

**MUJI** **VERSA**  
無印良品





# INDEX

<b>Meet the Team</b>	<b>4</b>
<b>About</b>	<b>5</b>
<b>MUJI Values</b>	<b>6</b>
<b>Mood Board</b>	<b>8</b>
<b>Concept Board</b>	<b>10</b>
<b>Basic Concept</b>	<b>12</b>
<b>Prototypes</b>	<b>14</b>
<b>Space Concept</b>	<b>18</b>
<b>Final Prototype</b>	
<b>Squares</b>	<b>22</b>
<b>Triangles</b>	<b>26</b>
<b>Rectangles</b>	<b>30</b>
<b>In A Space</b>	<b>32</b>
<b>Settings</b>	<b>34</b>
<b>Contact</b>	<b>39</b>



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**RESEARCH**  
**ATTENTION TO DETAIL**



**TANYA ABDULRAHIM**  
**SKETCHING**  
**BRAND VALUES**



**LISA GRISHINA**  
**PROTOTYPING**  
**RELEVANCE**



**ALEX BOUBOU**  
**CATALOGING**  
**MANAGER**



**JESSAMINE HAMILTON**  
**PROTOTYPING**  
**COMMUNICATION**



**MARIA MUSTAFA**  
**LOGISTICS**  
**COHERENCE**



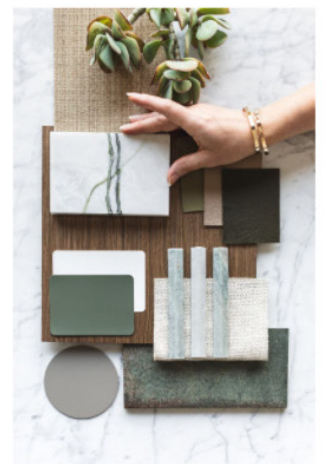
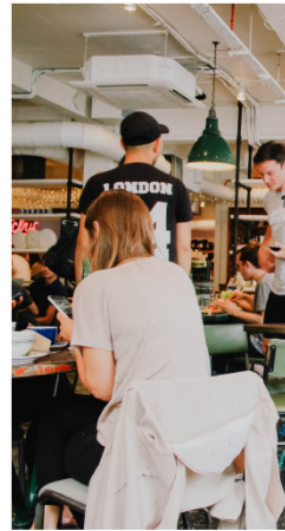
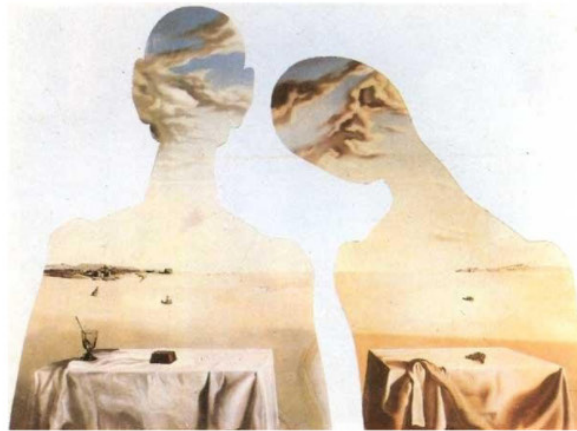
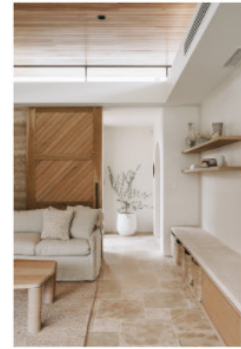
## **ABOUT THE TEAM**

Our six person team is an accurate representation of everything we stand for; unity, responsibility and strength. With this project we wanted to reflect our main goals of socialization and maximization of space as fully as possible. During this project we used all of our best capabilities and techniques in order to create a solution for a socially-active environment for people who want a space to socialize and interact with others.



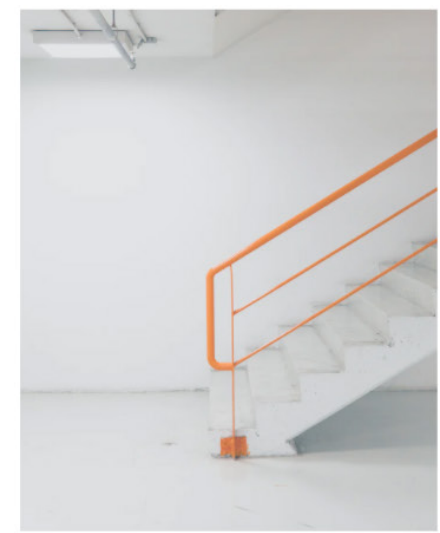
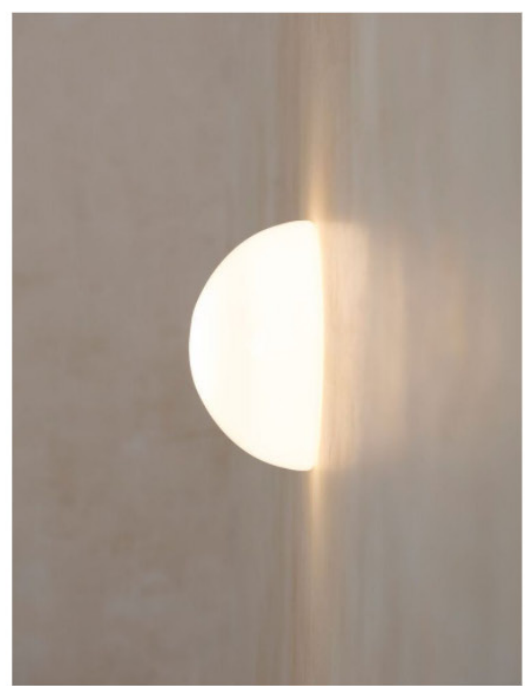
# MUJI VALUES

MUJI's values rest on the idea of giving the customer an ideal sense of satisfaction, designing products that are diligent, simple, and reasonable. One of their most recognizable values is the fact that all their creations are anonymous and show no conspicuous signs of the brand, yet they are easily identifiable as MUJI due to their familiar aesthetic. Although not falling into the category of minimalism, MUJI demonstrates their style through the use of simple elegance, with the use of light whites, browns, blacks, and the occasional pop of color. These “no brand” goods are created with the intention to focus on the natural essence of an object and maintain its simplicity, accomplishing complete satisfaction in all customers.



