



Zenimals

Unit 8 Assessment presentation

Client : Haworth

Design for neurodiversity

Marie Roy, BA PFD Year 2

“I can remember the moment when I had a calm feeling for the first time. It was when I was lying under a sofa cushion and my sister was sitting on it. I can still remember that feeling of calm from deep pressure.”

Temple Grandin, neurodivergent behaviourist

- weighted therapy
- Pressure to the body stimulates proprioceptive sense (sense of movement, location, action) and helps relax and develop greater awareness to the body.



Childhood comfort animal



Comfort and relaxation in the body

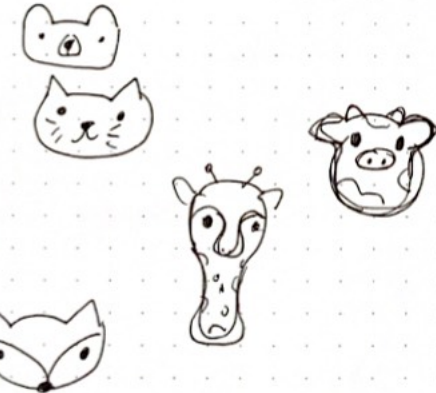
offers better comfort in chair



huggable → calms nervousness
also can use as pillow for nap time.

Animals:

- bear
- cat
- cow
- giraffe
- fox



Japanese "Posture Pal"
puts on desk to help
posture



↳ soft feeling
but also firm to
support and
stay.

better
posture



extends
back

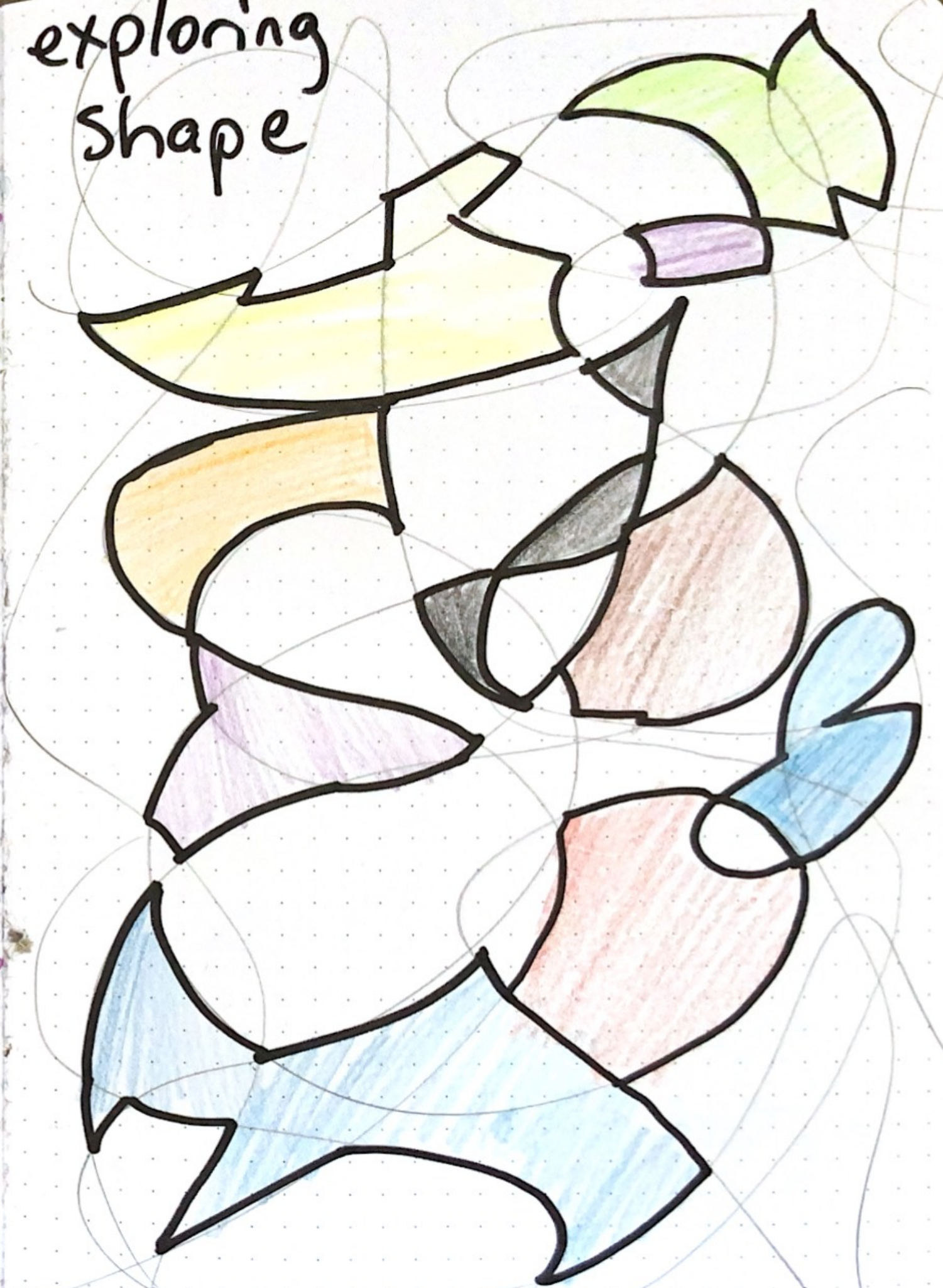
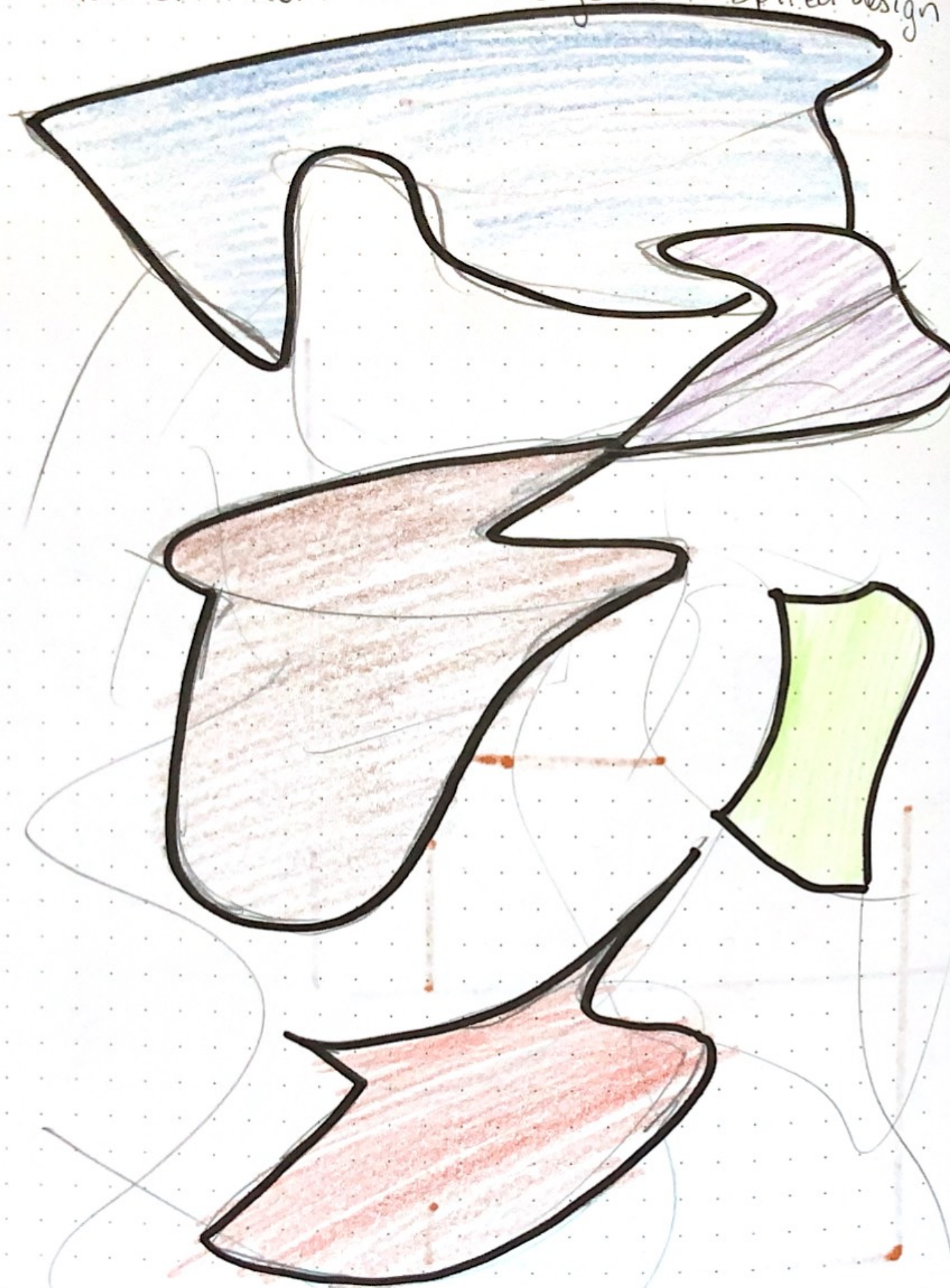
How to professionalize
it?

