

T I B I O

by



L E I B A L

MARKET ANALYSIS

The Leibal Mission

Leibal is...

“...a sourcebook to collect the world’s most beautiful and minimalist designs”





Attributes

1. Minimal
2. Craftsmanship
3. Unique
4. Sculptural
5. Pastoral

Persona



Susan

\$150k / year

Retired Lead Designer

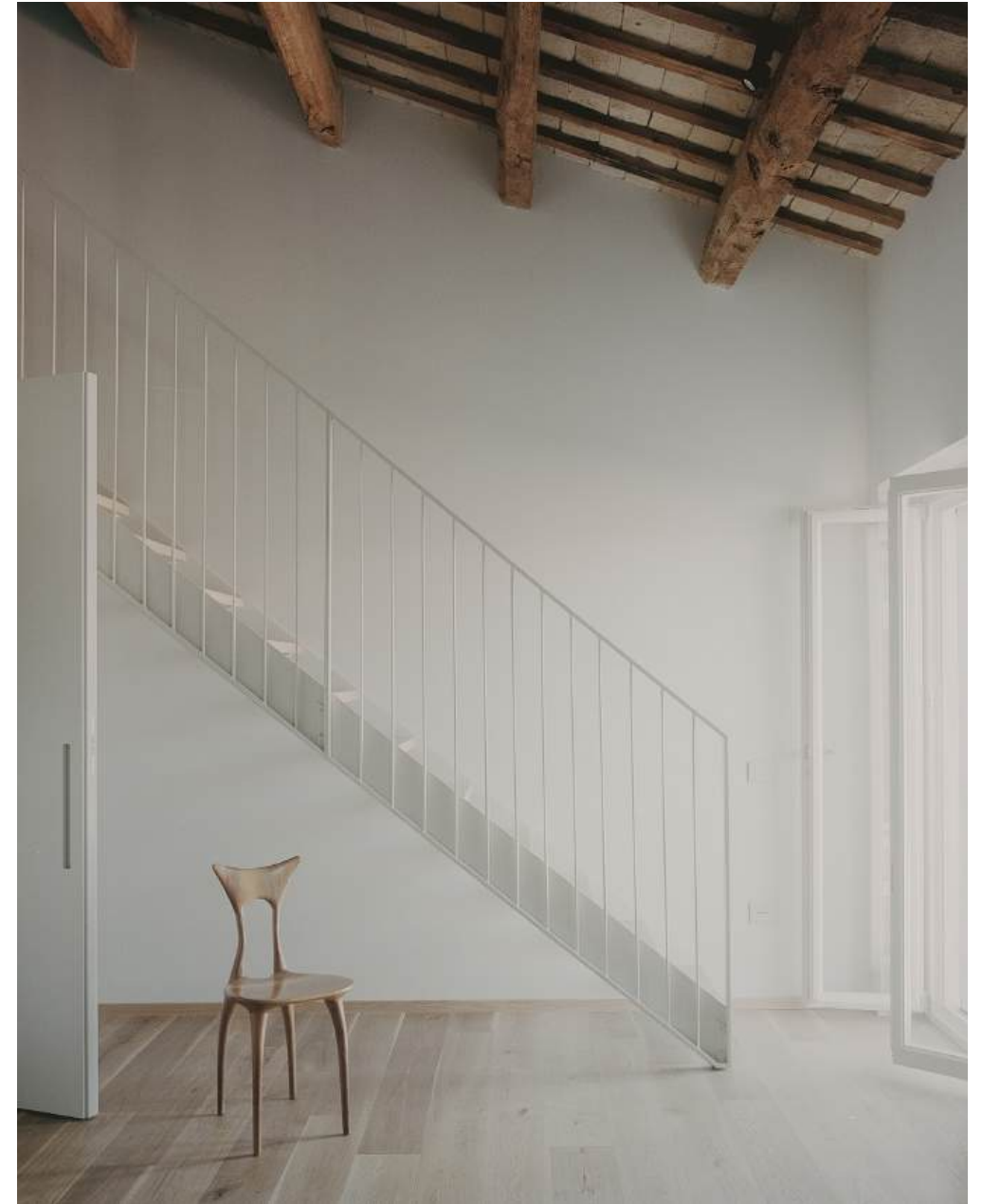
Works on design projects at home to make a more ideal living space



- Ages 40-75
- Formerly in the design field with knowledge of new designers and trends
- Interested in timeless design
- Purchasing for craftsmanship and quality
- Minimal aesthetic value; wood, metal and high quality fabrics
- Wealthy or possibly retired
- Playful and unique designs
- Interior architects, industrial designers, architects.

