



# 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

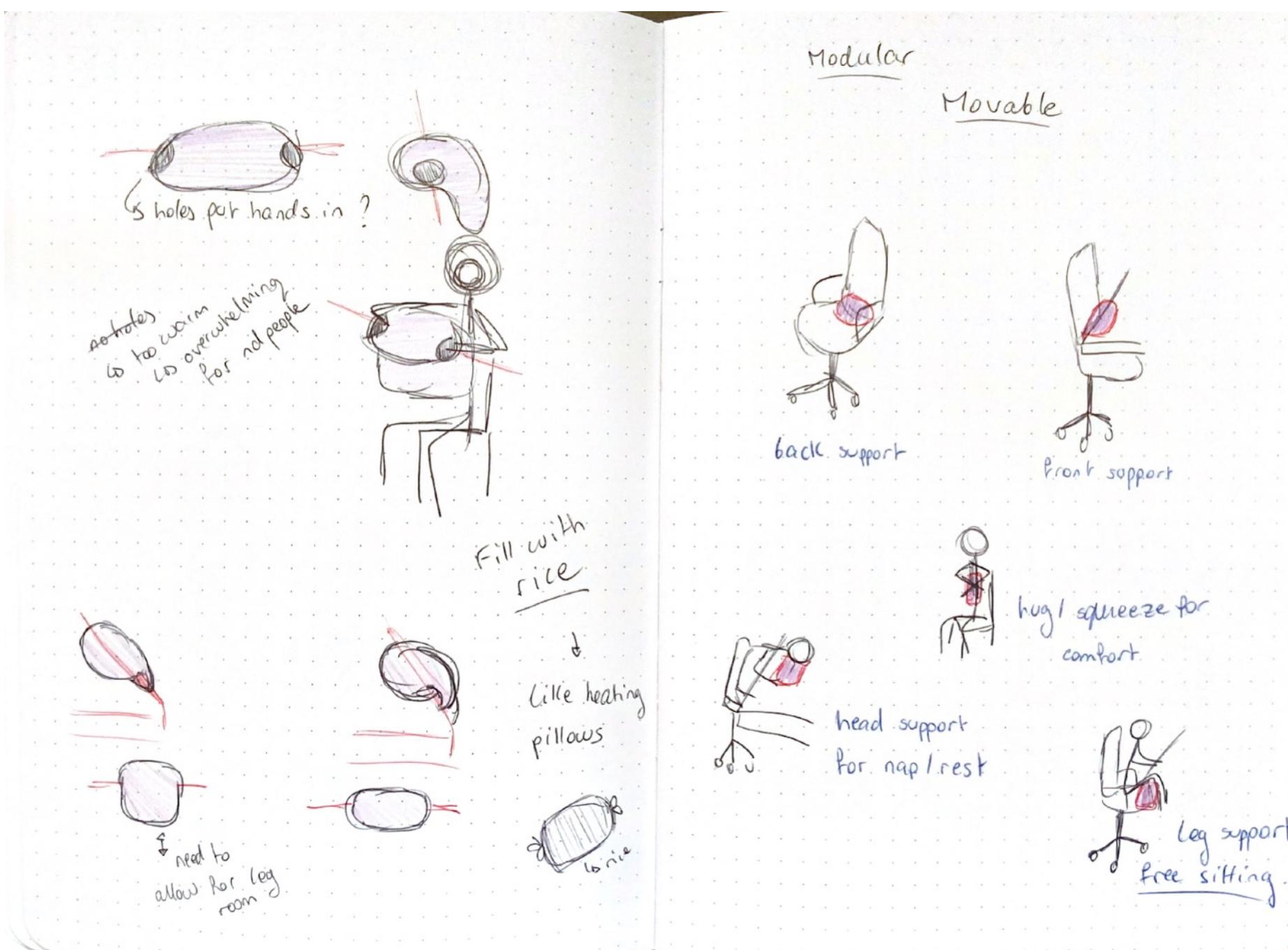
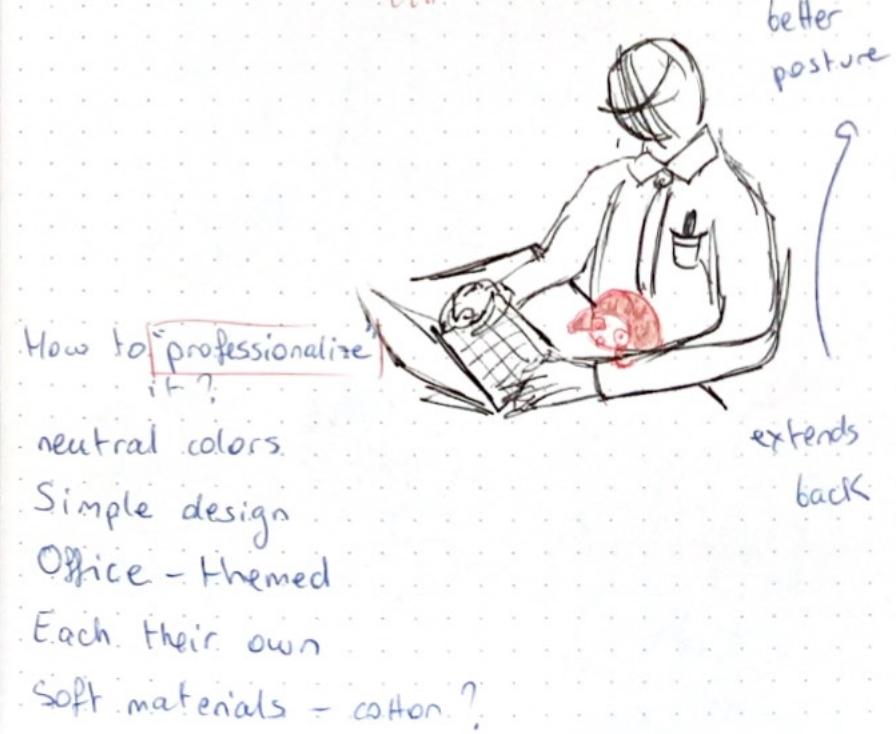
+