neutral colors
Simple design
Office-themed
Each their own
Soft materials - cotton?

Abstract shapes to fit into the office landscape.

hawerth.com → Knowledge → Inspired design

exploring
Shape



↳ holes for hands in?

anchors
↳ too warm
↳ overtake living
for nd people



Fill with
rice

↳ like heating
pillows

↳ need to
allow for leg
room

Modular

Movable



back support



front support



head support
for nap/rest



hug/squeeze for
comfort



leg support
free sitting



Bigger scale for unit 8.

Contextual research: Animals in professional brands



Loewe Elephant bag



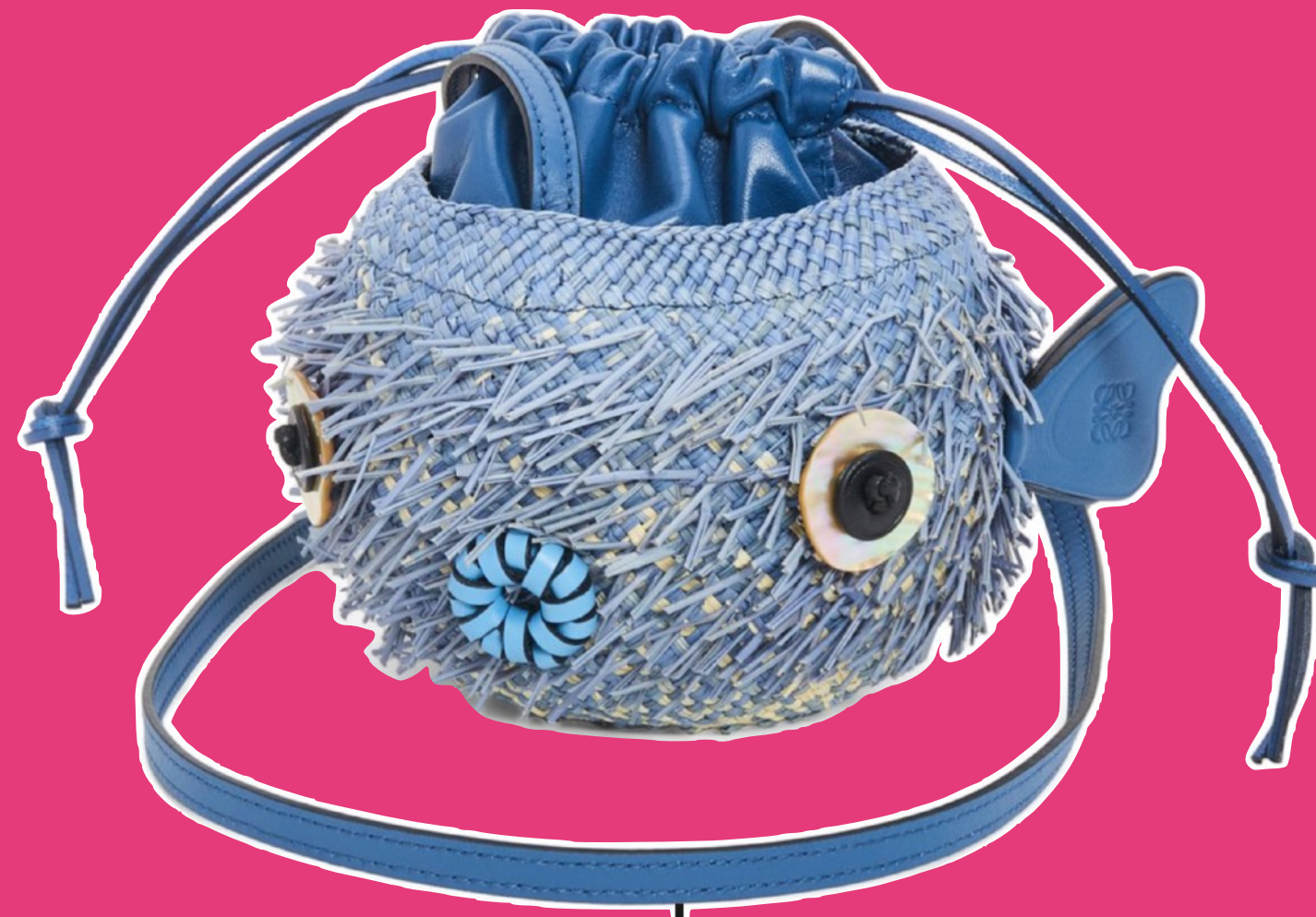
Charles Jeffrey Loverboy
Gromlin bag



Radley Crossbody bag



Judith Lieber Crystal
Bunny minaudière



Loewe Blowfish pouch



Thome Browne leather
horse bag



Enzo Mari *Animal Jigsaw* (1957)



Simplified shapes + puzzle



What?

- modular weighted cushions
- Abstract animals
- Building a bond, safe companion at work
- Take care of it, makes you want to come back