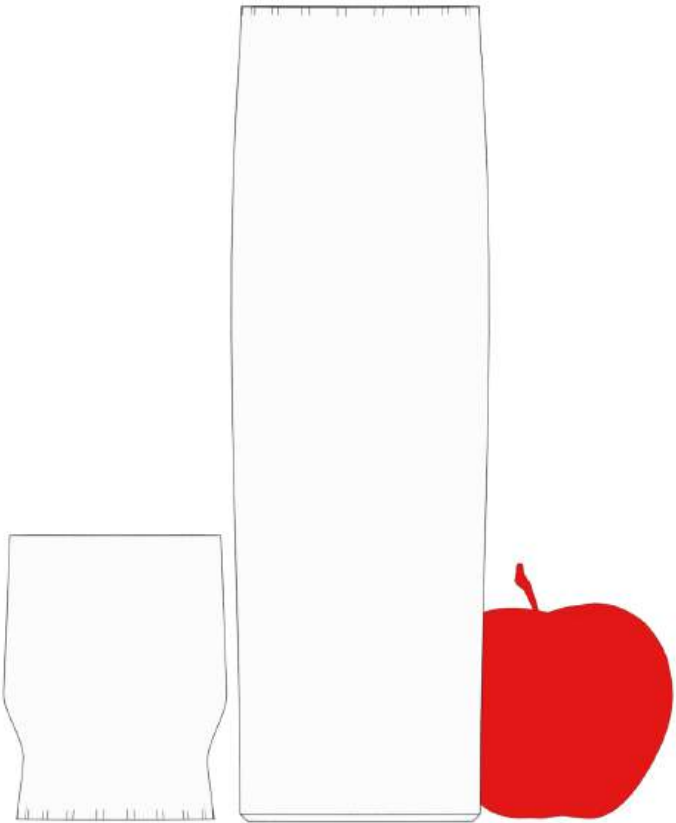
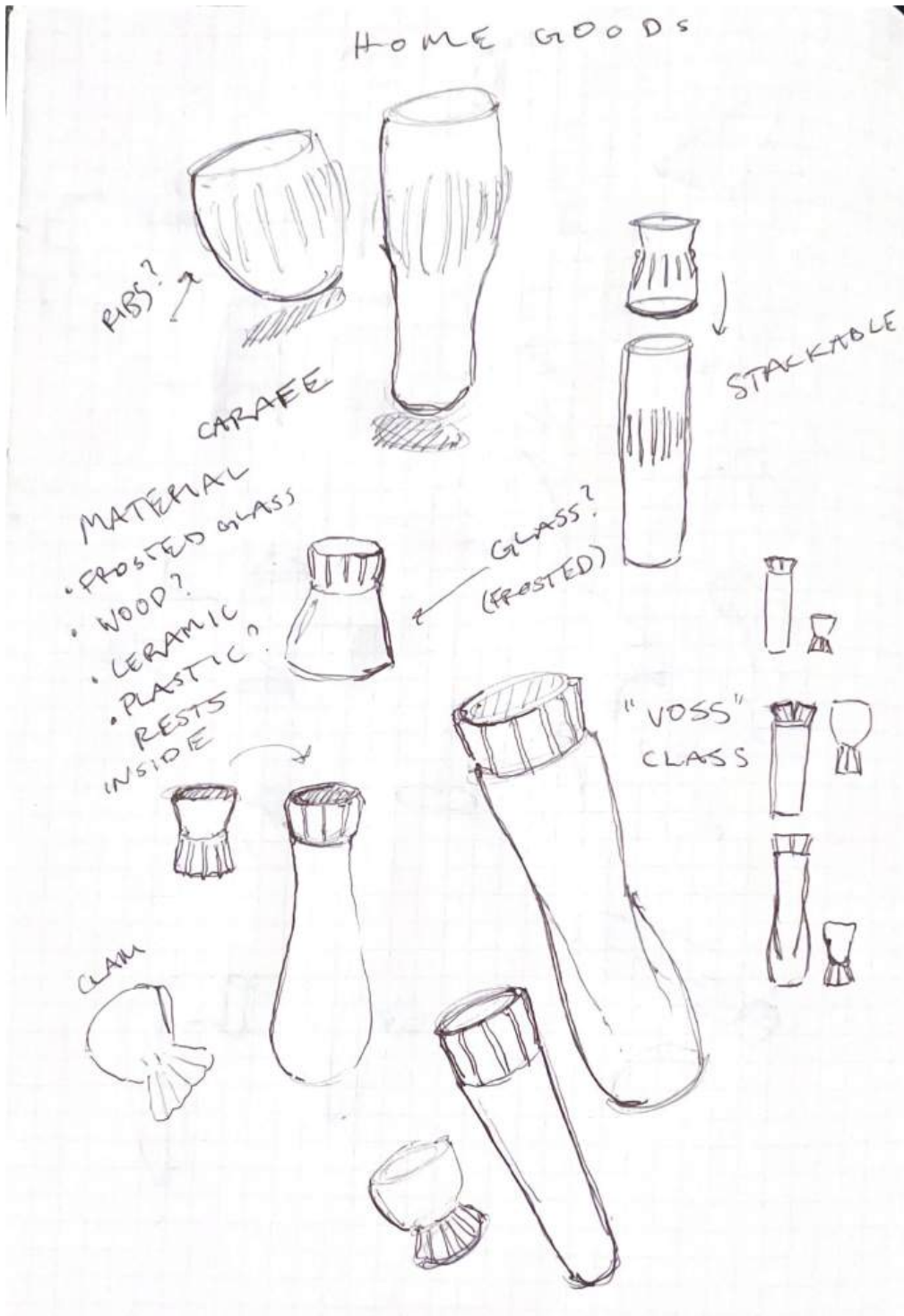
Design Elements

