

Cellini Luong

Project 01

Eames Chair Personality Test

Charles and Ray Eames were a legendary husband-and-wife design team. Together, they paved a timeless avenue for furniture making. Many of the chairs we use everyday in schools, offices, airports, and more are constructs directly influenced by the development and production of Eames designs. The iconic duo found immense success in their ability to combine art and science, design and architecture, process and product, and style and function.

As a tribute to their legendary chair designs, I have created an Eames chair personality test. This interaction will take place as an online quiz and is designed for mid-century modern lovers and chair enthusiasts. Though every Eames chair shares a similar modern, yet functional quality, they undoubtedly each have their own uniqueness to them. This personality quiz will ask you questions in order to determine which iconic chair design resonates the most with your personality.

For the Eames Chair Personality Test, I wanted to emulate the same sleek sophistication that the Eames designs are known for. I used a geometric Sans Serif to keep my text clean and simple. I chose a neutral background color and primary colors as my main palette. This addition of color brings a playfulness to the overall experience. I created contrast between deep, bold headers and small thin subtext. My design style was influenced by Swiss typography trends and Bauhaus color and style.