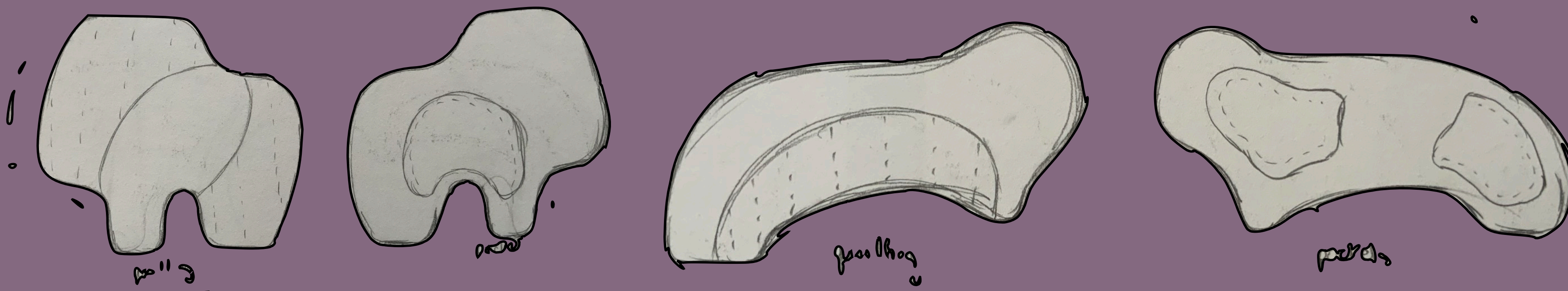




Final prototype



Body observation to see where to position pockets and weighted quilting



Haworth's signature making

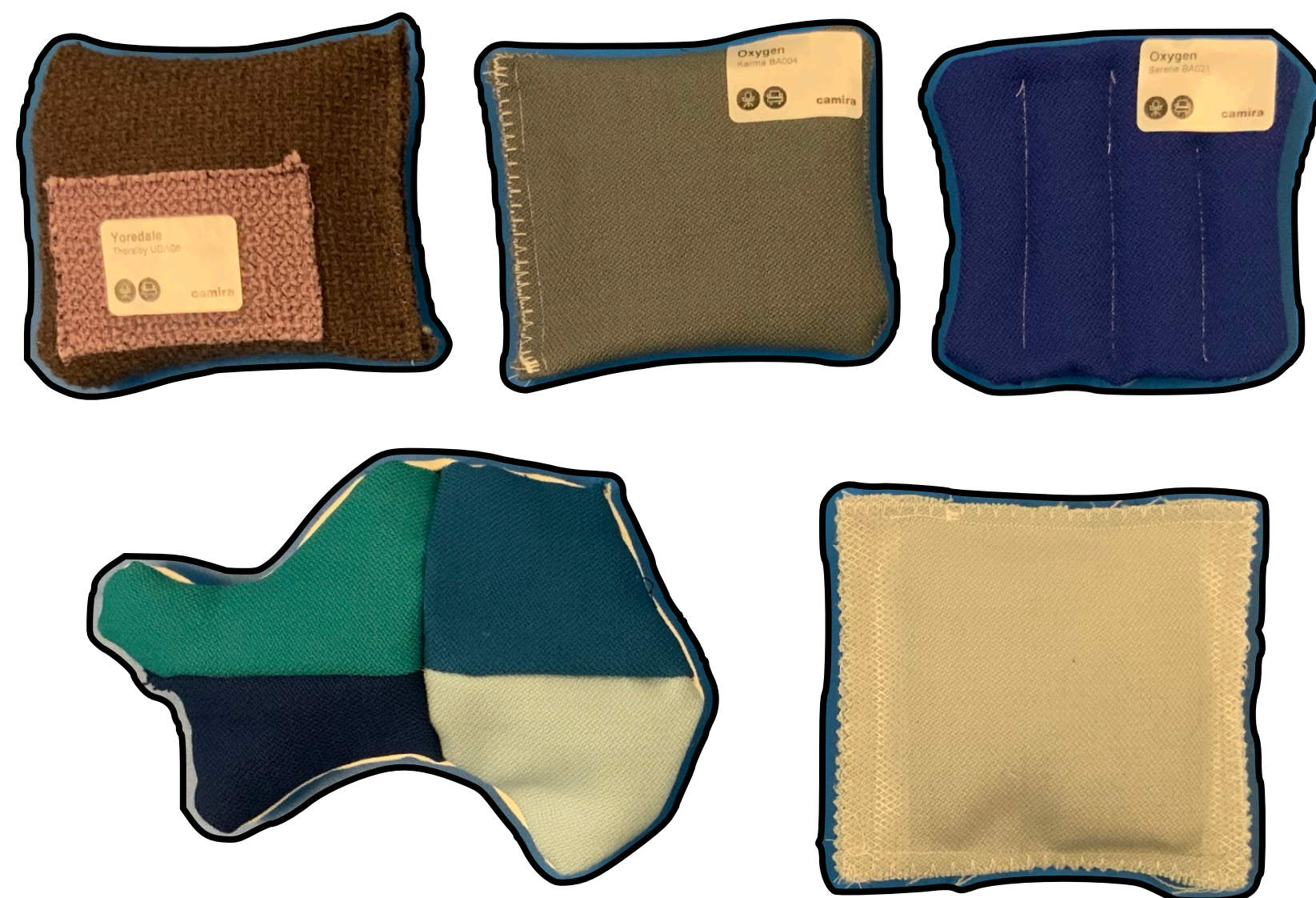
Fabrics, finishing and edges - identity of the brand





- Panel of people with different neurodivergent paths
- Material samples exposed to them
- Body language