huggable → calms nervousness

also can use as pillow for nap time.

Animals:

- bear
- cat
- cow
- giraffe
- fox



holes  
to too warm  
overheating  
for red people

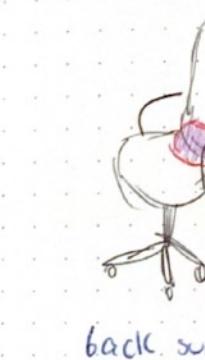
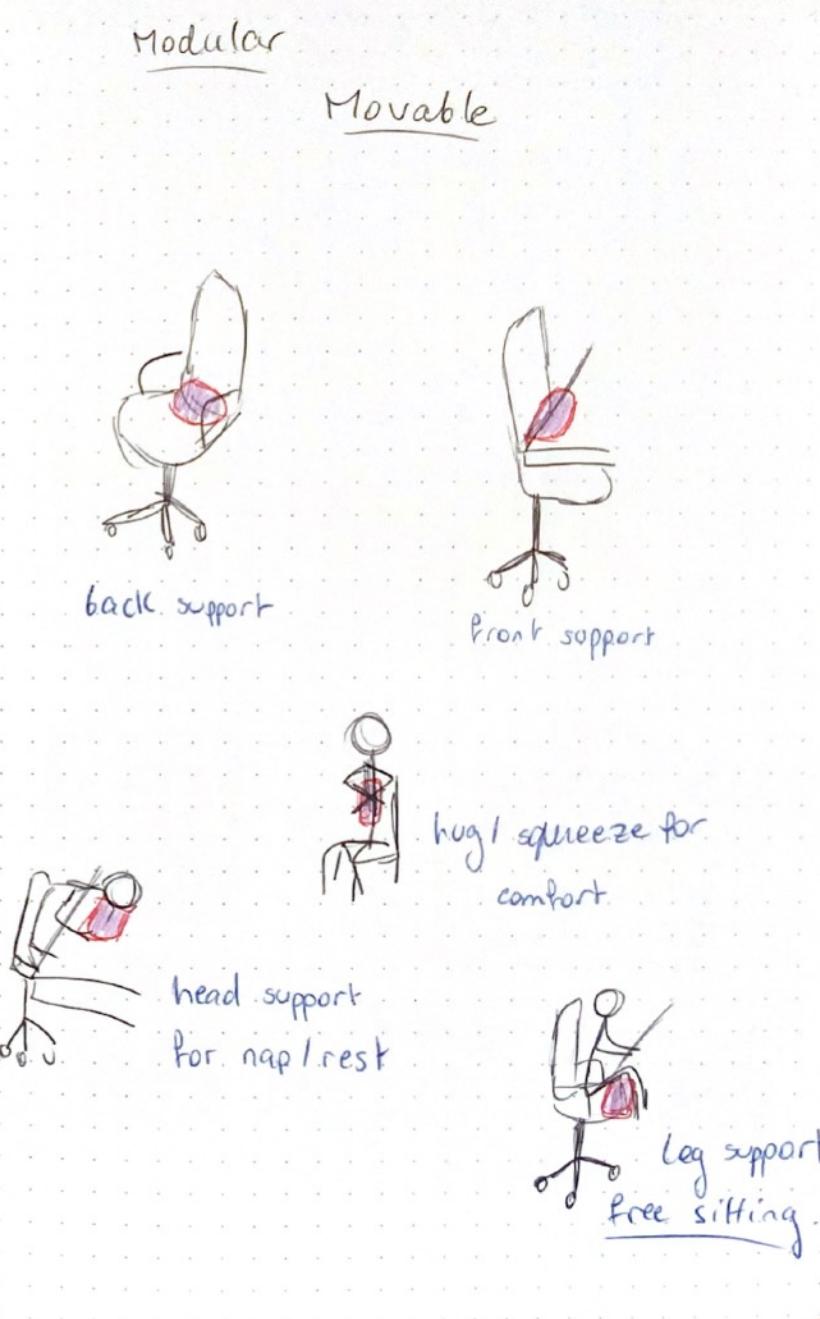