## MOOD BOARD





# CONCEPT BOARD



Convertible by Julia Kononenko



B\_kube by 5lab



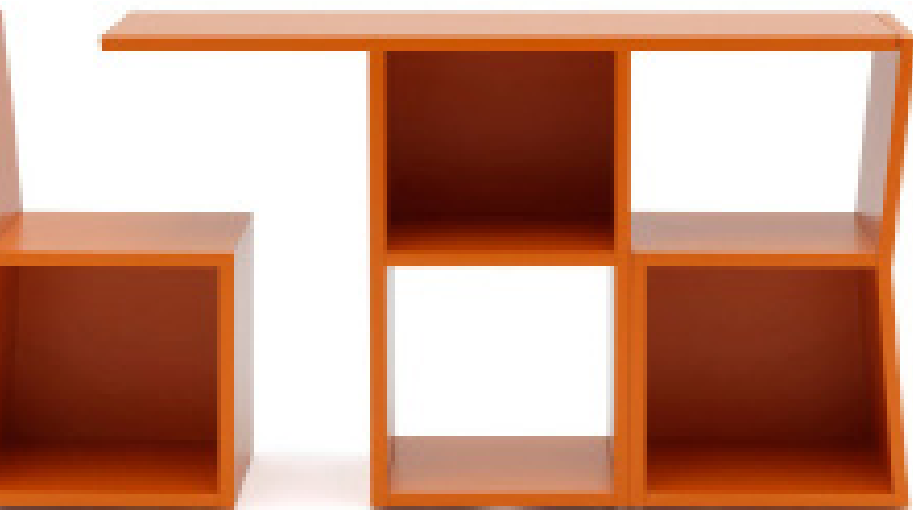




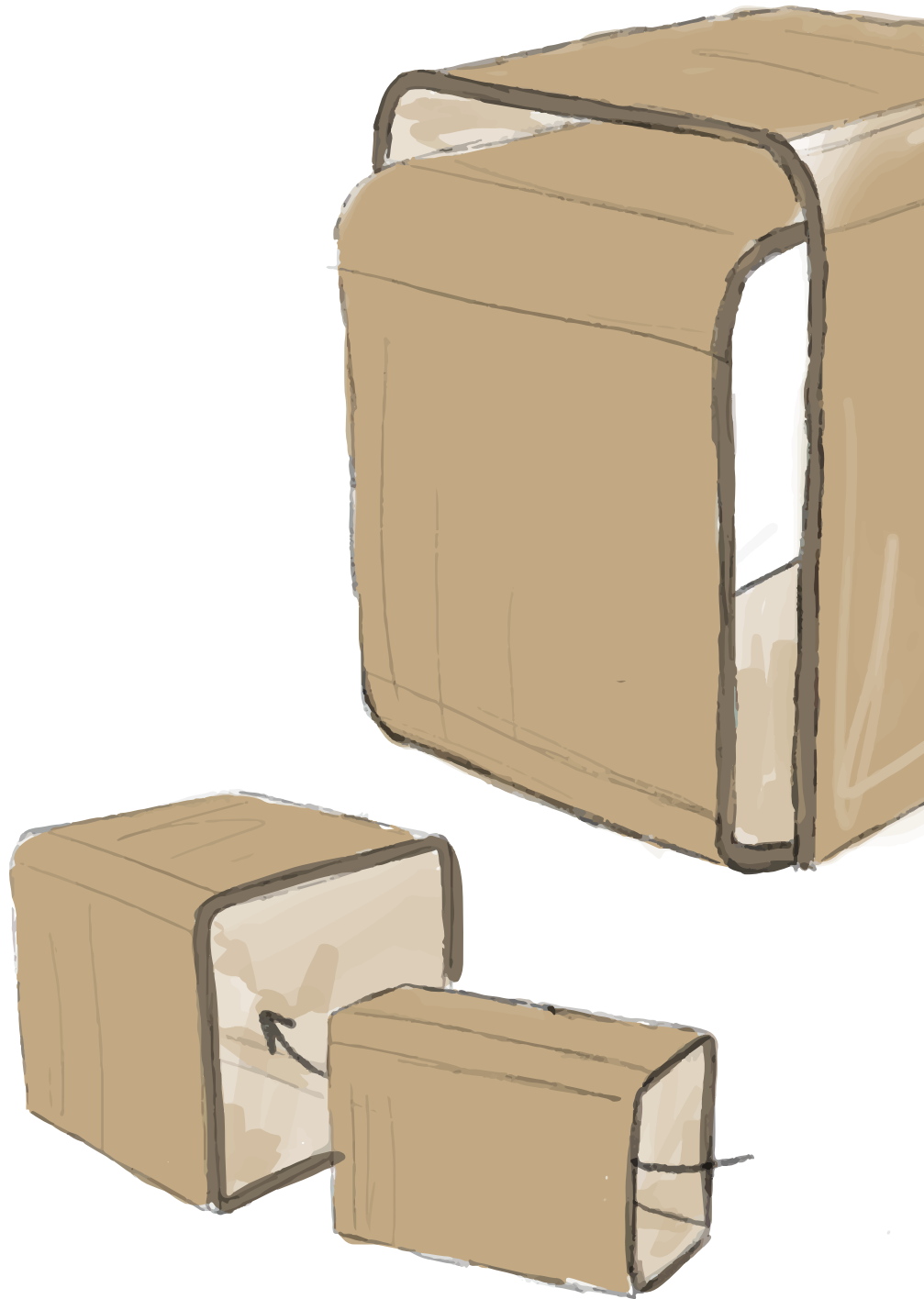
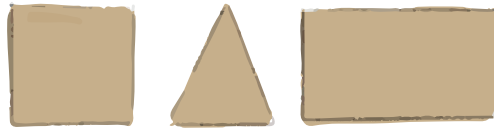
Rodolfo by LOVEthESIGN