Material research - outside and inside

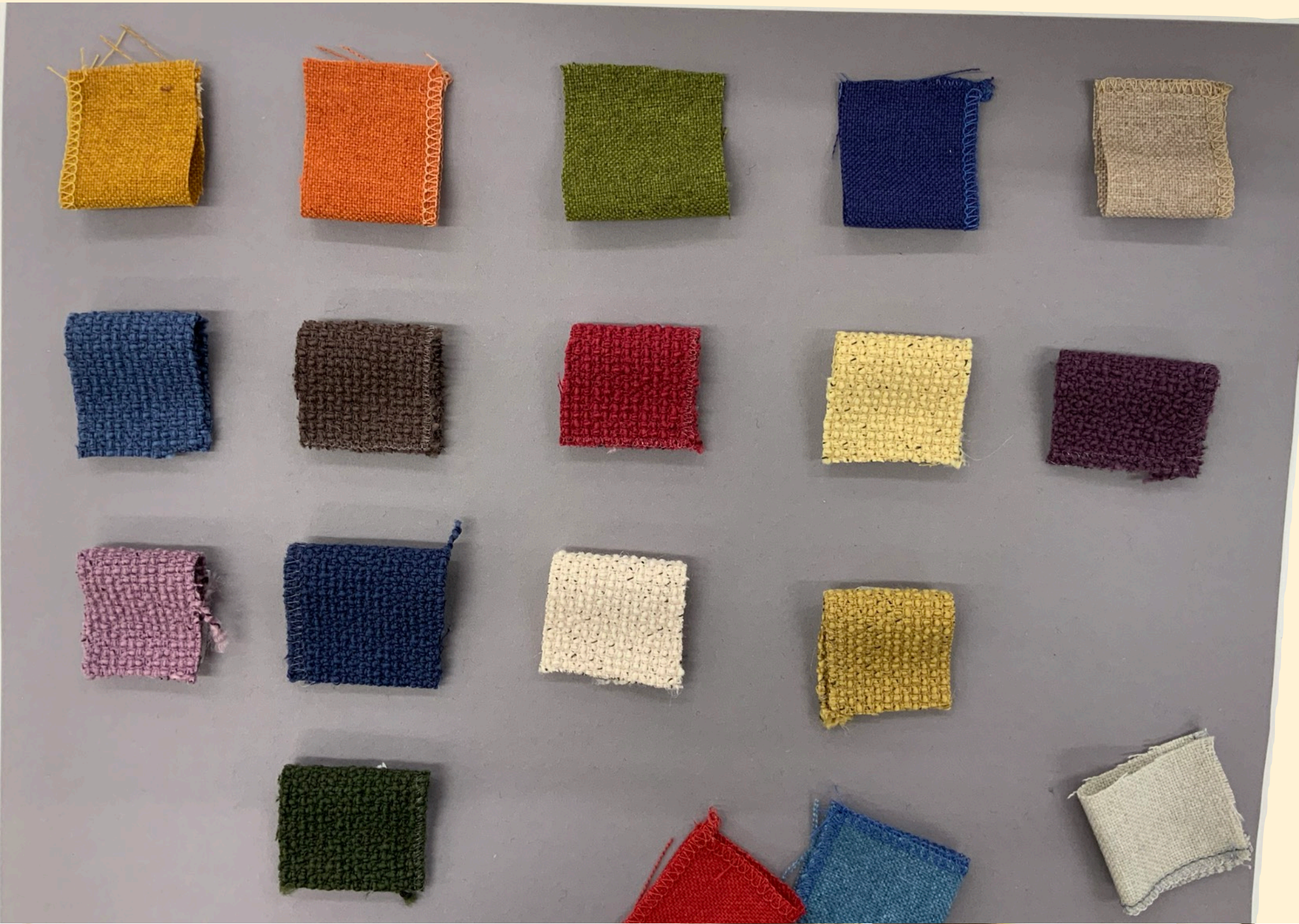




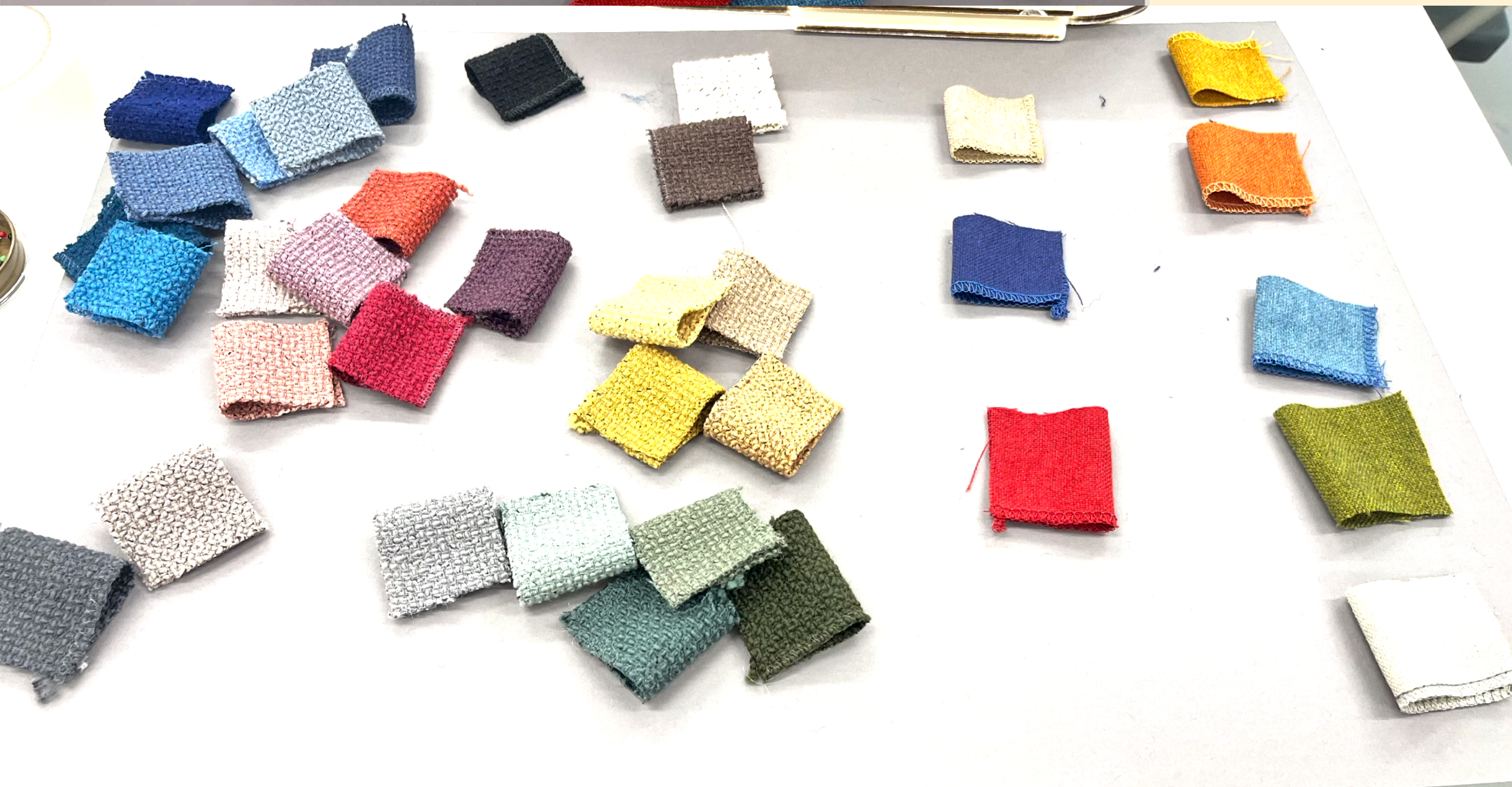
The Conran Shop textured pillows