Fill with  
rice

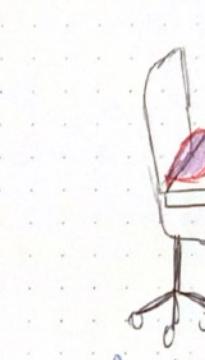
little heating  
pillows



need to  
allow for leg  
room



back support



front support



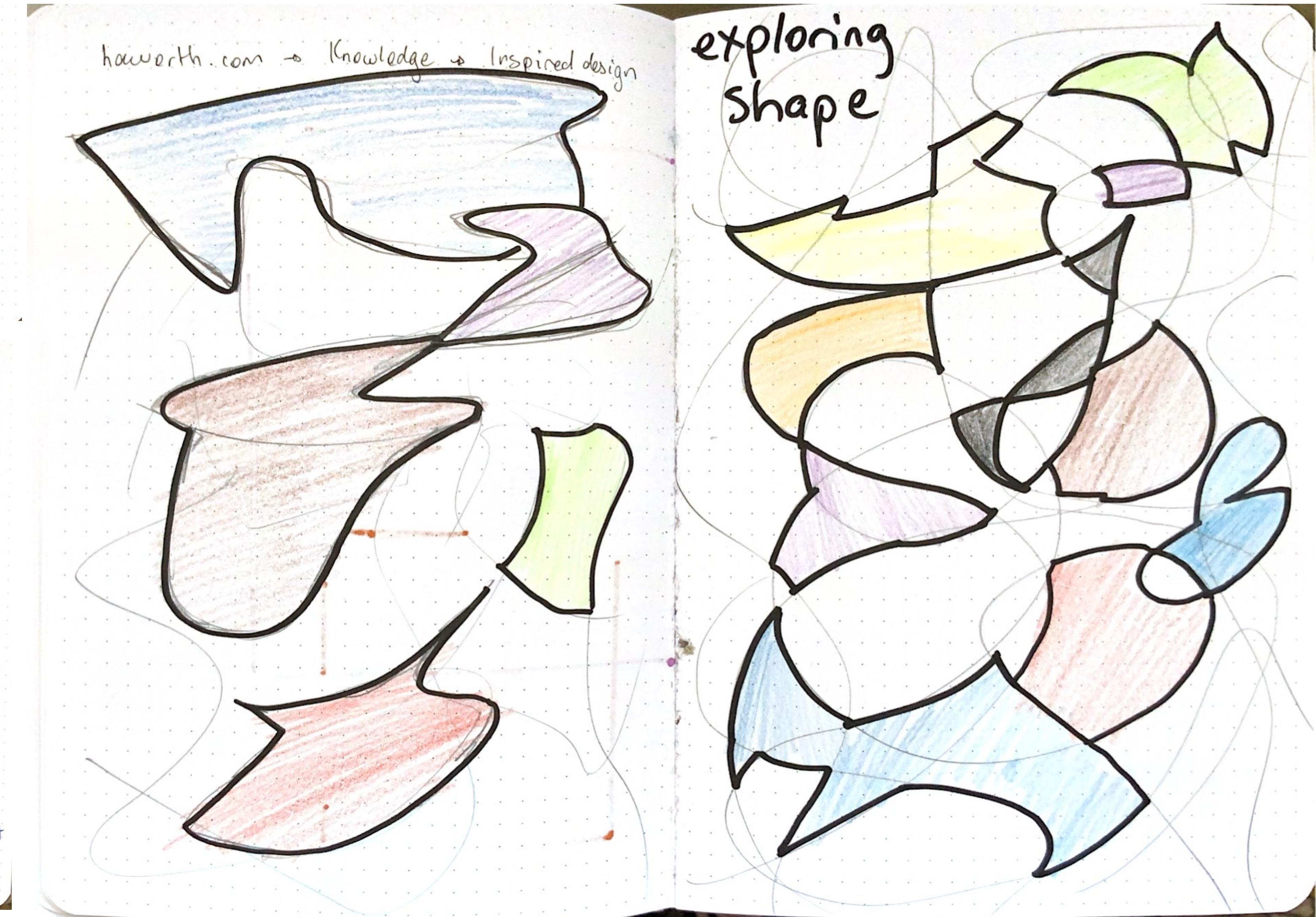
hug/ squeeze for  
comfort



head support  
for nap/ rest



leg support  
free sitting



Abstract shapes to fit into the office landscape.



Bigger scale for unit 8.

