a curly font, couches with smooth cushions—even dental floss with round packaging.”

“It’s worth noting this isn’t a men-love-curves thing; twice as many women as men took part in the study. Roundness seems to be a universal human pleasure.”

“Beauty ratings were just the first step in the study. The researchers also captured the brain activity that occurred when the study participants in the imaging machine considered the pictures. Turns out people looking at curved design had significantly more activity in a brain area called the anterior cingulate cortex, compared to people who were looking at linear decorations. The ACC has many cognitive functions, but one is especially noteworthy in the context of Vartanian’s study: its involvement in emotion.”

“So curved design uses our brains to tug at our hearts. Some of us cry outside great buildings as a result. Some of us reach for another brand of dental floss. Some of us, beyond all rational judgment, type in Comic Sans font. “Our preference for curves can not be explained entirely in terms of a ‘cold’ cognitive assessment of the qualities of curved objects,” Vartanian tells Co. Design. “Curvature appears to affect our feelings, which in turn could drive our preference.”

“Another brain imaging study conducted several years ago by Moshe Bar of Harvard Medical School, found that viewing objects with sharp elements—once again, square watches, pointy couches, and the like—activated the amygdala. That’s the part of the brain that processes fear. Bar and collaborator Maital Neta proposed that since sharp objects have long signaled physical danger, human brains now associate sharp lines with a threat. Curves, meanwhile, may be seen as harmless by comparison.”

“In other words,” says Vartanian, “we prefer curves because they signal lack of threat, i.e. safety.”

- This article provides a lot of information that explains why we are pulled to curved objects and why we prefer them.
- The love for curved objects and rounded corners is wired into our brains
- The idea that curves provide a lack of threat is really interesting and can play a role into the way that we view furniture. Also this is important for bedroom furniture because you want to be able to feel safe and secure when in the space.

THE CUT *NEW YORK*

The People Who Store Their Emotions in Their Fingertips

By Cari Romm



“It makes sense that the word feeling can refer to an emotion and a sense of touch. Like smells and songs, certain textures can call up specific emotional states — the sense of calm coziness, for example, that comes from stroking the fur of a cat, or wrapping yourself up in a fleecy blanket.”

“Most of the time, these connections follow pretty predictable patterns. Studies on touch preference over the years have generally yielded the same results: We like things that are soft or smooth; we dislike things that are jagged or sharp; depending on what we’re feeling, we experience a mild sense of pleasure or displeasure. Research has shown that these preferences can have measurable effects, influencing our moods and how we relate to others. We’ve made room for these patterns in our metaphors, too: A particularly harrowing experience is “rough.” A sweet moment makes you feel “warm and fuzzy.”

“In some rare cases, though, the link between touch and emotion can take some strange and extreme turns. Imagine being so disgusted by denim, for example, that running a hand over jeans makes you want to puke. Or feeling the urge to laugh whenever you touch silk. Or getting the creeps whenever you put on a fabric glove. That’s life for people with tactile-emotional synesthesia, a mysterious condition in which seemingly arbitrary textures can be enough to make someone laugh or cry.”

“Tactile-emotion synesthesia is among the rarest forms or at least one of the most sparsely studied. It was first identified in 2008 by V.S. Ramachandran, a neuroscientist at the University of California, San Diego, and his former graduate student David Brang, now a postdoctoral research fellow at Northwestern University. In the journal *Neurocase*, the researchers described the unusual experiences of two women in their 20s, AW and HS: Both were mentally and neurologically normal, except for the fact that both women, since early childhood, had experienced strong emotions brought on by certain textures. “Certain types of textures evoke raw or primal emotions such as joy or disgust,” the authors wrote, “whereas others generate subtle nuances of emotion such as jealousy or guilt”