Washable Lightweight Mattress by MUJI



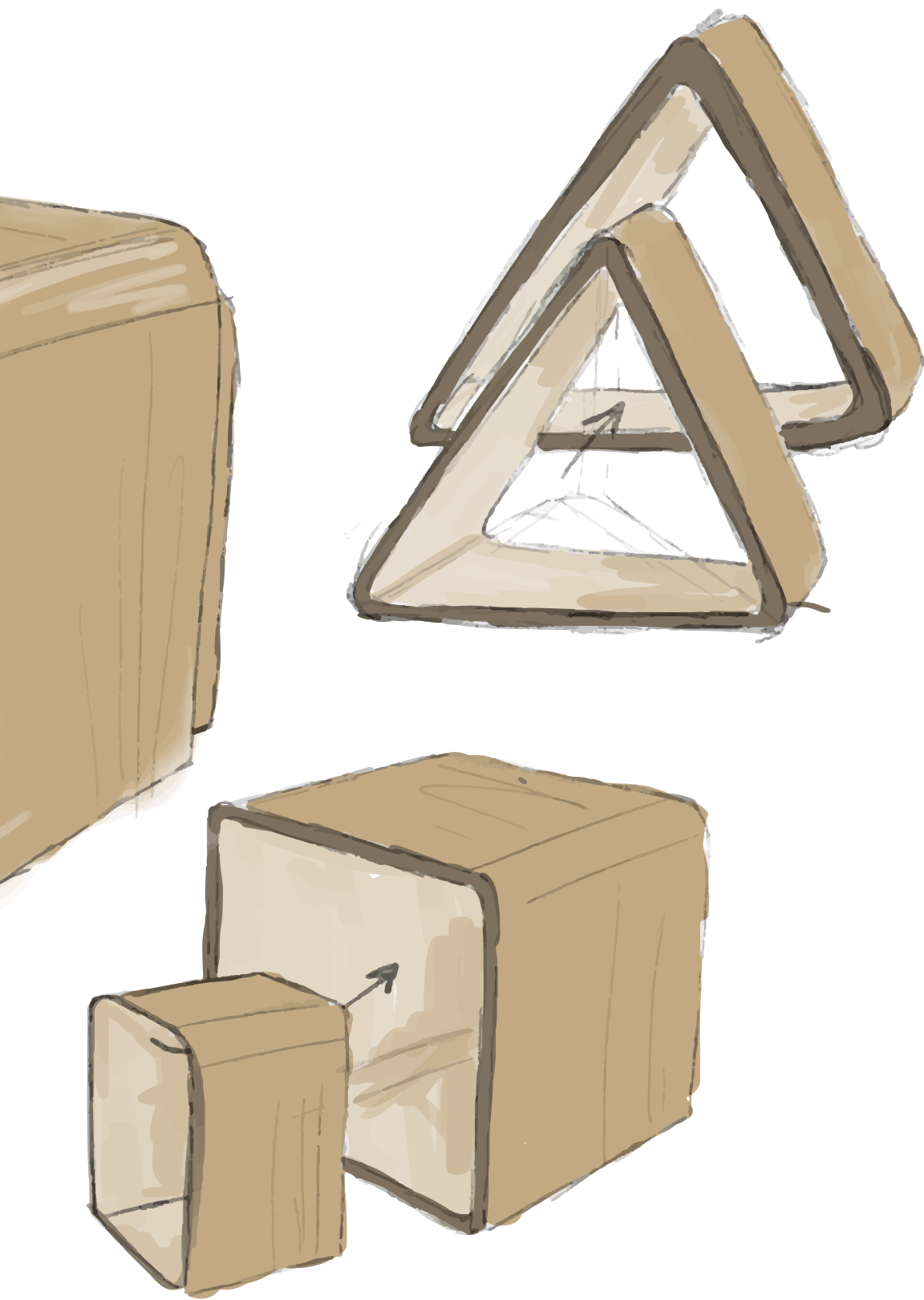
Trick by Sakura Adachi



## BASIC CONCEPT

Our first approach to the conceptualization was to create a solution that combines multi-usage with space efficiency.