# Contextual research: Animals in professional brands



Loewe Elephant bag



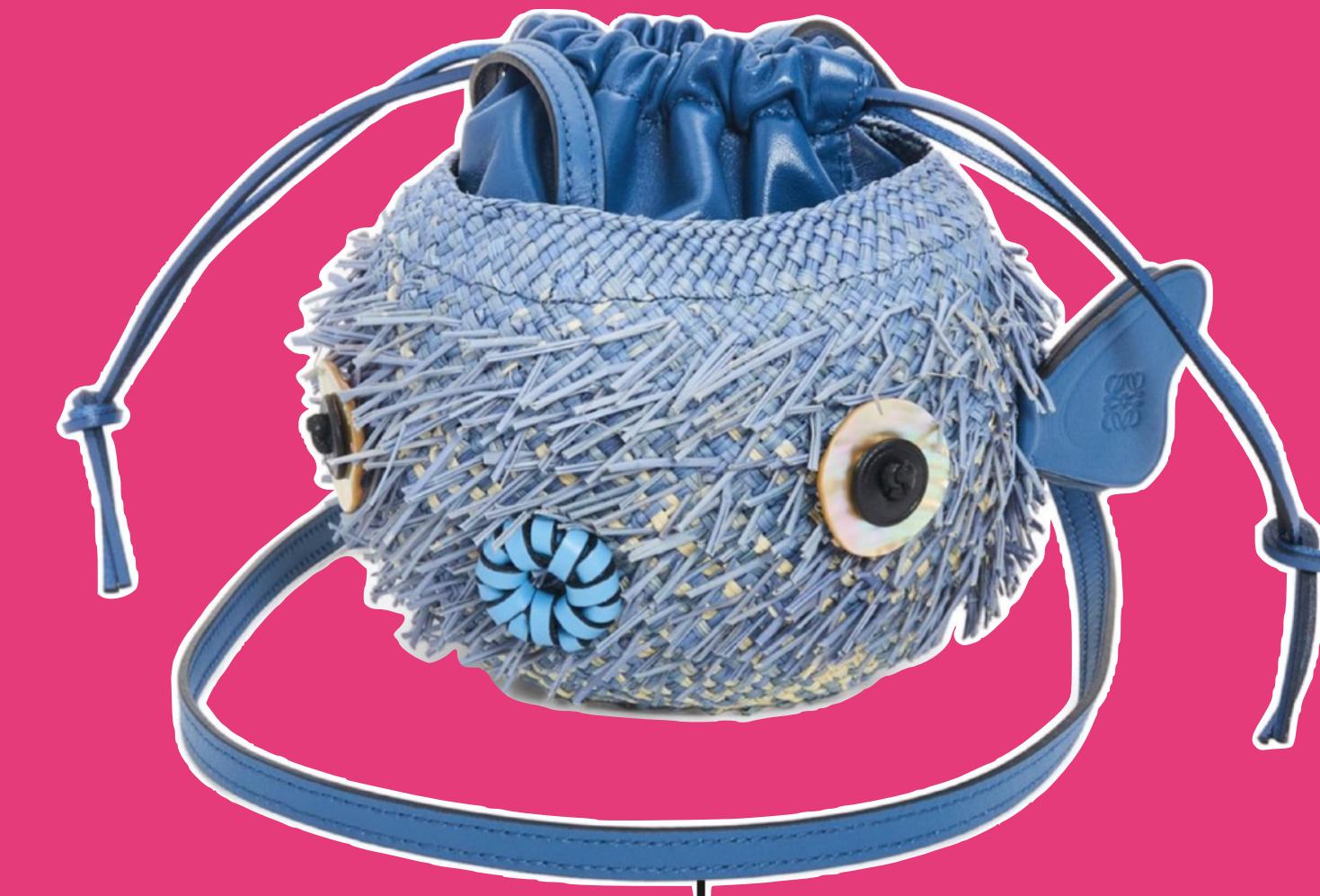
Charles Jeffrey Loverboy  
Gromlin bag



Radley Crossbody bag



Judith Lieber Crystal  
Bunny minaudière



Loewe Blowfish pouch



Thome Browne leather  
horse bag



Enzo Mari Animal  
Jigsaw (1957)