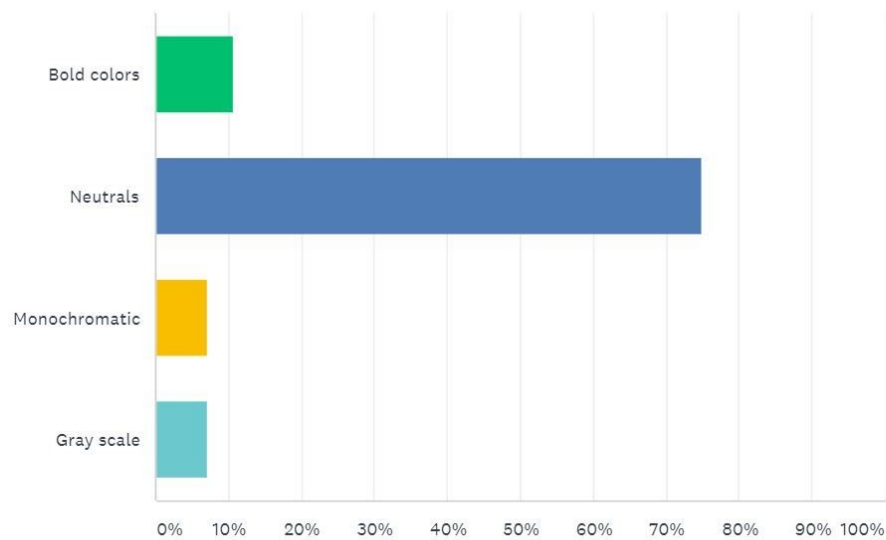
“Researchers still don’t know precisely what causes tactile-emotional synesthesia, but Ramachandran believes it has to do with excess connections between different areas of the brain: “In the brain of the fetus, everything is connected to everything. And there are genes which then prune these connections, sculpt the modular organization of the adult brain, so they remove the excessive connections,” he explains. But in some cases, these genes express themselves abnormally, leaving stronger-than-normal links.”

- This article talks about how some people have emotions in their fingertips that allows them to have different sensations when it comes to tactile experiences.
- This can play a big role in furniture because we value things that are softer and more round, applying these ideas to furniture will give people a better experience.
- It is also important to keep in mind the value of textures and the application of them in a bedroom environment



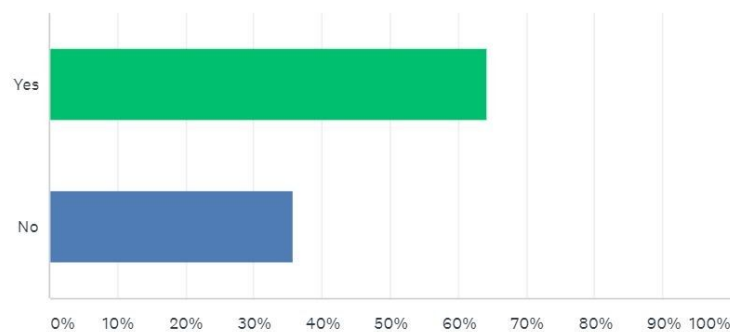
What color pallet appeals to you?

Answered: 28 Skipped: 0



Do you spend a lot of time in your bedroom?

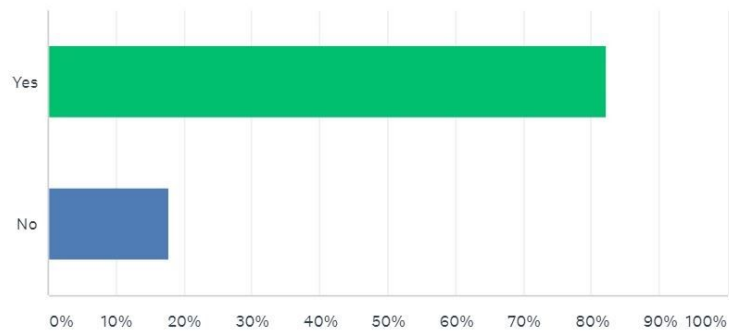
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	64.29%	18
No	35.71%	10
TOTAL		28

Would you spend more time in your room if your room felt like an oasis?