- Sculptural objects with striking forms
- Exposed/Raw materials
- Playful construction
- Refined objects in rough natural environments
- Invisible functionality



**O B J E C T
I D E A T I O N**

Carafe



Material Selection

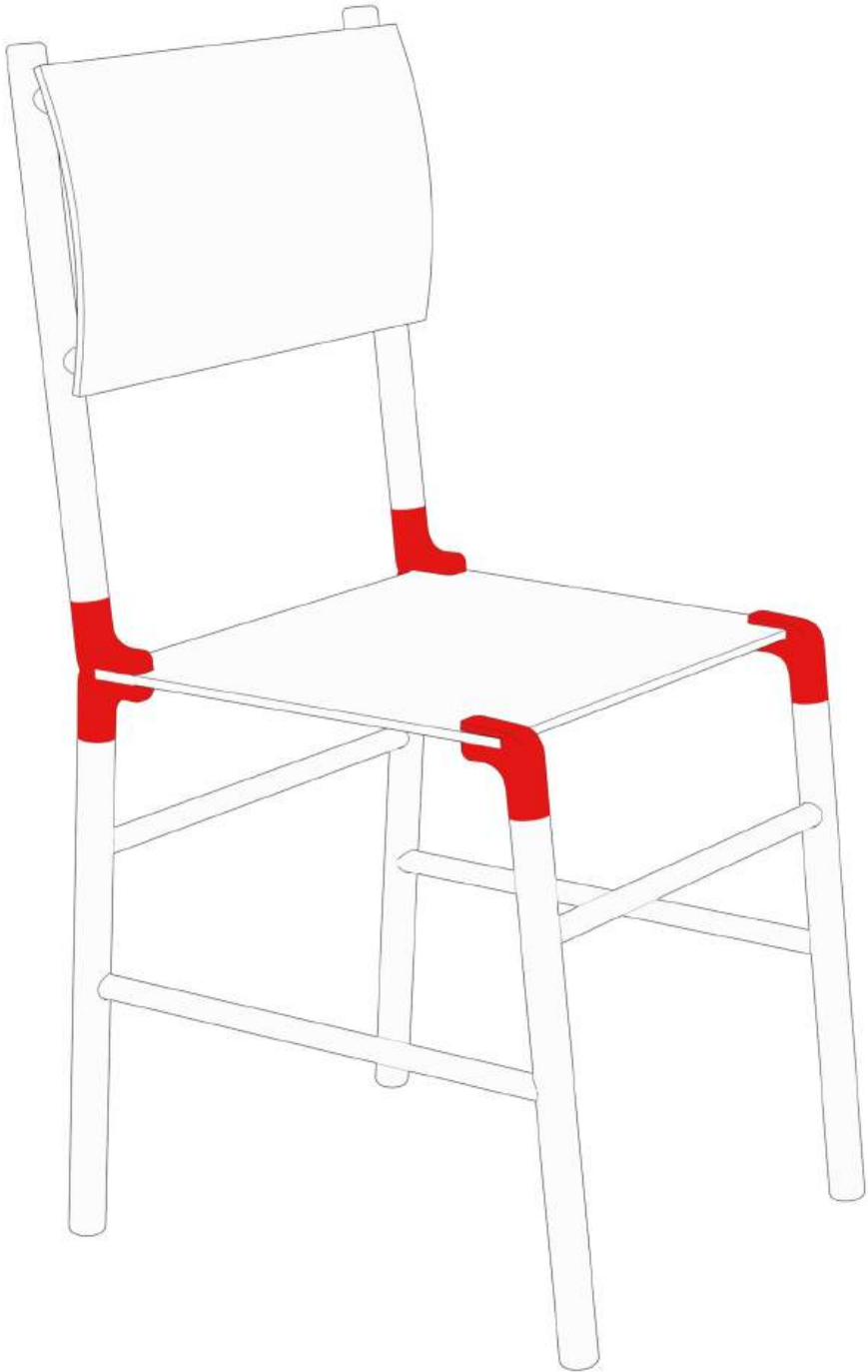
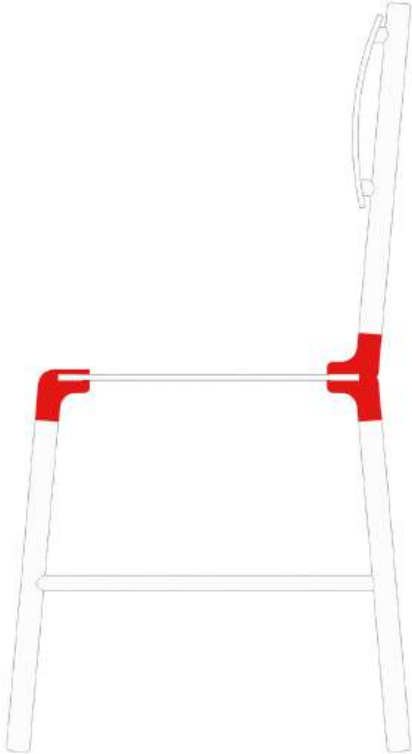
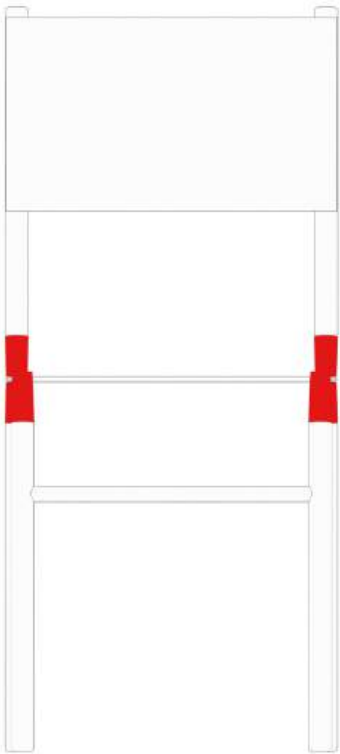
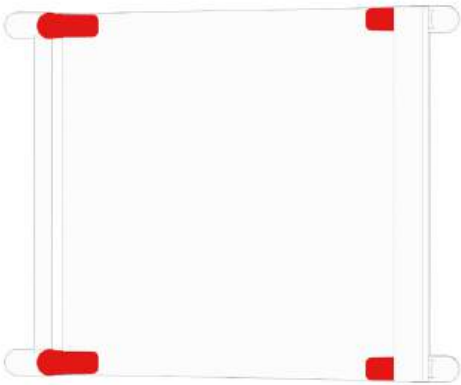
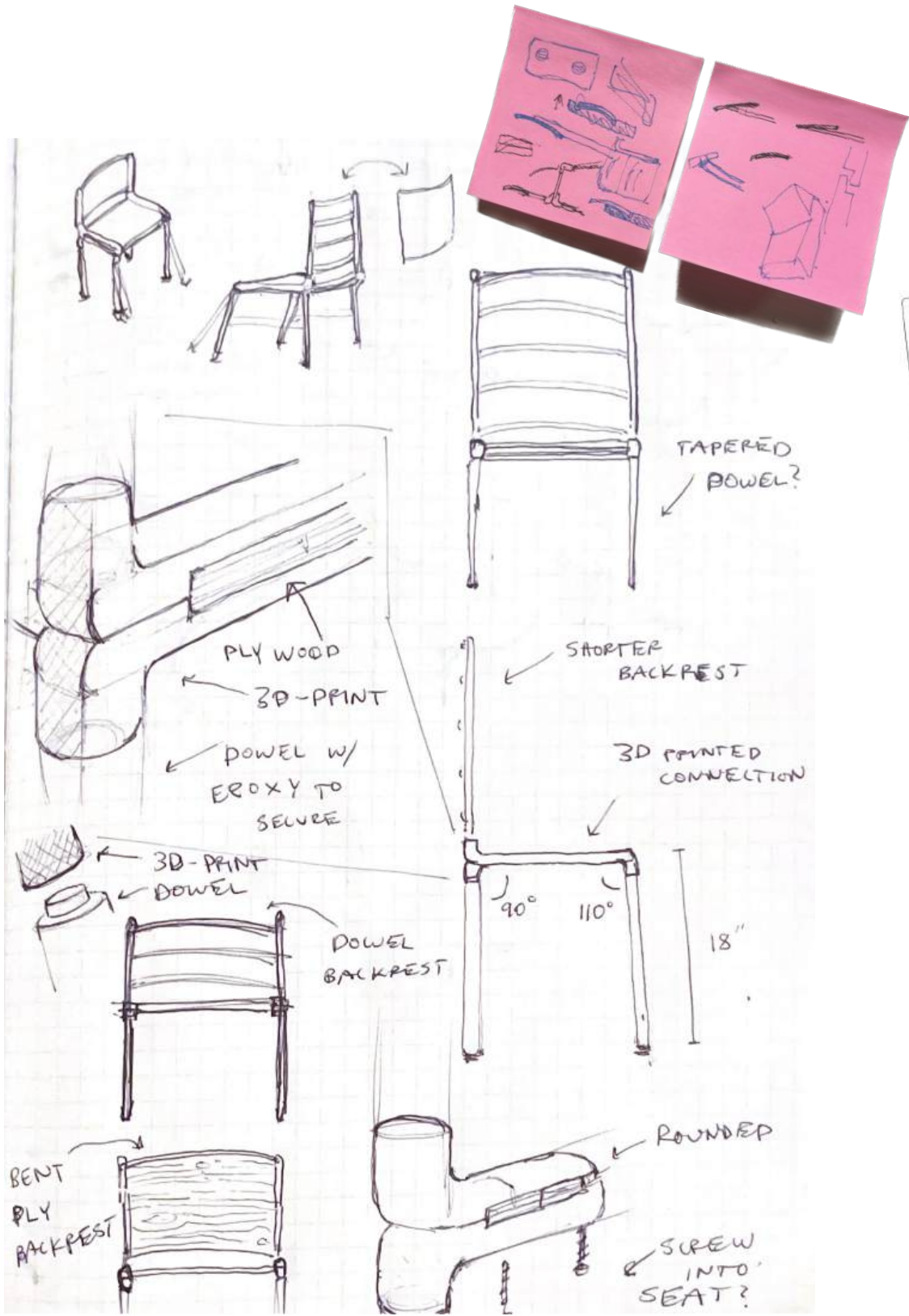
Colored Glass