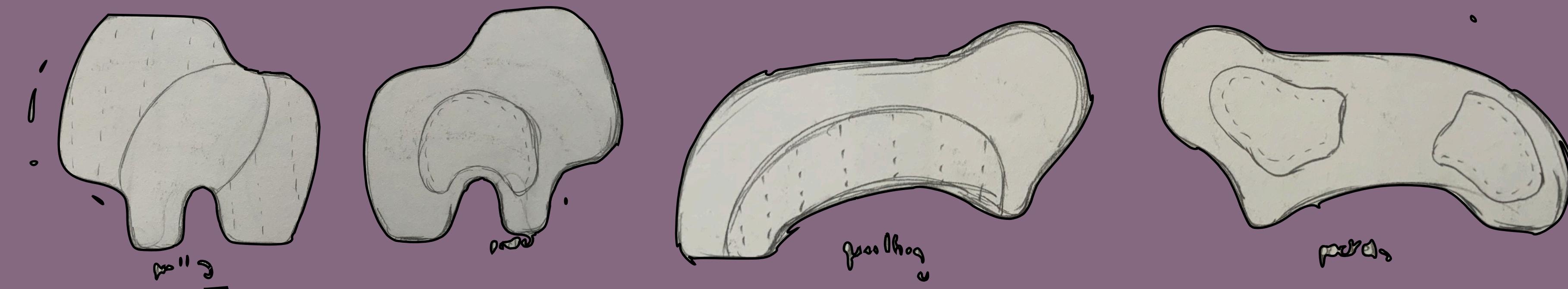
Simplified shapes + puzzle

# What?

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



Body observation to see where to position pockets and weighted quilting



# Haworth's signature making

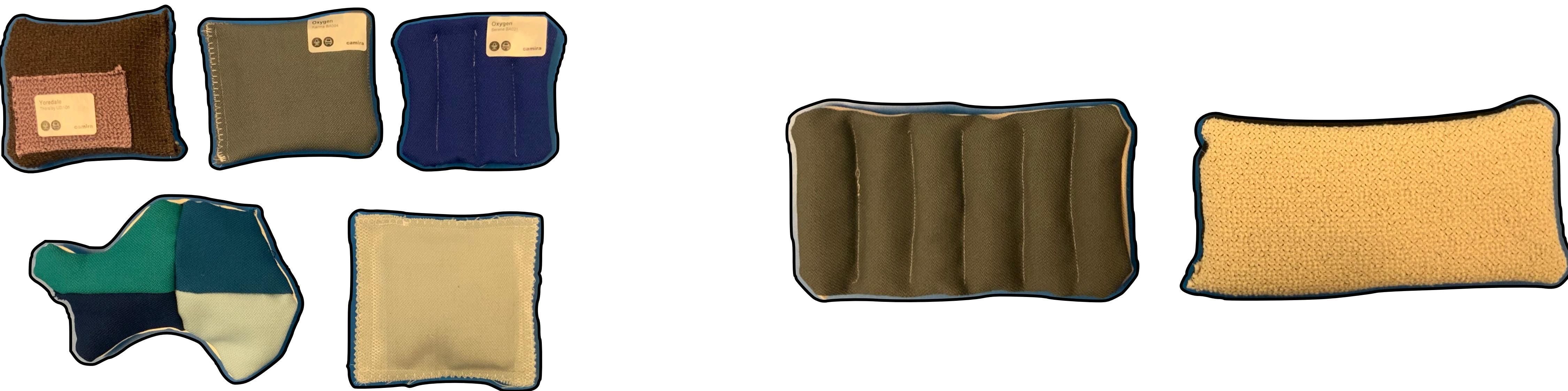
Fabrics, finishing and edges - identity of the brand





