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A dinner party and design workshop
for co-creating the home

Spofford Design, Inc.

December 9, 2017

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For designers, manufacturers, and consumers who need support + connection around product development and discovery, **Spofford Design** is THE mutual benefit society that creates a next generation value chain for making and selling furniture, because only Spofford Design fosters meaningful connection to the real people + places behind the objects.

We believe in a human-centered approach to everything that we do. We endeavor most of all to facilitate innovation and collaboration in the home furnishings market by bringing about a new ecosystem made of fulfilling, authentic, and productive connections between members of our societies.

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The Basics

Concept: Spofford aims to differentiate itself in the home furnishings market through a unique collection and consumer experience shaped by a sense of place and an acknowledgement that consumers want to create spaces in their homes, rather than just by a piece of furniture. The workshop touched on themes like regionality and craft, and empowered consumers to engage in design co-creation.

Location: Home of Adam Hasler, Cambridge, Massachusetts

Date: Saturday, December 9, 2017

Facilitators: Adam Hasler (Spofford Design), James Huckenpahler (Spofford Design), James Peters (Craft Beer Expert), Noell Dorsey (Sommelier)

Agenda

6:00 - 6:30: Arrivals

6:45 - 7:00:
Presentation on wine and *terroir*

7:00 - 7:15:
Presentation on the craft of beer

7:15 - 7:45: Dinner is served

7:45 - 8:00:
Intro to Spofford and workshop.

8:00 - 9:00: Workshop

10:00: Cleanup and hang out!

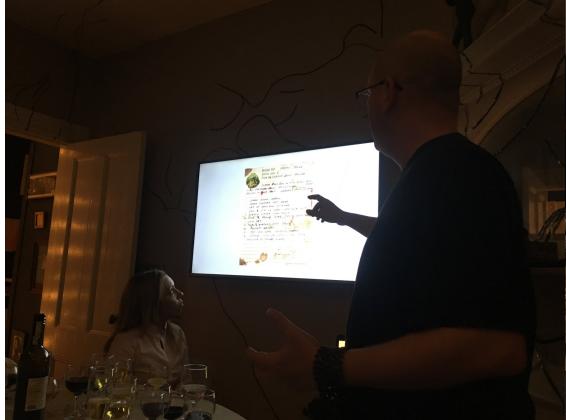
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Questions/Assumptions

- Can the expertise and creative vision of designers be extended and strengthened by **closer connections with consumers** who have more choice and more access to customization than ever before?
- Can Spofford Design **align the manufacture and marketing of home furnishings with the appreciation of regional foods and beverages**, the craft of preparing them, and the social bonds of enjoying them that has come about as a result of farm-to-table?
- Can product development and discovery process be reimagined to take into account **the broader goals of consumers**, and **can consumers be educated to engage in a co-creative design process** (and do they want to be)?

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Adam shows off a weathered recipe for British trifle



Noell teaches about terroir



British trifle, an “heirloom food”



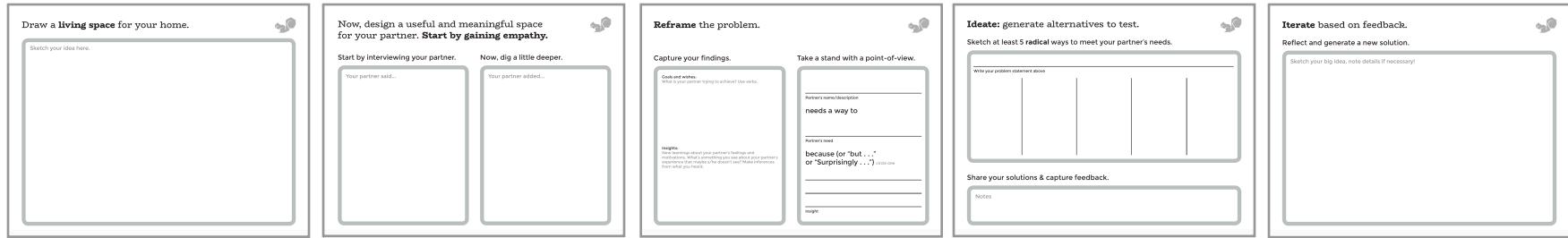
James speaks about beer



Workshop participants interview and design

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Workshop stages



Participants start thinking about living spaces by drawing or writing about their own, either existing or imagined.

Question: what makes it great?

Interviews begin between partners.

Questions:

how do you define success or fulfillment?

How does your space help or hinder?

Reflecting on two rounds of interviews, participants generate insights and define a problem.

Question:

what does my partner need to do?

What was unexpected?

Participants generate five radical ideas that represent possible solutions to their partner's problem statement.

Question:

what are the possibilities?

After presenting the possibilities, participants listen to feedback and choose one idea to iterate on.

Questions:

Which was a good idea?

How can I iterate on it?

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Insights and Patterns

What do people really want?

Freedom

Freedom to explore/be curious

Hosting Tradition

A space for everything

Serendipity

Spontaneity

Character

Community Member

Peace

Focus

BALANCE

Minimal Ambience
(but not austere)

Private Vs. Public

Nature

Surprise

Heirloom

Control Over Stimulation

Escape

Imperfect

Relaxation

Space for Everyone

Protection

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Example Problem Statements

Hi, I'm David. I need a way to define my spaces without reducing physical space

Hi, I'm Jillian, and I'd like to balance stimulation and tranquility

Hi, I'm George, and I want to activate shared experience.

I'm Noell, and I want to escape and create music

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Takeaways

For Spofford Design and its representatives present at the event, the workshop/dinner was filled with surprises. Within the specific context of the workshop, participants provided plenty of solutions or ideas that they developed for one another that seem very interesting, such as a **bar that converts to a couch**, or a **cylindrical stool that stores vinyls**, or a **gaming table** reminiscent of similar objects for past eras, reinvented for today as a coffeetable.

However, the greatest value of the evening did not come in a form that Spofford Design could

necessarily capture as it related to a strictly articulated business case (outside of the closer bonds with the participants who we hope will remain a part of our community).

Instead, the clear value was enjoyed by the participants themselves. The individuals and couples who joined Spofford Design engaged with one another in a way that was easy and enjoyable, and maybe even a little vulnerable. **We came together as a group and as a community around what mattered to us as people, not just consumers.** The world needs more of these kinds of dinners, because clearly it's missing them.

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Report prepared for Spofford Design
by Adam Hasler (CEO/Partner/Co-
founder) on Feb. 8, 2018

Spofford Design, Inc.