Marble/Stone



Chair



Material Selection

Poplar Dowel



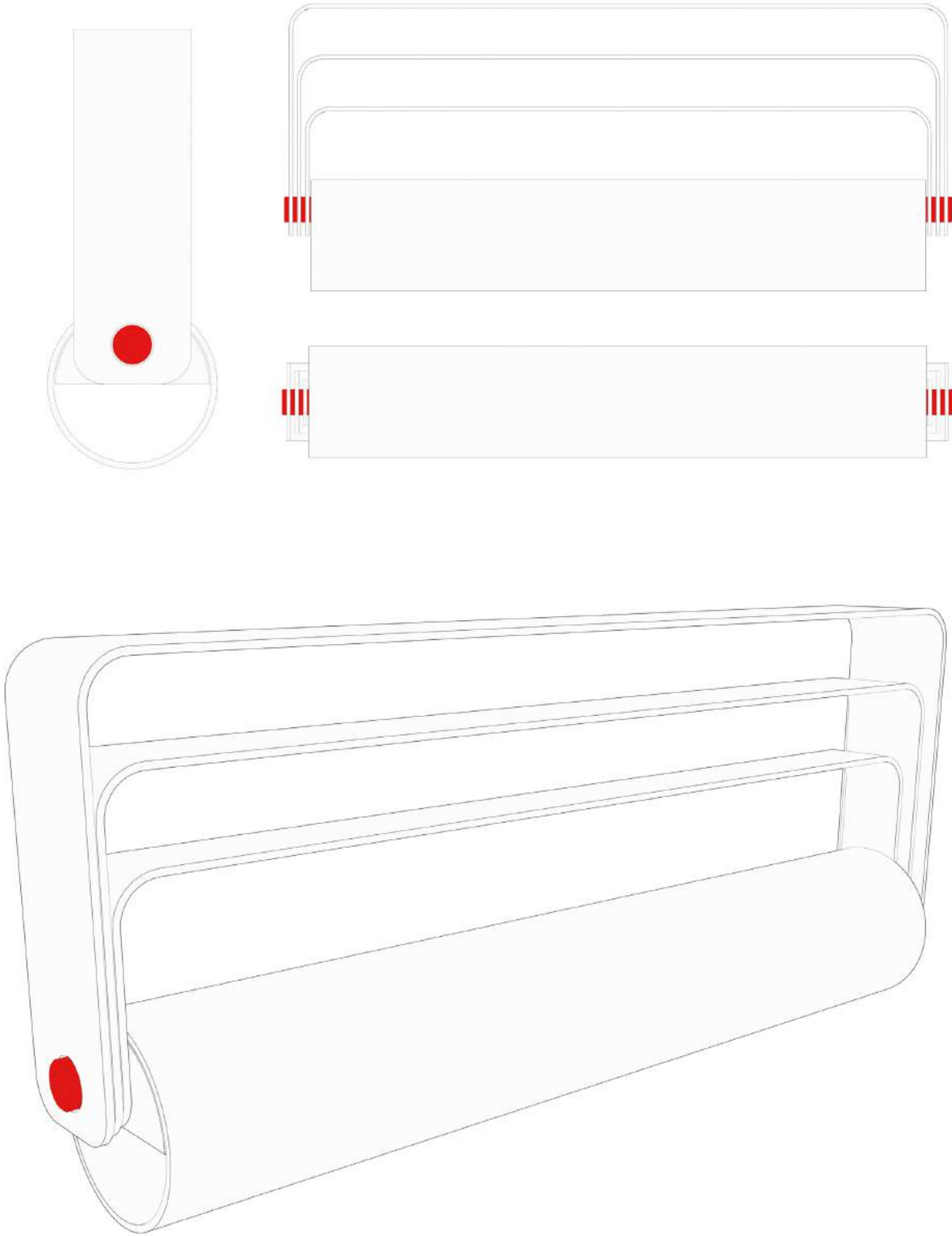
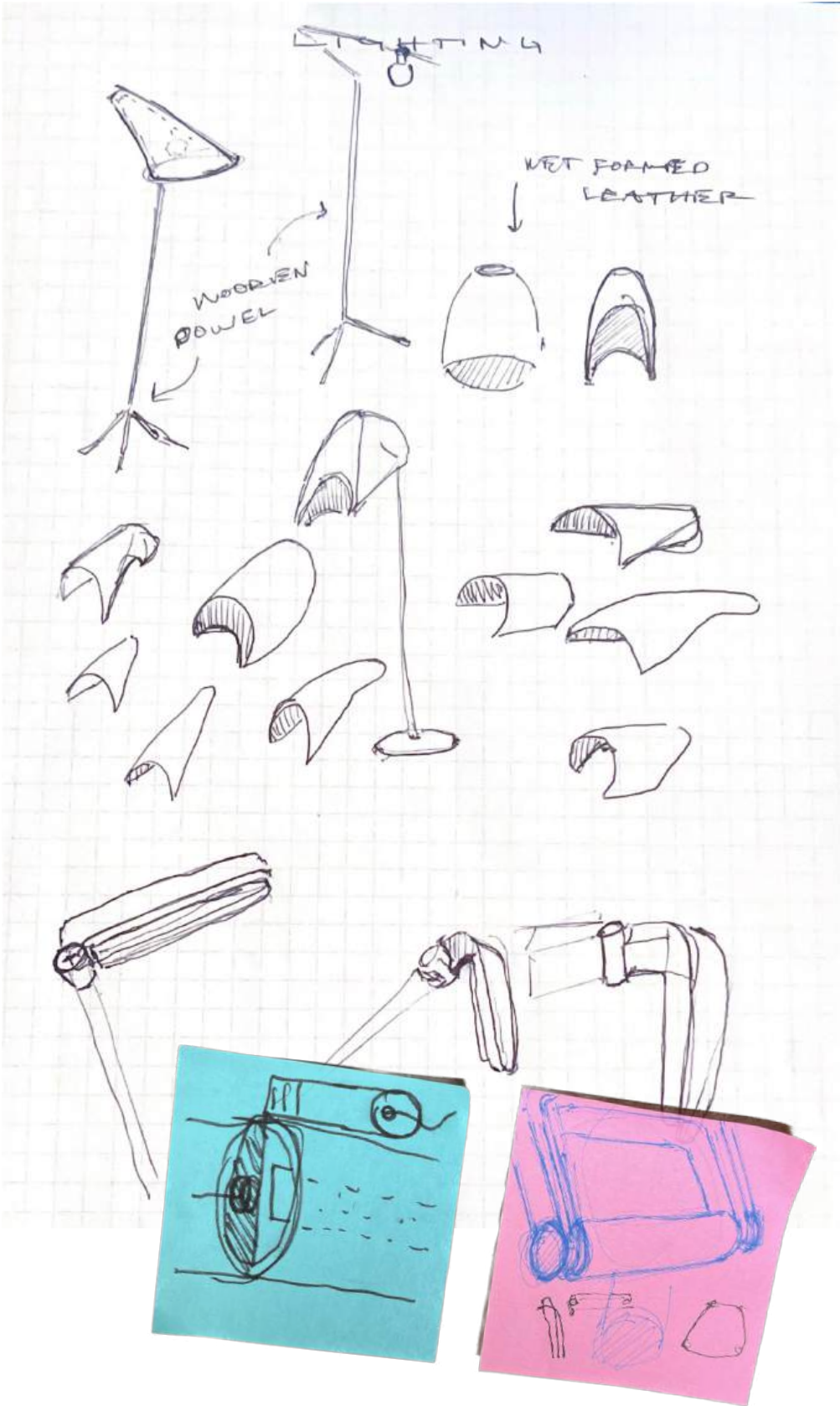
Cast Aluminum