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

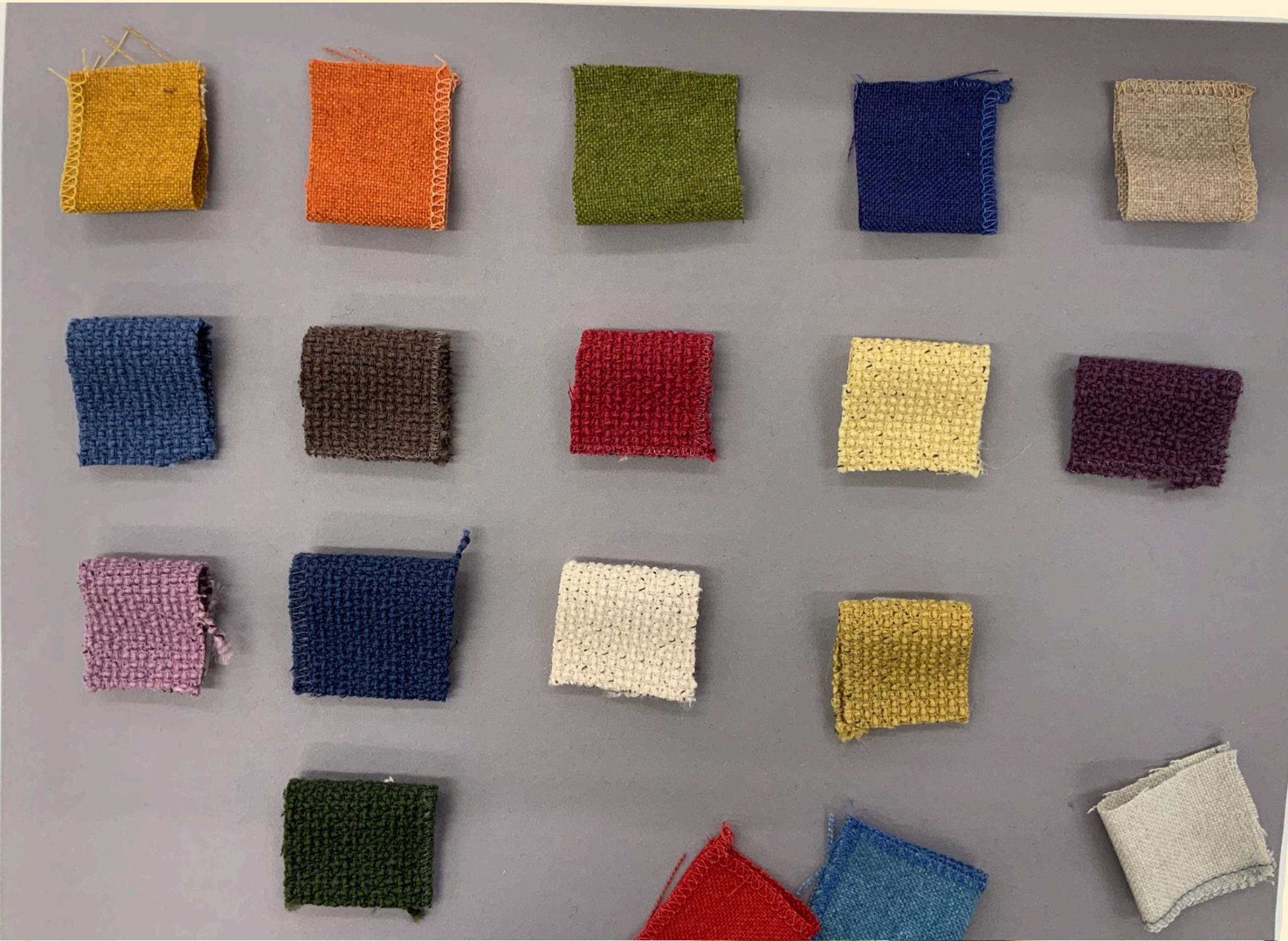
Material research - outside and inside





Texture combinations

The Conran Shop textured pillows