Texture combinations





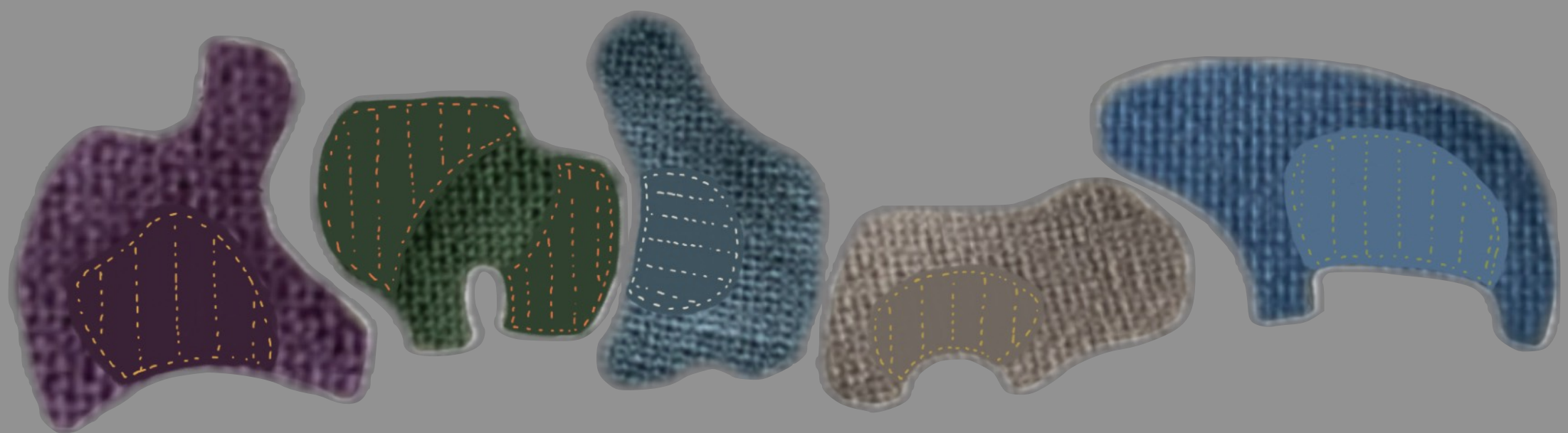
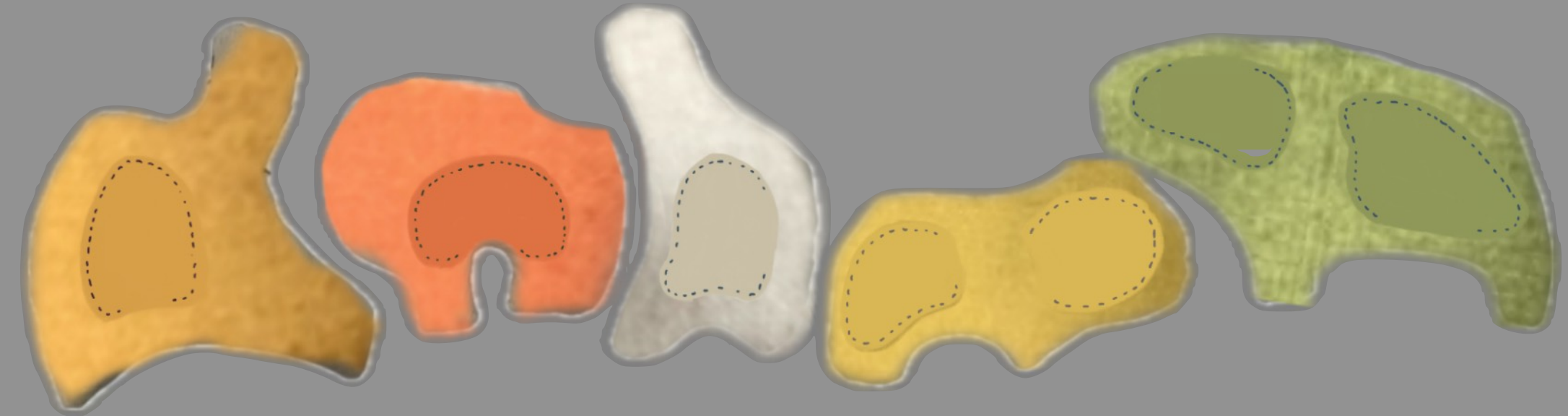
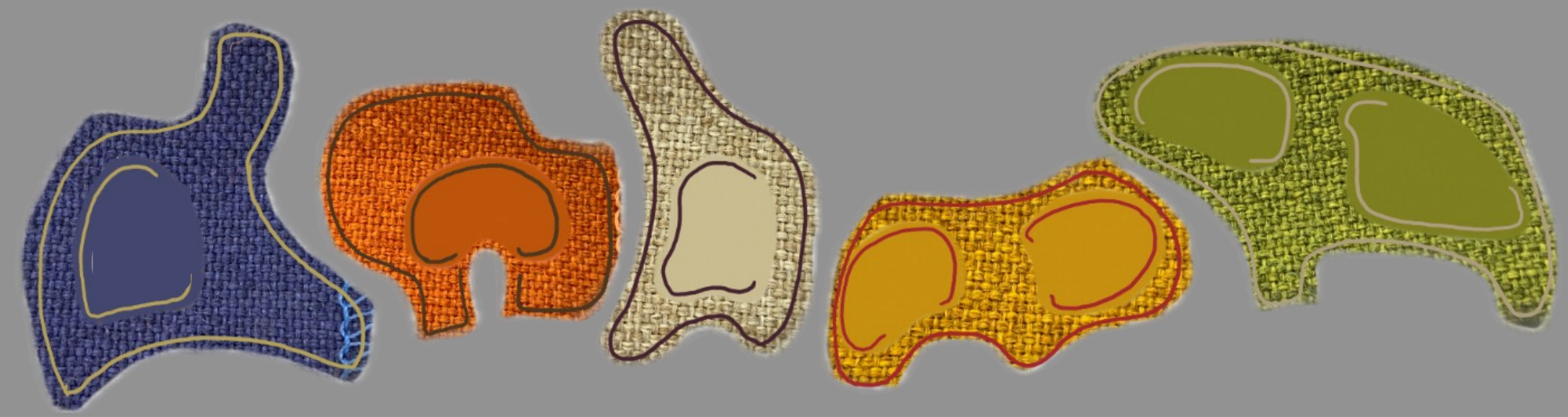
Colour research