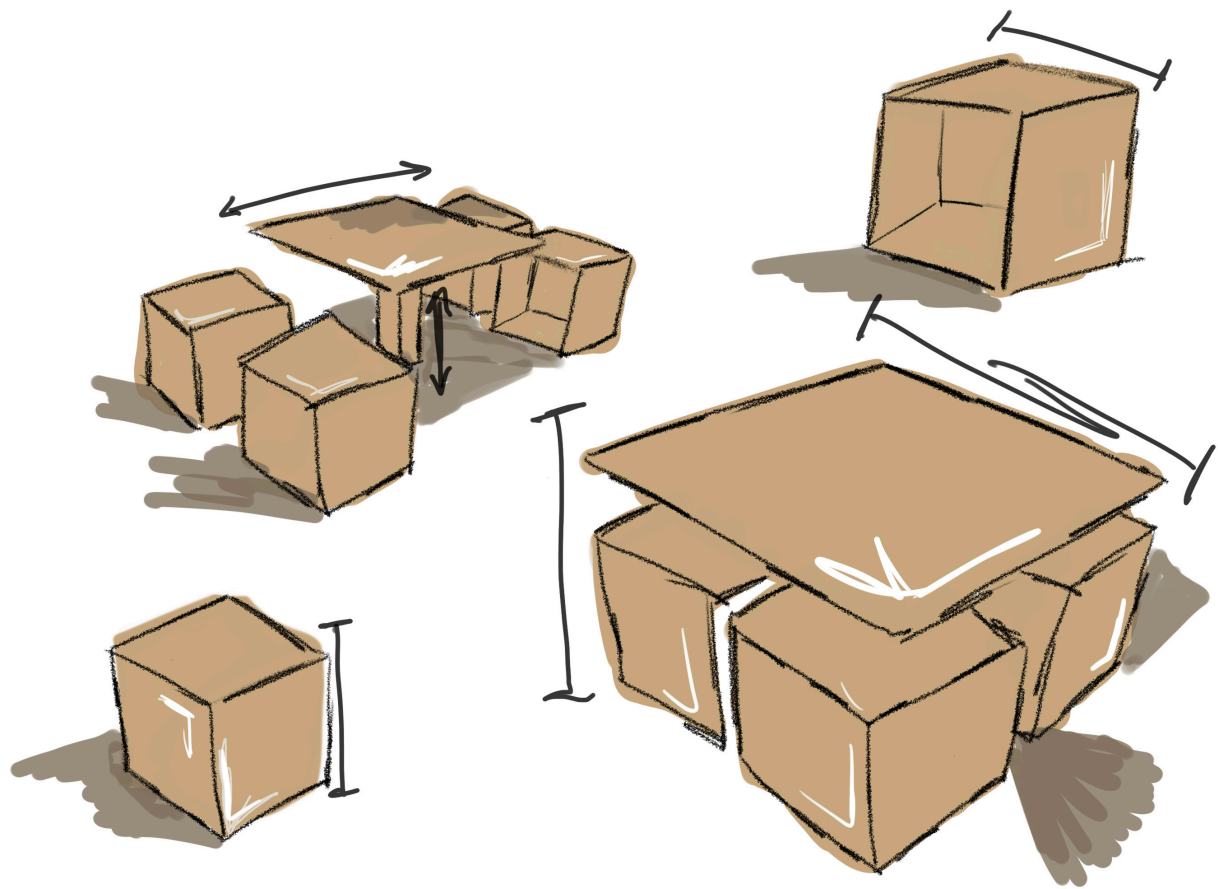




# PROTOTYPES

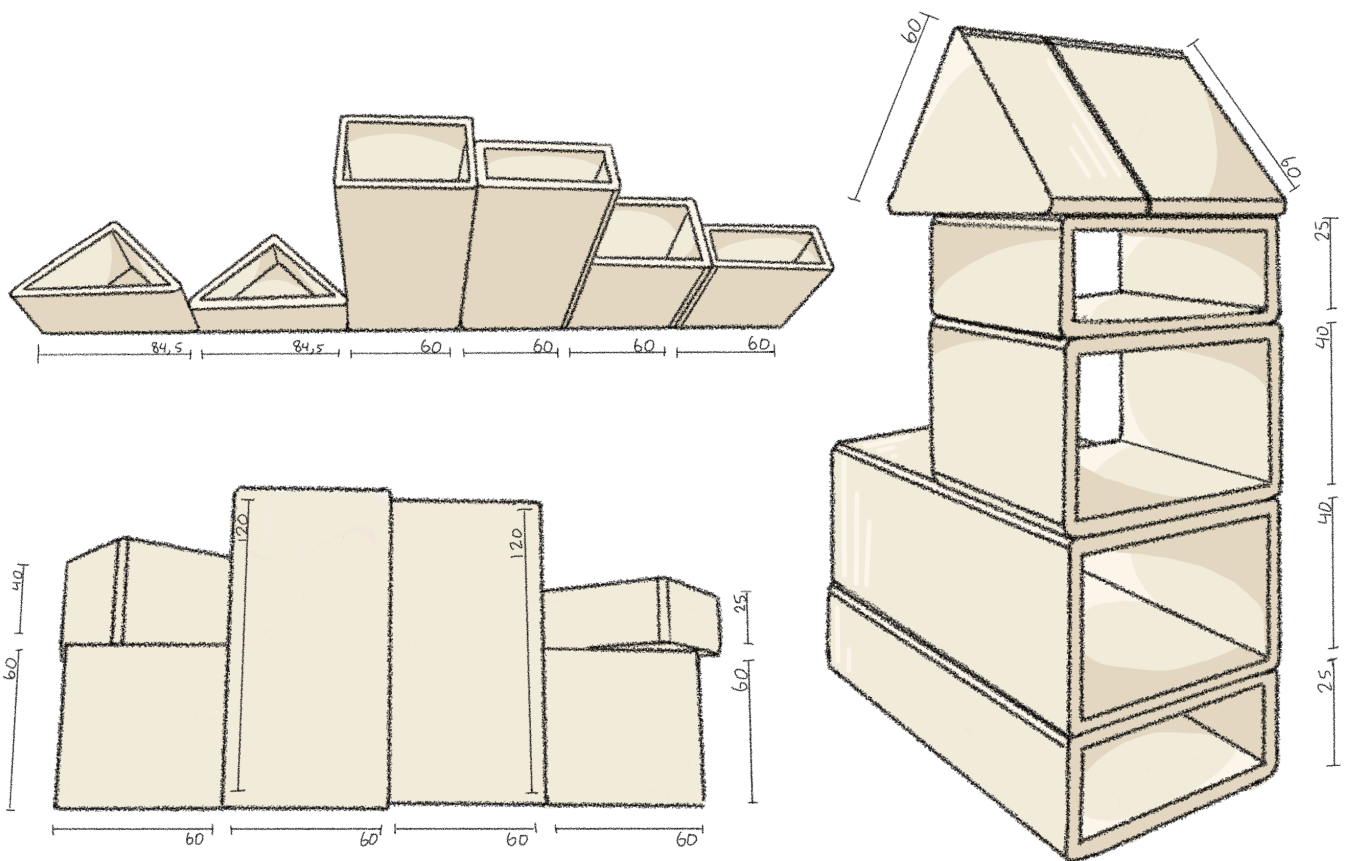


The first prototype: stackable “units” that can be used as chairs, tables, stools etc.