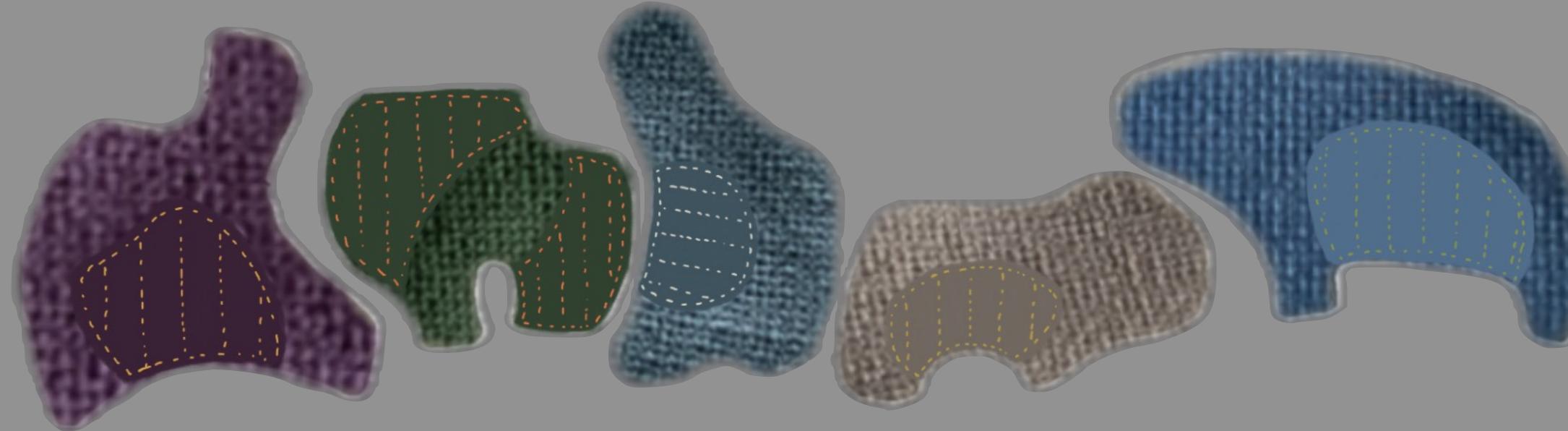
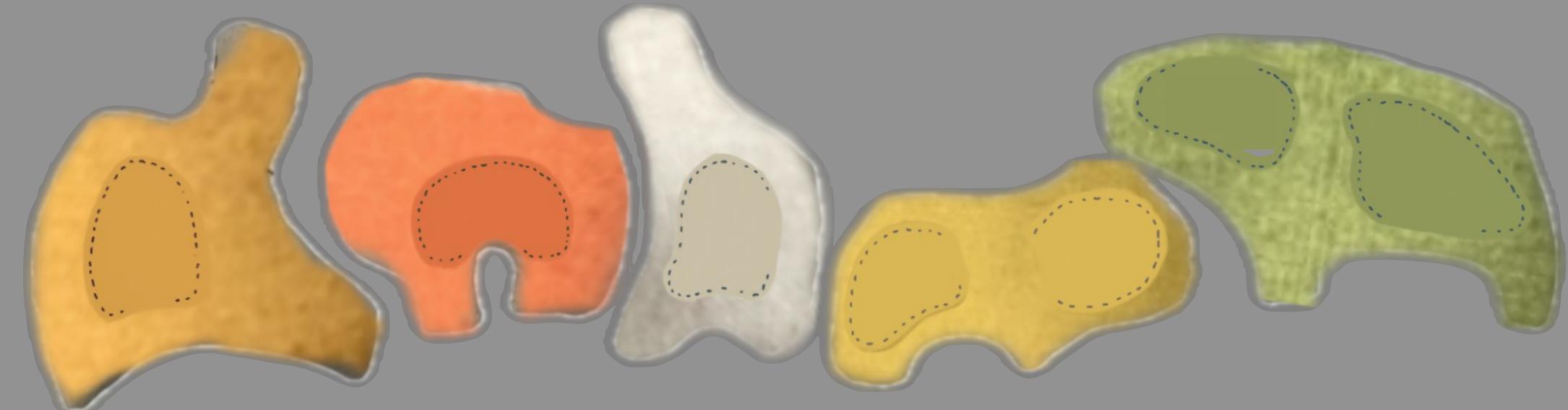
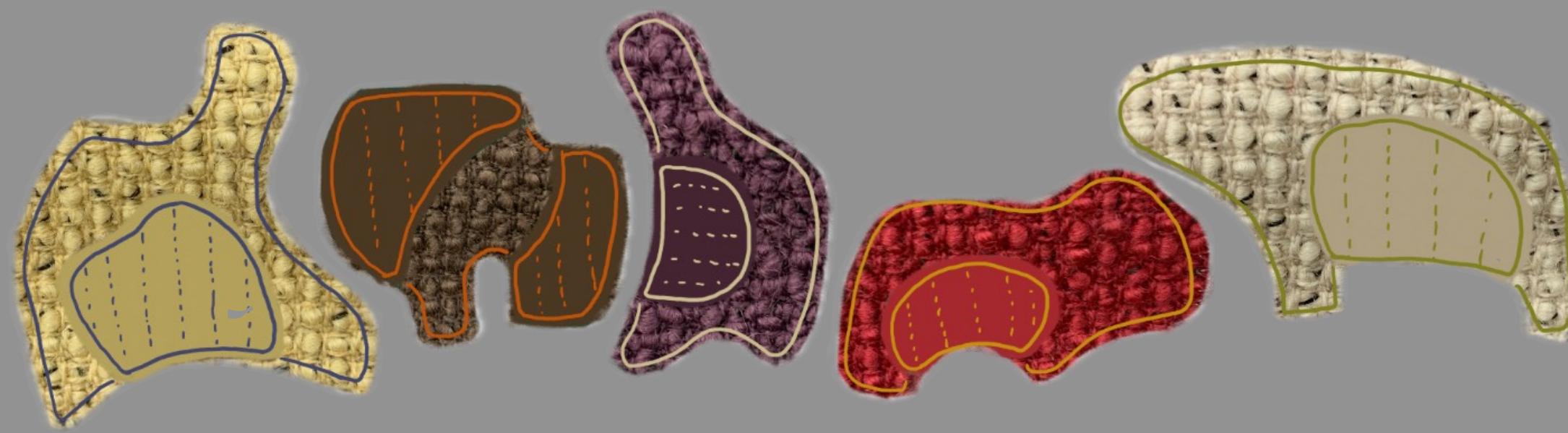
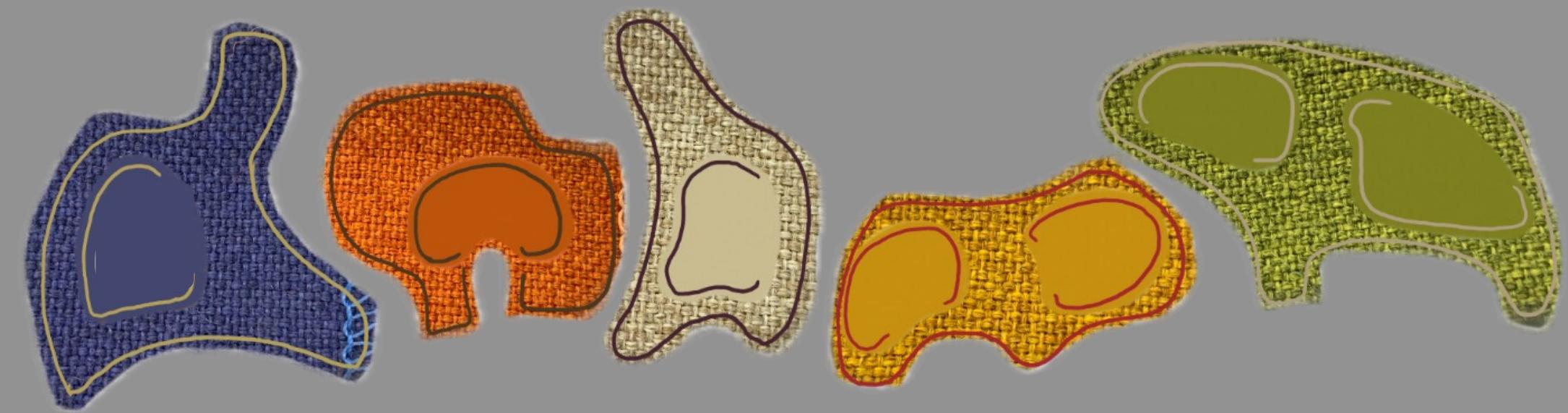
Colour research

