



ID	DC3
Name	Palace
Design	Daciano da Costa, 1970-71
Production	Móveis Sousa Braga, 1970-71
Commercialization	Uniforma, 1992 (manufactured by Fago)
Materials	Andiroba wood, woven cane
Techniques	Cutting, hand weaving
Dimensions (mm)	W.618 x D.550 x H.775 x SH.431 (author's measurements)
Sampling criteria	Daciano wooden frame chair (Martins 2001; Neves 2003)
Image source	Author's photo



ID	DC4
Name	Penta-Restaurant
Design	Daciano da Costa, 1971-75
Production	Móveis Sousa Braga, 1971-75
Commercialization	N/A
Materials	Beech wood (darkened), fabric upholstery
Techniques	Cutting, upholstering
Dimensions (mm)	W.570 x D.480 x H.680 x SH.UNK (Neves 2003)
Sampling criteria	Daciano wooden frame chair (Martins 2001; Neves 2003)
Image source	(Martins 2001)



ID	DC5
Name	Tripeça
Design	Daciano da Costa, 1972-77
Production	Móveis Sousa Braga, 1972-77
Commercialization	N/A
Materials	Wood, fabric upholstery
Techniques	Cutting, upholstering
Dimensions (mm)	W.470 x D.423 x H.720 x SH.440 (author's measurements)
Sampling criteria	Daciano wooden frame chair (Martins 2001)
Image source	(Martins 2001)



ID	DE6
Name	Costureira
Design	Daciano da Costa, 1970
Production	Móveis Sousa Braga, 1970
Commercialization	Metalúrgica da Longra
Materials	Beech wood, leather upholstery
Techniques	Cutting, upholstering
Dimensions (mm)	W.456 x D.403 x H.679 x SH.430 (author's measurements)
Sampling criteria	Daciano wooden frame chair (Martins 2001)
Image source	Author's photo

Fig. 3.2 Daciano Chairs Sample

3.3.2 Jasper Chairs

Jasper Morrison (born 1959, London) is a well-known English designer. He received a Bachelor degree in Design in 1982, from Kingston Polytechnic (London), and a Master's degree in Design in 1985 from the Royal College of Art (London). In 2007 he was awarded an honorary doctorate in Design from Kingston University (formerly known as Kingston Polytechnic). He established his Office for Design in London in 1986, and currently has also offices in Tokyo and Paris. Morrison has been as a Royal Designer for Industry since 2001.

Morrison has a very concise guiding principle: to design ‘normal’ objects, for everyday life and for everyone’s use. The designer believes that “special is usually less useful than normal” (Morrison [2002] 2006, p.233). This implies to design ordinary familiar objects that result from centuries of evolution, instead of groundbreaking designs often contemplating unnecessary changes promoted by marketing. ‘Normal’ objects are practical, durable, helpful, and honest. Moreover, he seeks for anonymous and affordable designs, ideals that are not always achievable.

The designer’s style is guided by minimalism principles. Clean, simple and sexy forms produce visually light objects, with a balance between aesthetics, function and materials. Morrison regards design as a tool for improving daily life, a vision inspired in the Alexander’s book ‘A Pattern Language’ (Alexander et al. 1977). His work is influenced by designers such as Dieter Rams, Eileen Gray, Le Corbusier, Jean Prouvé, and Franco Albini; and by styles such as Modern design, Scandinavian design, and Bauhaus style. He derives inspiration from the observation of real-life objects (Morrison 2017a)⁵, and from illustrations, cartoons and typography.

The work of Jasper Morrison mostly addresses mass-produced products, including a wide range of products such as furniture, lighting, kitchenware, sanitaryware, electronics, and transportation. He has already collaborated with companies from all over the world, such as Cappellini, Alessi and Magis (Italy), Vitra (Switzerland), Muji (Japan), Samsung (South Korea), Camper (Spain), Maharam and Emeco (USA), SCP (United Kingdom), and Rowenta (Germany).

Jasper Morrison and Naoto Fukasawa promoted in 2006 the exhibition Super Normal in Axis Gallery, Tokyo. A retrospective exhibition of Morrison’s work, called *Thingness*, took place between 2015 and 2017 in places such as the Tate Modern (London) and the Bauhaus Archive (Berlin). His work is exhibited in the most important museums of art and design around the world, including the Design Museum (London, UK), the Vitra Design Museum (Weil am Rhein, Germany), the Victoria & Albert Museum (London, UK) and MoMA (New York, USA).

The subpopulation database contains 55 seats and is available in **Appendix 3.A.2**. The subpopulation was extracted from one source: the official web page of Jasper Morrison (Morrison 2017b). The sample was selected from this database.

⁵ (Morrison 2017a) is a selection of handcrafted artefacts of everyday rural life in Portugal. It illustrates pure and beautiful objects that are derived from trial-and-error evolution and simple resources.