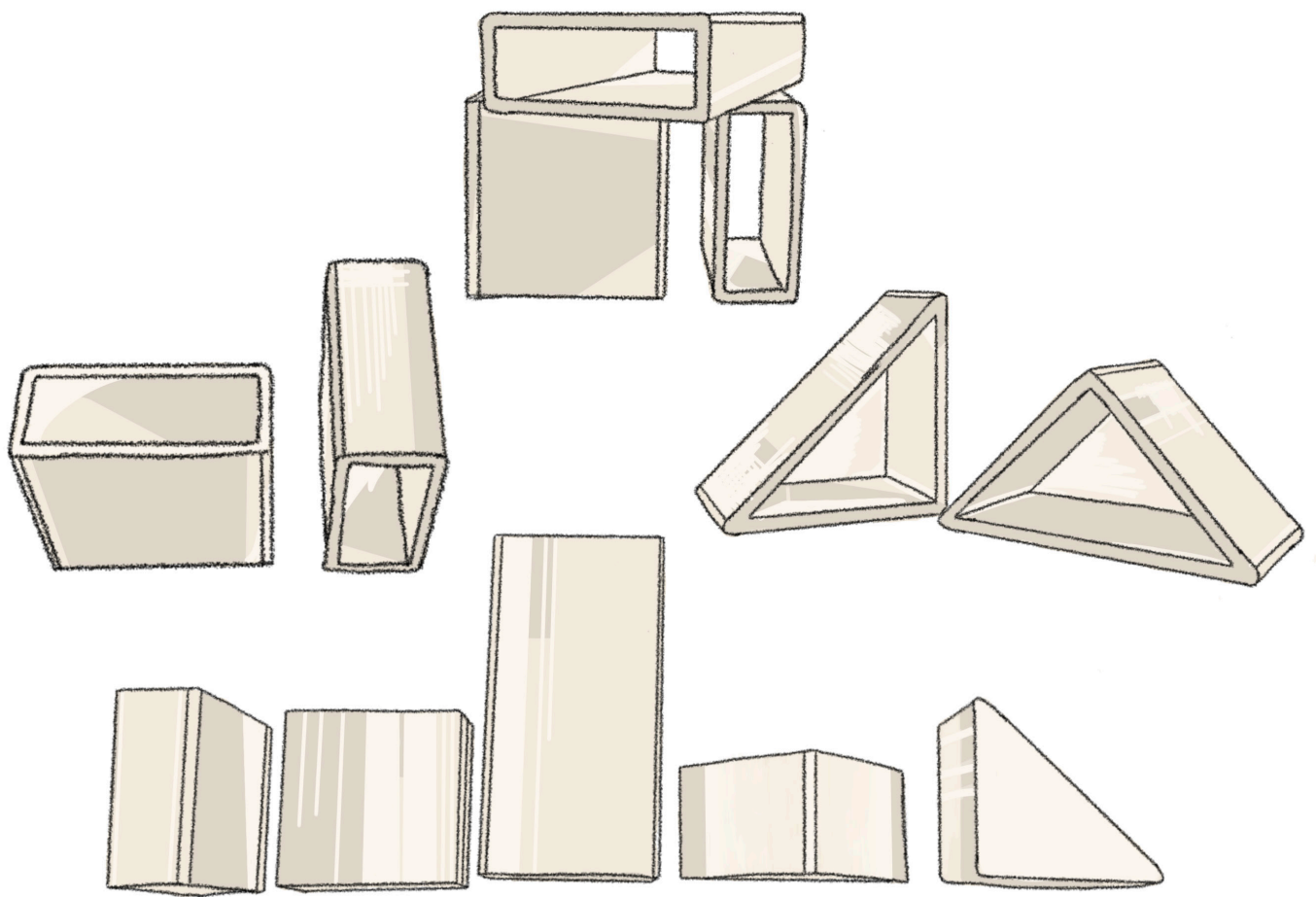


The second prototype: a table with stackable chairs.

# PROTOTYPES



Our idea finally evolved to create different forms in different sizes, that can be stacked and used in different settings.