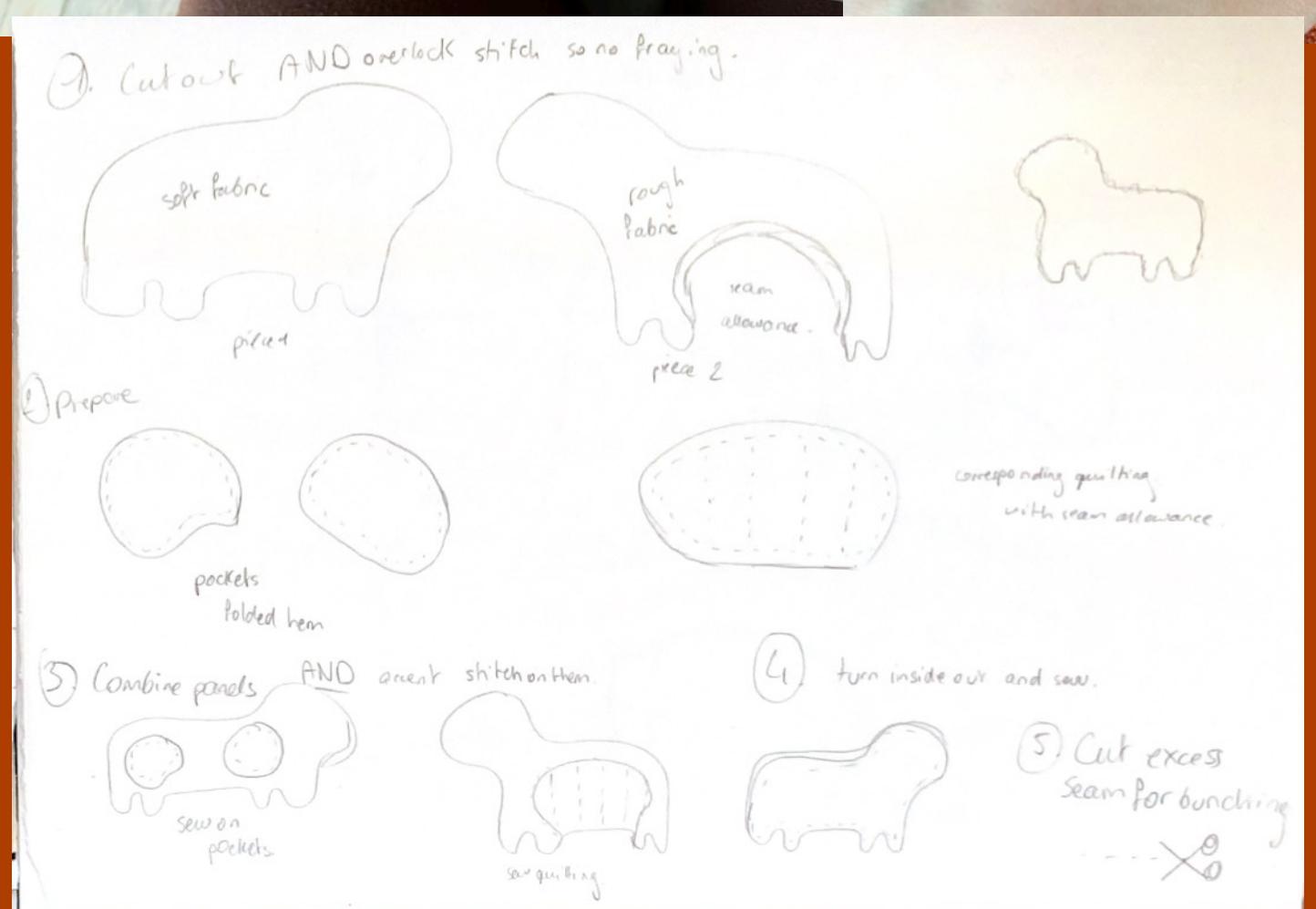
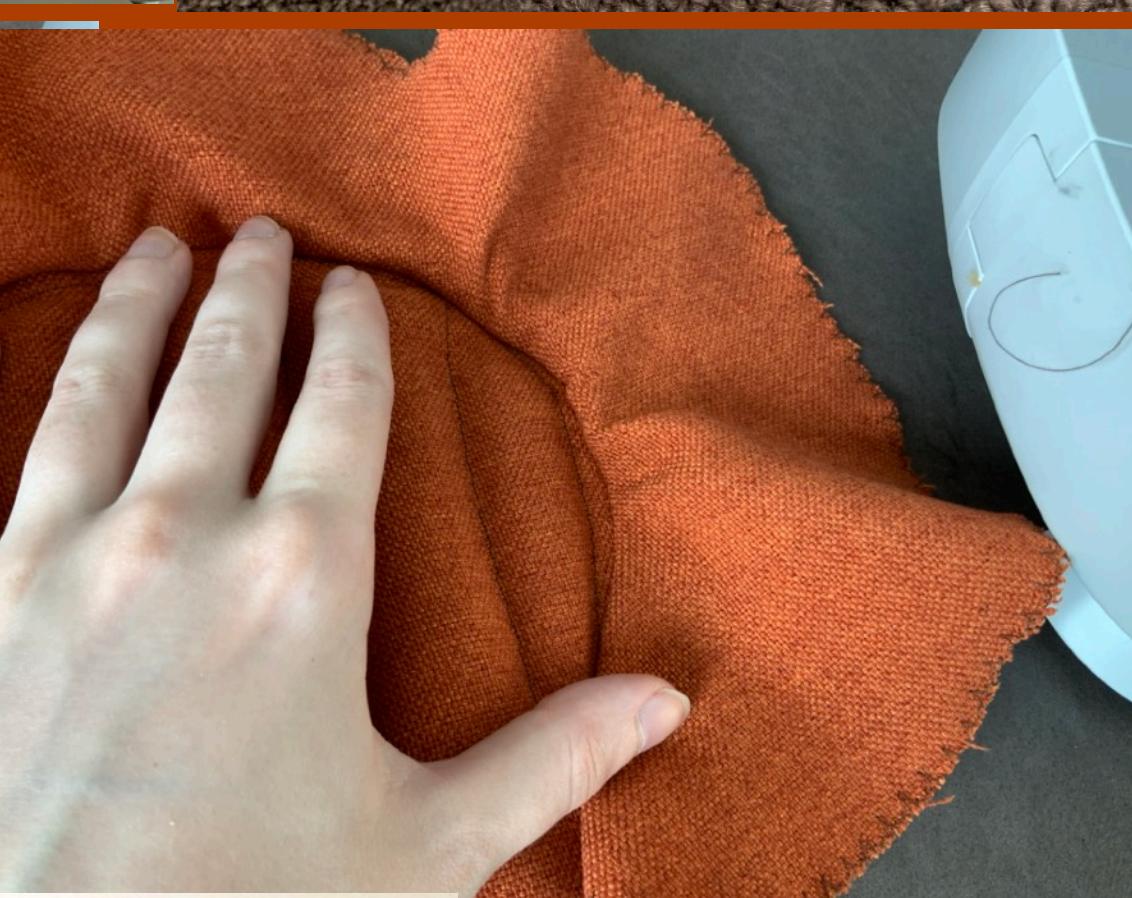
Yoredale Camira - blend of wool and polyester bouclé



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*