Aluminum Hardware



Light



Material Selection

Extruded Aluminum



Frosted Acrylic



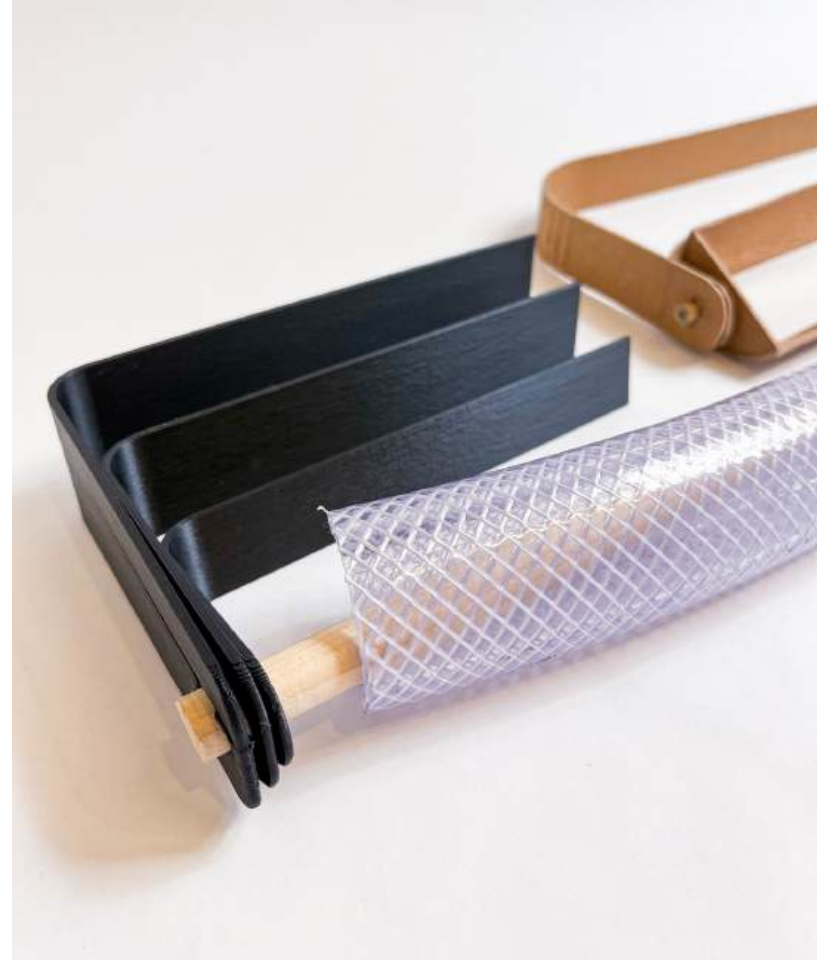
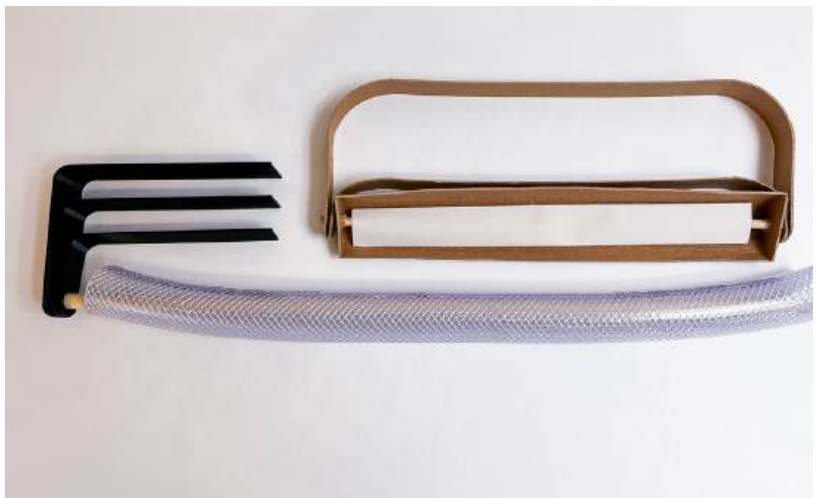
Aluminum Hardware