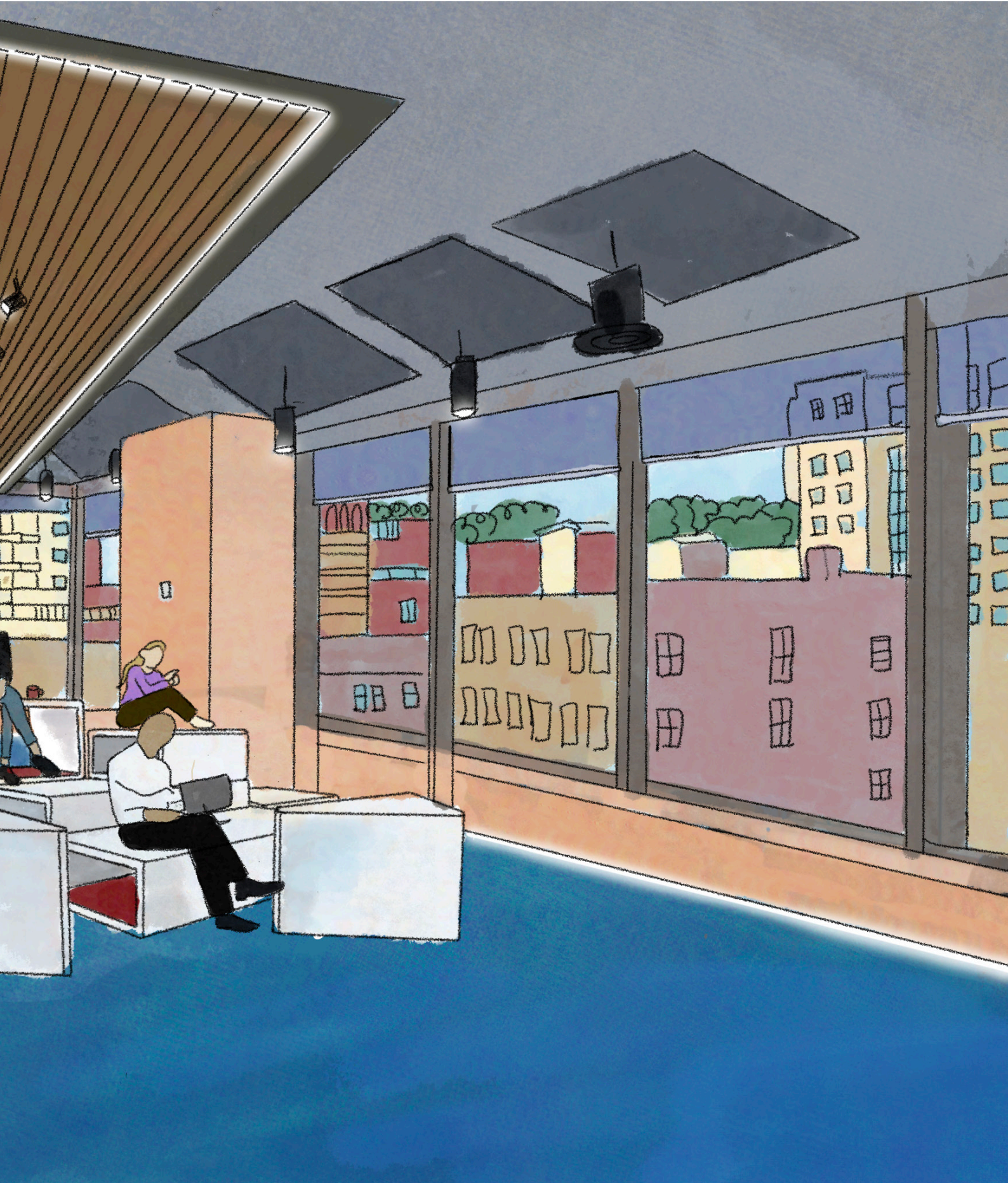




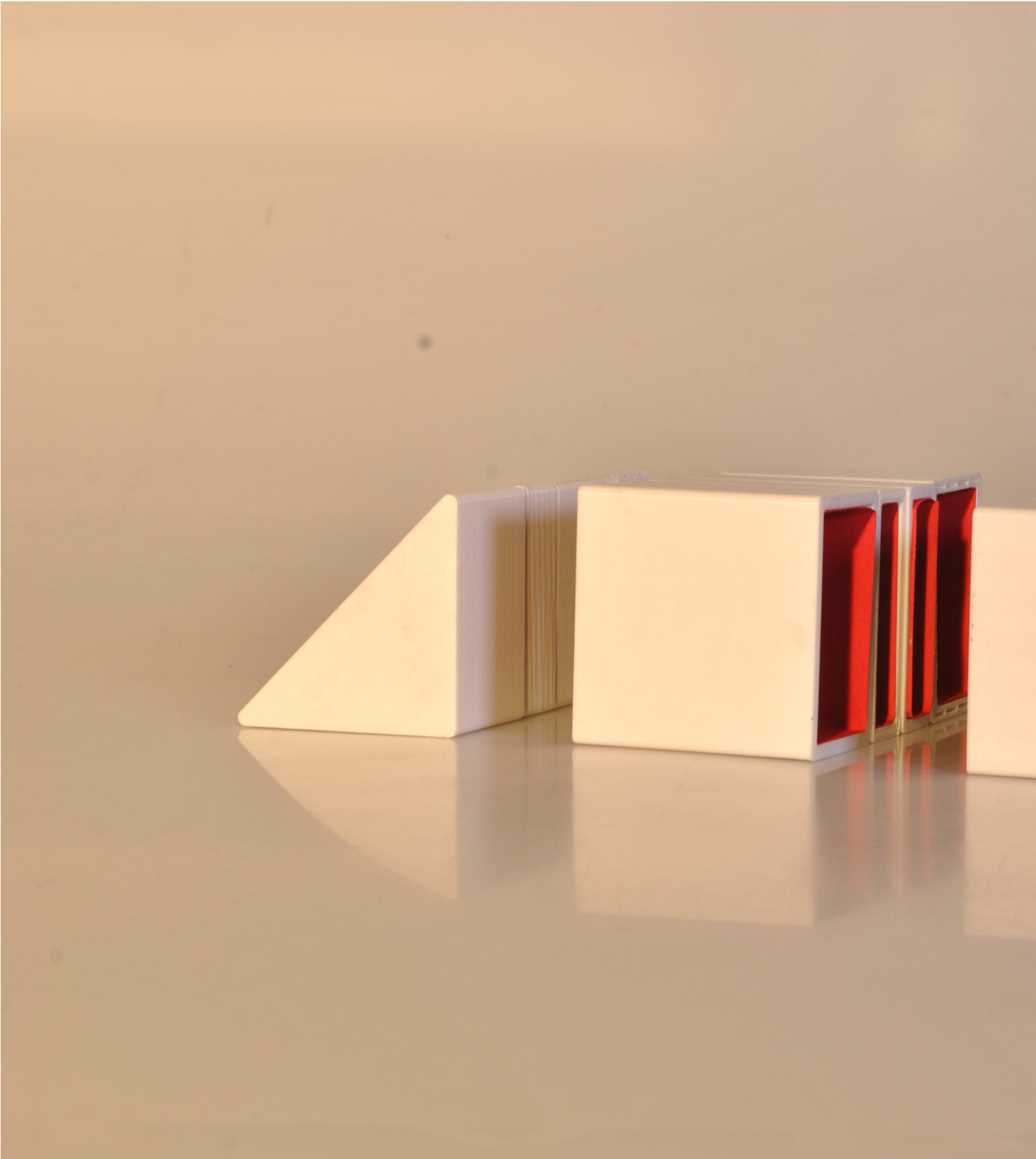