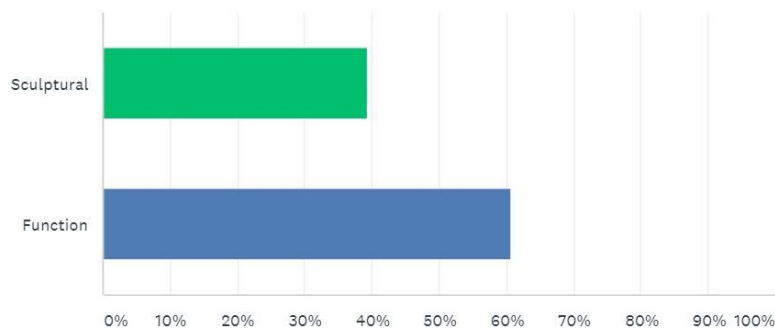
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ANSWER CHOICES	RESPONSES	
▼ Yes	82.14%	23
▼ No	17.86%	5
TOTAL		28

Do you like more sculptural furniture or functional furniture?

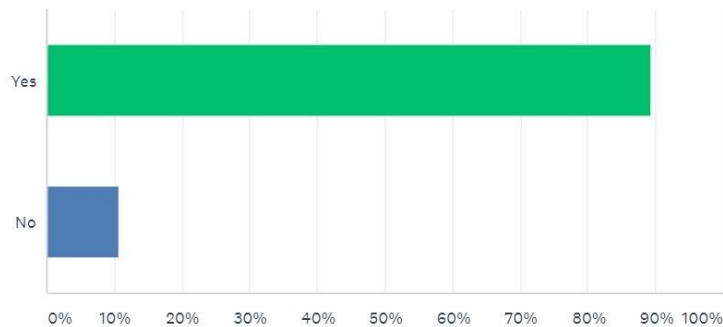
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ANSWER CHOICES	RESPONSES	
▼ Sculptural	39.29%	11
▼ Function	60.71%	17
TOTAL		28

Do you find curves relaxing?

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.29%	25
No	10.71%	3
TOTAL		28

- This primary research is super important for my research. It is raw real data that is collected from my peers that gives me the answers that I needed.
- Out of the 28 people that filled out the survey, more than half of them answered the questions the way I would have answered them. This data gives me insight into how people feel about curves and bedroom spaces.
- This information also gave me insight into how people feel about different color palettes. Luckily more than half say that they prefer neutral colors. This helped me come to the conclusion of using neutrals for all of my soft goods and color palettes.

WGSN

Minimalist Curves



- Minimalist aesthetics continue to influence products with clean outlines and curved edges
- Designs are unobtrusive and pared-back with no or little surface intervention. A soothing palette of tinted tones helps to give products a warm and natural appeal in the absence of pattern
- Chalky and matte finishes bring softness to forms, while plush fabrics create cosy appeal



Roll & Hill



Katrina Nuutinen



Linnea Ek Blæhr



Aldo Bakker



Coco Flip

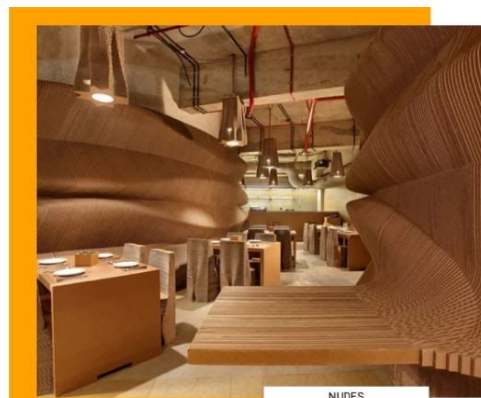
Fluid Curves

Humans are naturally more drawn to rounded shapes, with scientific studies showing that curved architecture and interior decor increases brain activity. Softer forms also create a feeling of safety, while circular shapes correspond with happiness, both of which have the ability to assist in intuitive and natural navigation through spaces.