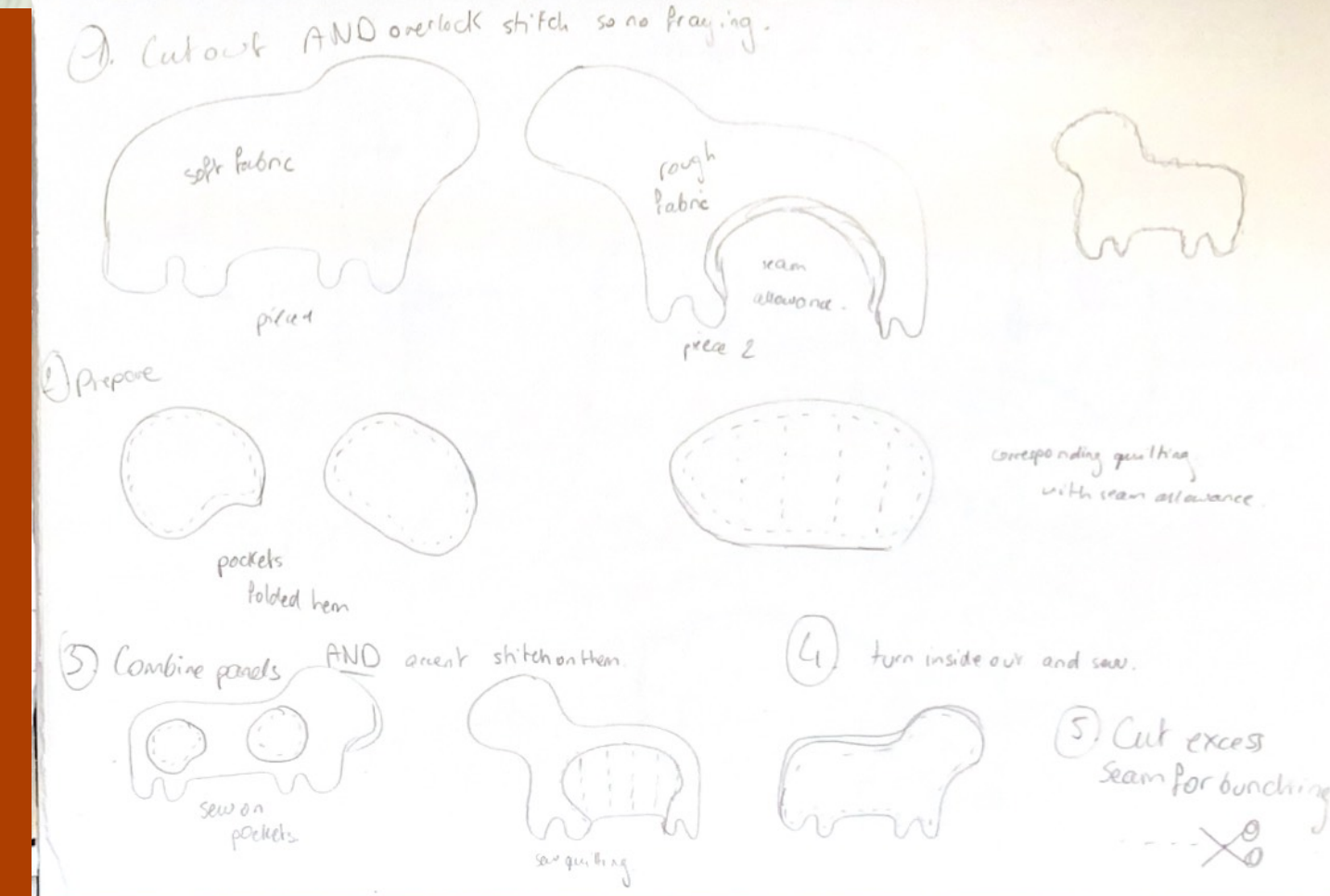
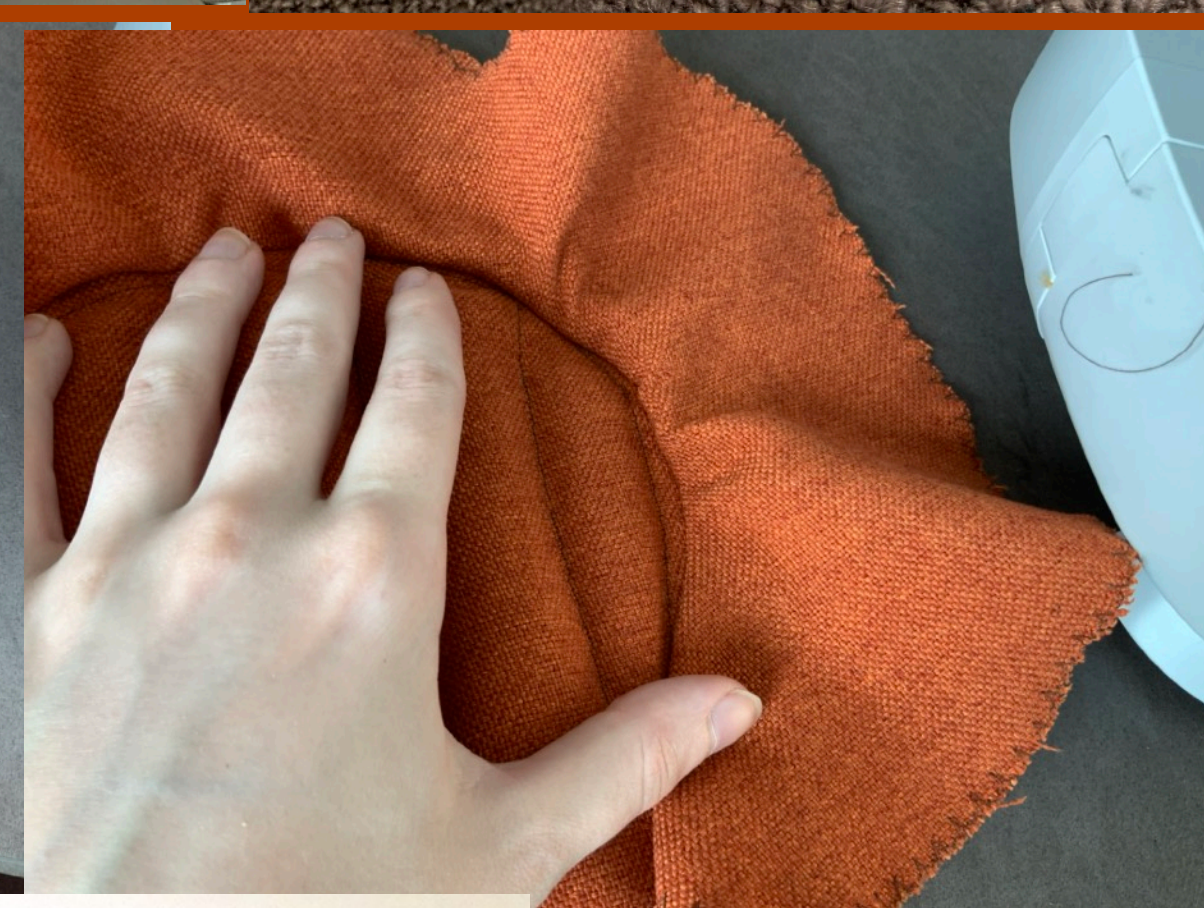