# SPACE CONCEPT





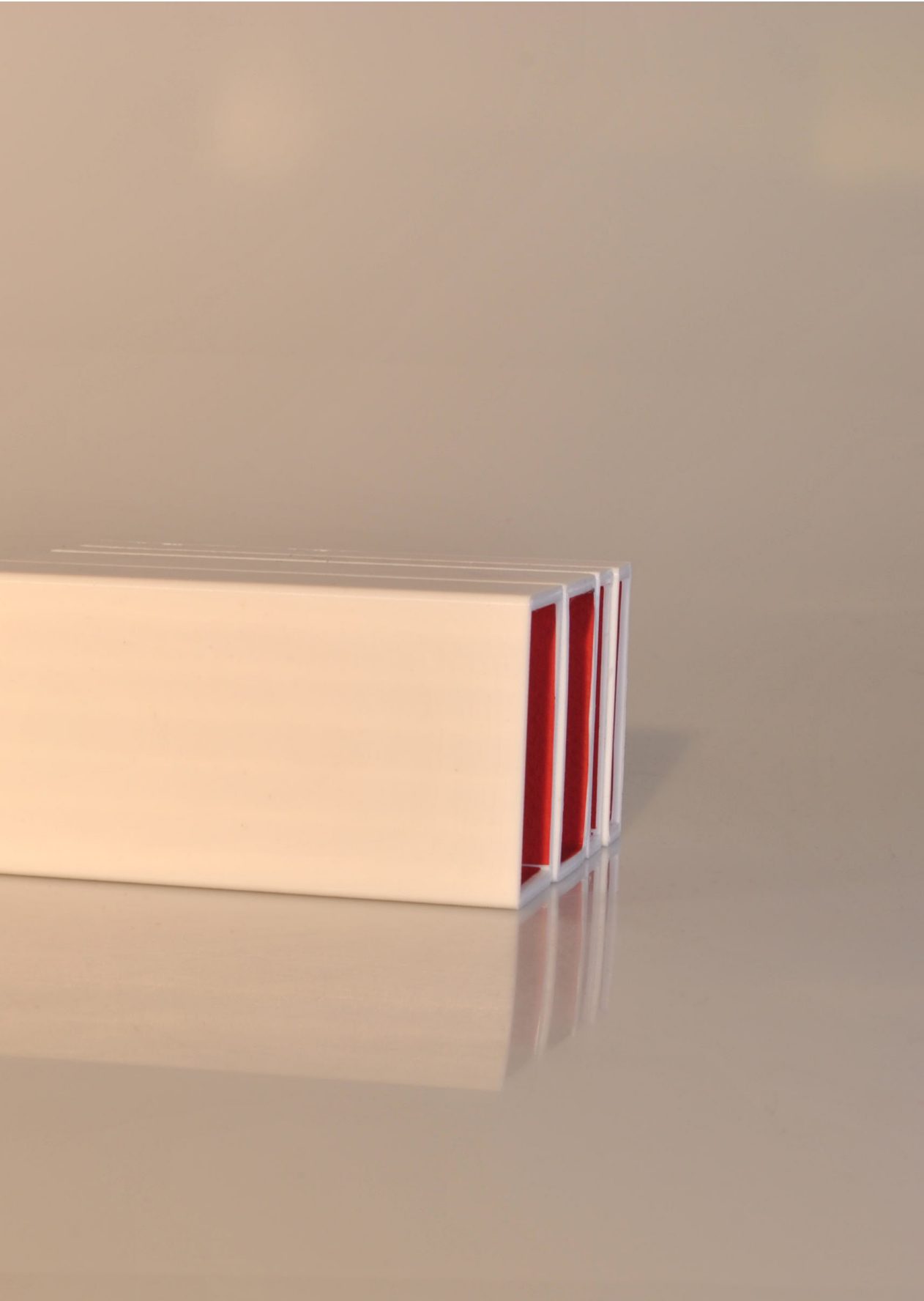


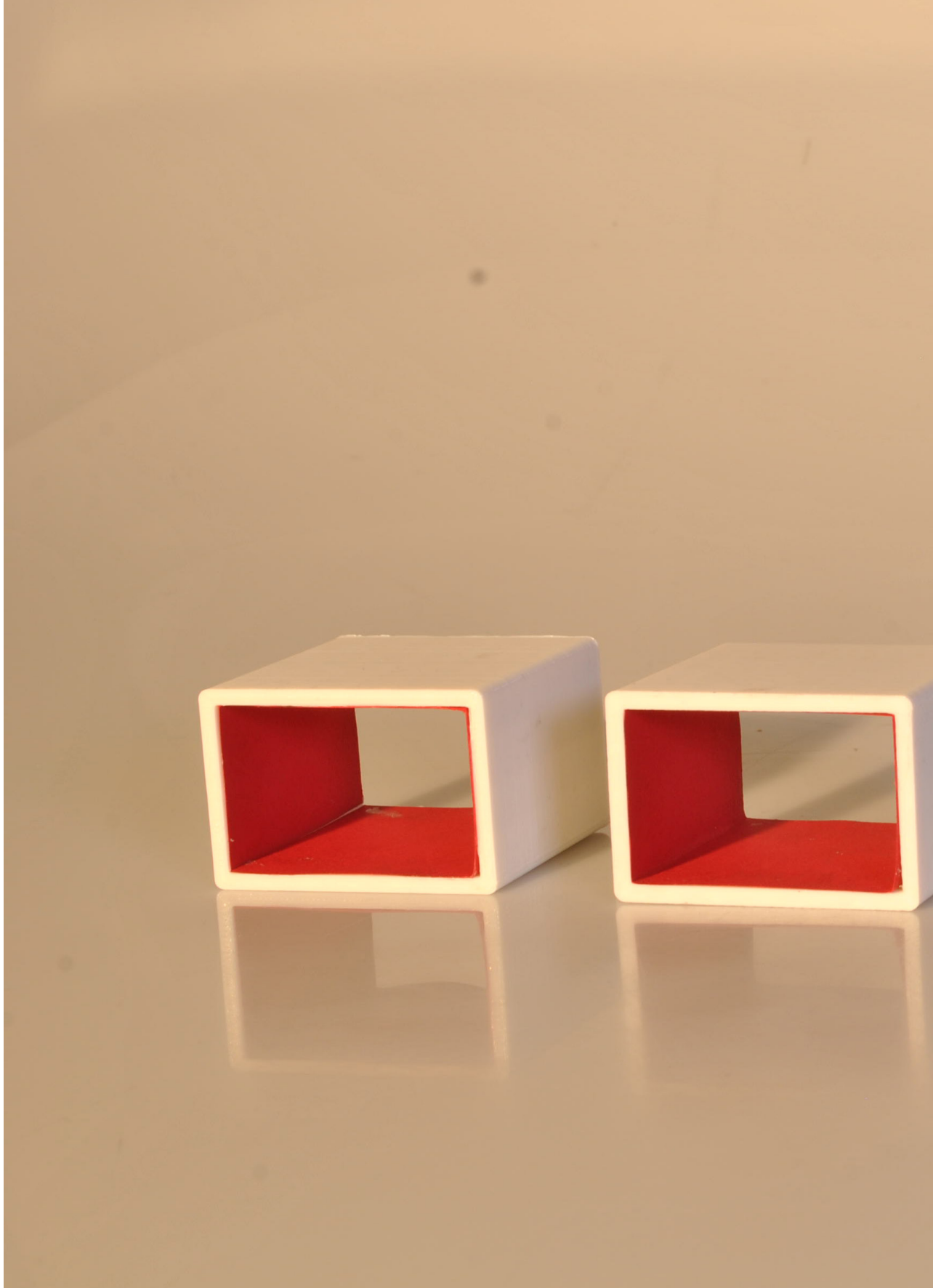