Designed by Nudes, the free-flowing architectural fixtures of the Cardboard Bombay cafe in Mumbai are sculpted almost entirely from the 100% recyclable and biodegradable material.

Imarika's store design sees rounded fixtures and architectural insertions rendered in clay, becoming a seamless part of the plasterwork decoration.

Design recommendations: create a dialogue between components and form poetic and dynamic spatial compositions by seamlessly interlocking or weaving fluid structures throughout the space. Combine multiple rounded elements such as cylindrical tubes, and align in curved formations to enhance the feeling of softness and fluidity.



NUDES



Blank



Hildebrand



Created to Comfort



The Future Kept



Hotel Kinley



Dram Apothecary

In an age of social and political instability, people will look to be nurtured and enveloped. Create spaces and products that let people sink into the important things in life, boost intimacy, and enable connection. Ritualistic and calming dining and wellbeing experiences, such as tea pouring and CBD infusions, will capture consumer attention, while fireplaces, rounded edges, sensorial textures and soothing home comforts will offer tactility and warmth. The idea of the home-as-sanctuary will be stronger than ever, translating into a pared-back, warm minimalism that's lived-in and refined.



Andreas Engesvik



Commune and VTBS Architects



ADO

Action Points

Considered Comfort is driven by changing demands on the home, as it becomes a sanctuary, a wellness hub, and a work space. Furniture and lighting will be designed to create a sense of calm, with shapes, materials and colours that are soft and cosy.

1. **Embrace cosy curves:** use plump, cushioned forms and soft edges to give hard products a soothing and comfortable quality.
2. **Look to Japanese principles:** take inspiration from the pared-down aesthetics of Japanese design, using restrained colours and quality materials to create a sense of calm.
3. **Connect with nature:** bring the outdoors in with raw earthy materials used in a refined way. Embrace the natural imperfections and irregular patterns of these materials.
4. **Explore sustainable materials:** look at how you can limit your environmental impact and tap into the growth of plant-based lifestyles with alternative materials such as repurposed food waste.
5. **Bring earthy colours inside:** create warm, cosy interiors by using matte sun-baked colours and deep greens inspired by nature.

Soft Curves



Pierre Augustin Rose



Halgeir Homstvedt



Bandido Studio



Norm Architect



Artur de Menezes

Andreas Sengesvik

Create furniture and lighting with a cosy and homely appeal, using rounded shapes and curved contours

- Move away from hard edges and embrace organic shapes to give interiors a soothing quality
- Use super-soft fabrics and brushed materials to create a relaxed and snug sensibility
- Focus on saturated and muted colours, using earthy shades to add warmth to natural tones such as slate and stone

Considered Comfort



Laura Fulmine



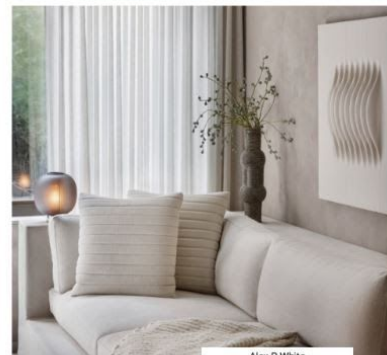
Anna Karlin Studios



Tristan Auer



Oscar Piccolo



Alex P White

- Spaces evolve to 'feel' comfortable. Tristan Auer creates interior layers to explore how a space can impact your mood. He says: "good design is not what you see, but what you feel"
- Sensorial tactility is at the core of this ethos, with an emphasis on calm, warm designs that encourage cosiness and relaxation as the home becomes a hub for personal wellness
- Rounded forms imbue a space with a sense of softness, facilitating relaxation

- WGSN provided me with a lot of information in regards to form and what is trendy.
- Each of these points expresses important information into why designers use curves in interior spaces and why they are important.
- All of these images give the perfect representation of why curves in furniture and interior spaces are important and how they are relevant.