Yoredale Camira - blend of wool and
polyester bouclé

Haworth - 100% wool linen







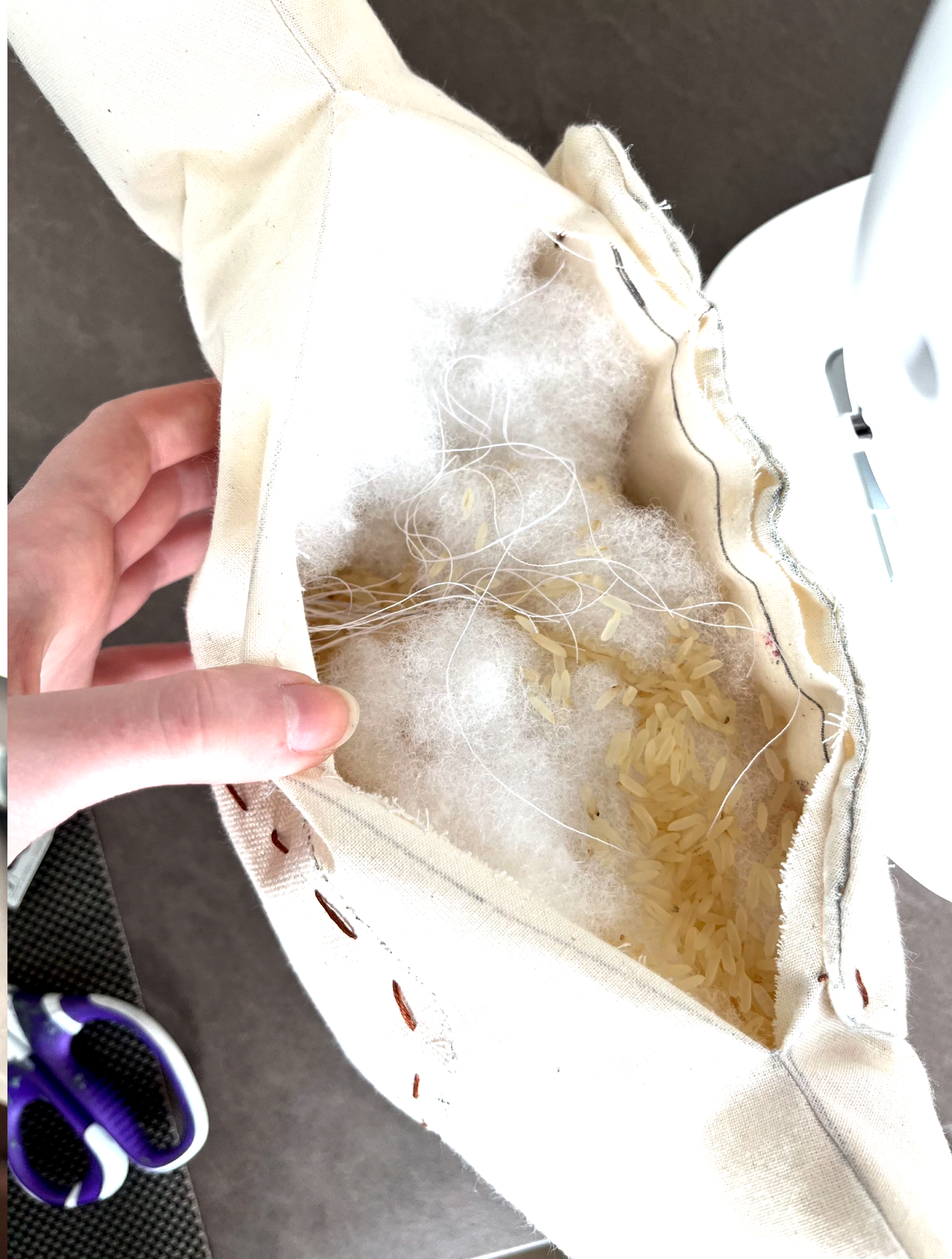
Making process

Openest double booths by Patricia Urquiola





Fabric waste as filling -
full circle





Marie-Charlotte Roy

Zenimals

We were tasked to design an inclusive add-on to Haworth's furniture and accommodate the neurodivergent workforce in the office space.

Zenimals are modular weighted cushions shaped like abstract animals, which can also fit together as a puzzle. These cushions offer comfort and grounding for neurodivergent individuals through weighted therapy, providing sensory support.

The cushions feature pockets on the first - more textured - side, for an added exploration aspect, as well as weighted quilting on the other, smoother side.

Because the office workplace can be source of a lot of unwanted stress and anxiety, Zenimals deliver a sense of security, a safe companion in your work environment.

ual:

The End