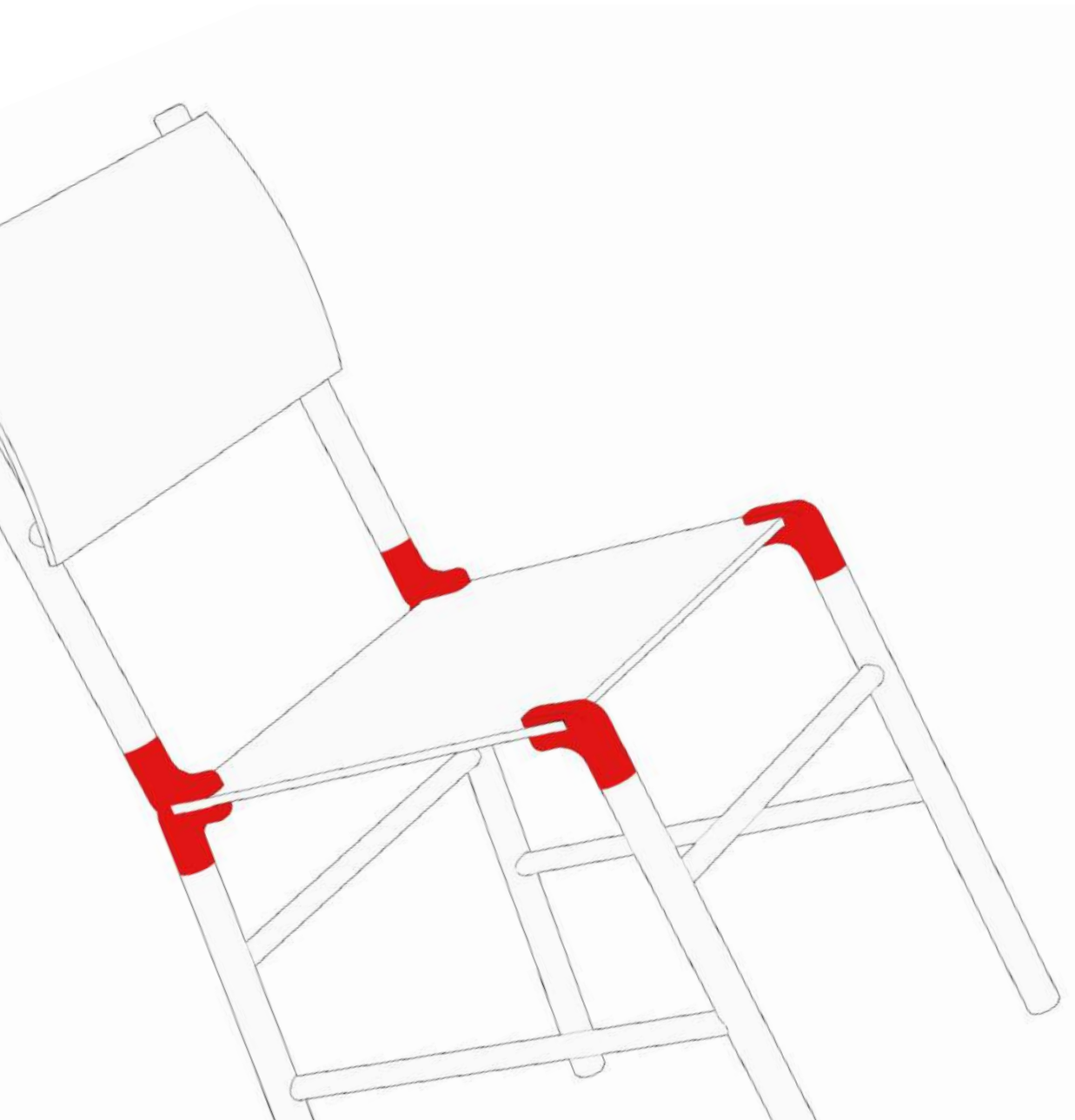
Poplar Interior



PHYSICAL PROTOTYPES





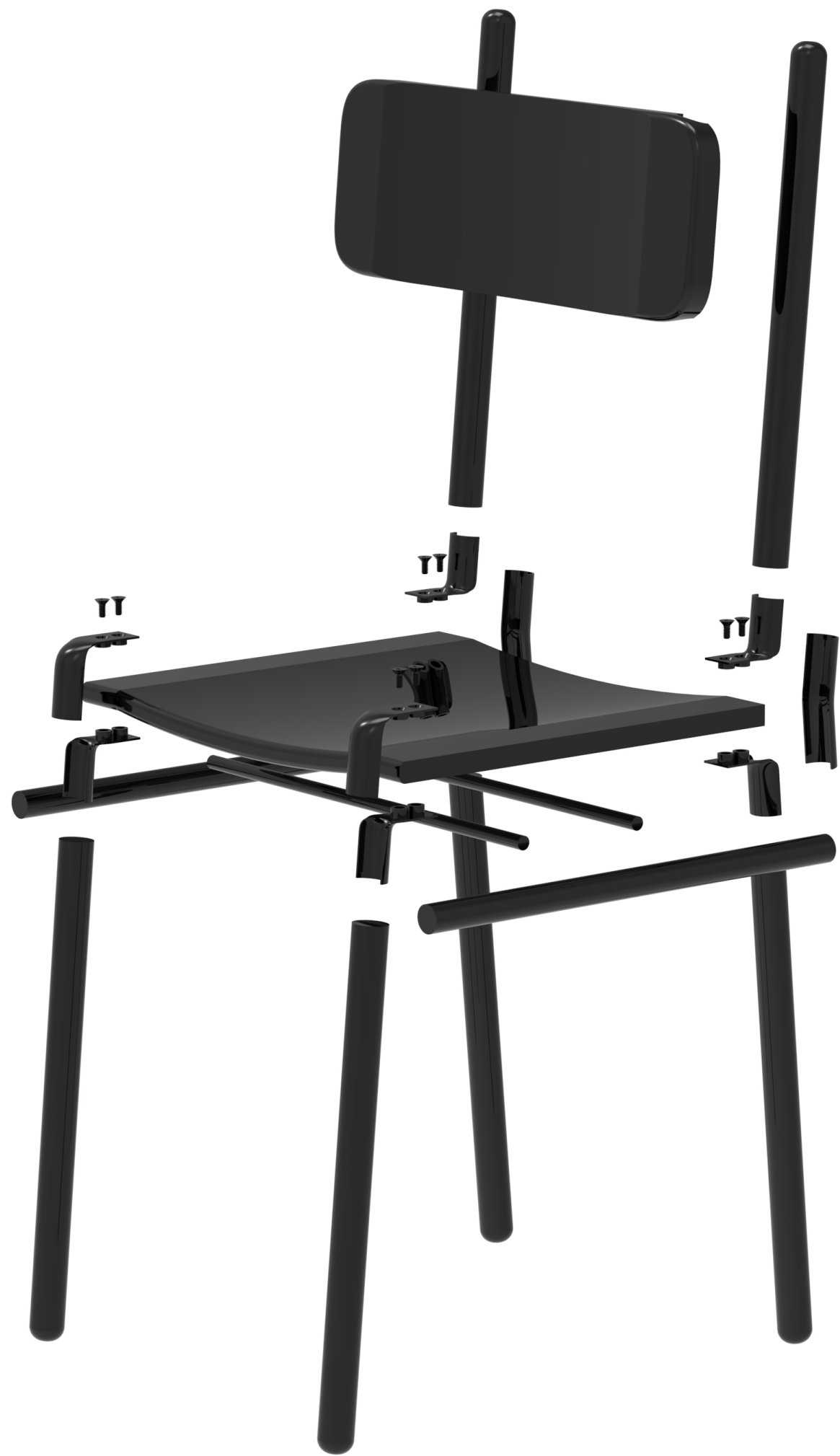


**FINAL
PROTOTYPE**
CHOSEN DESIGN - CHAIR











THANK
YOU.



LEIBAL