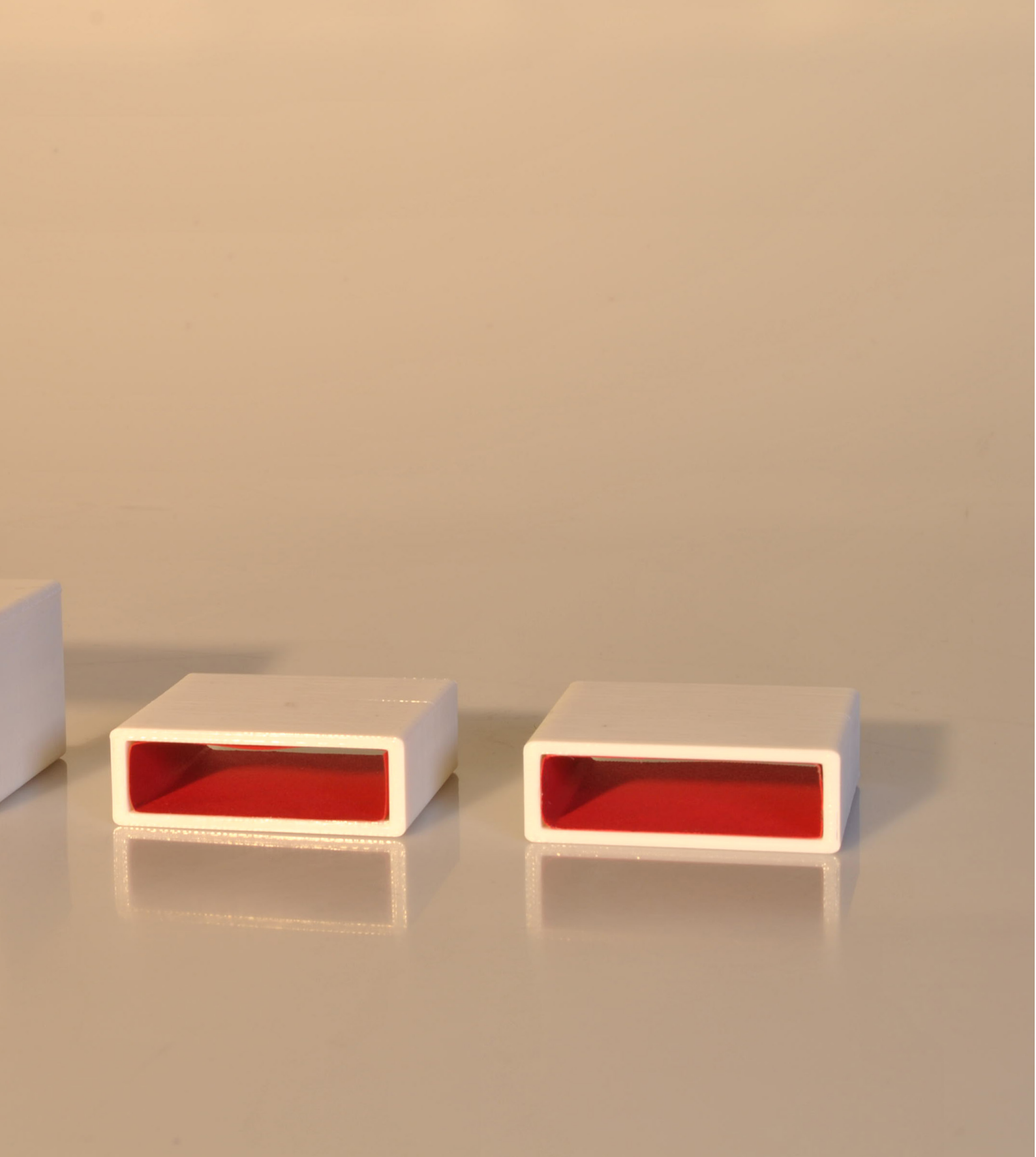
**FINAL PROTOTYPE**



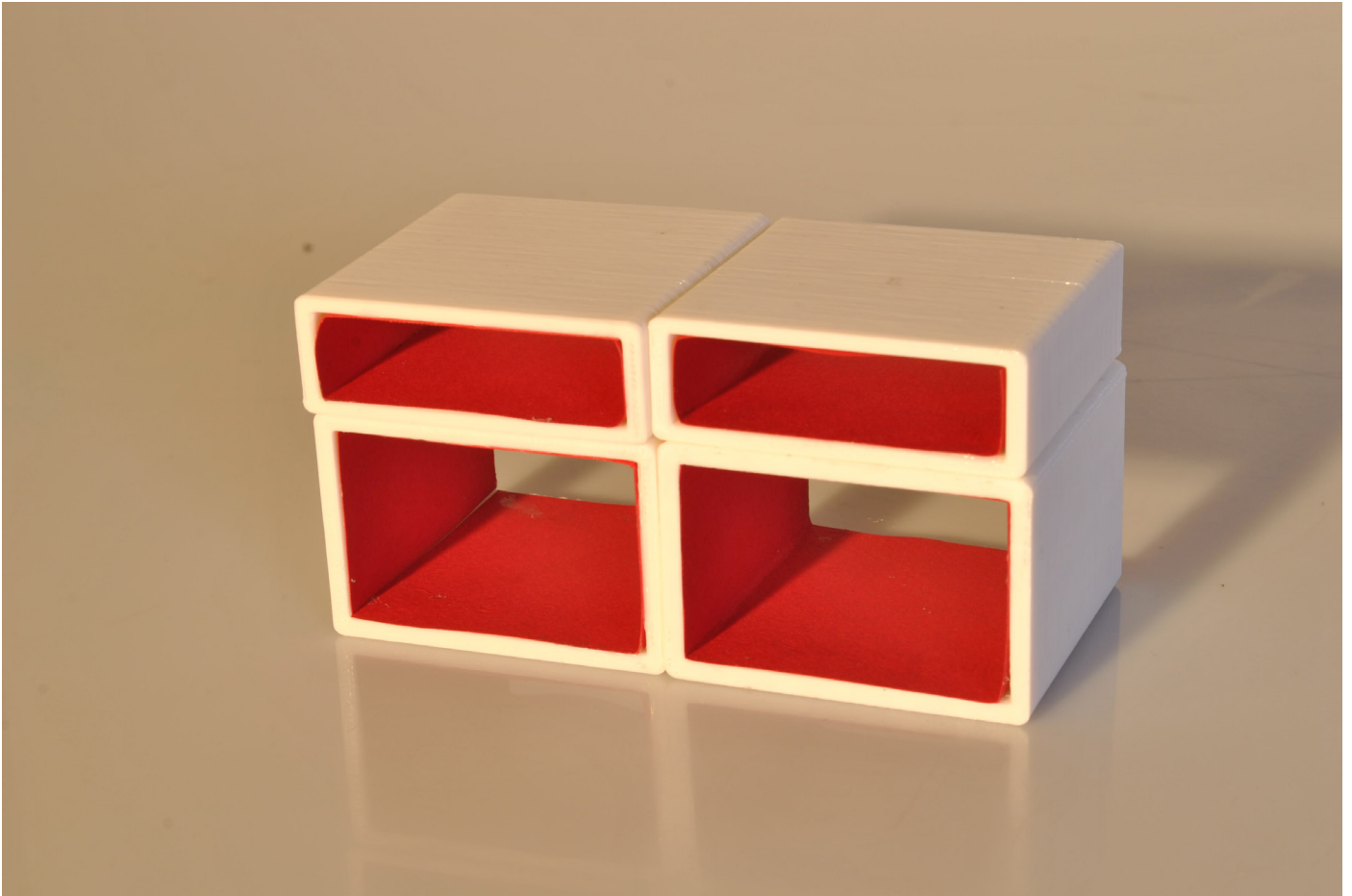


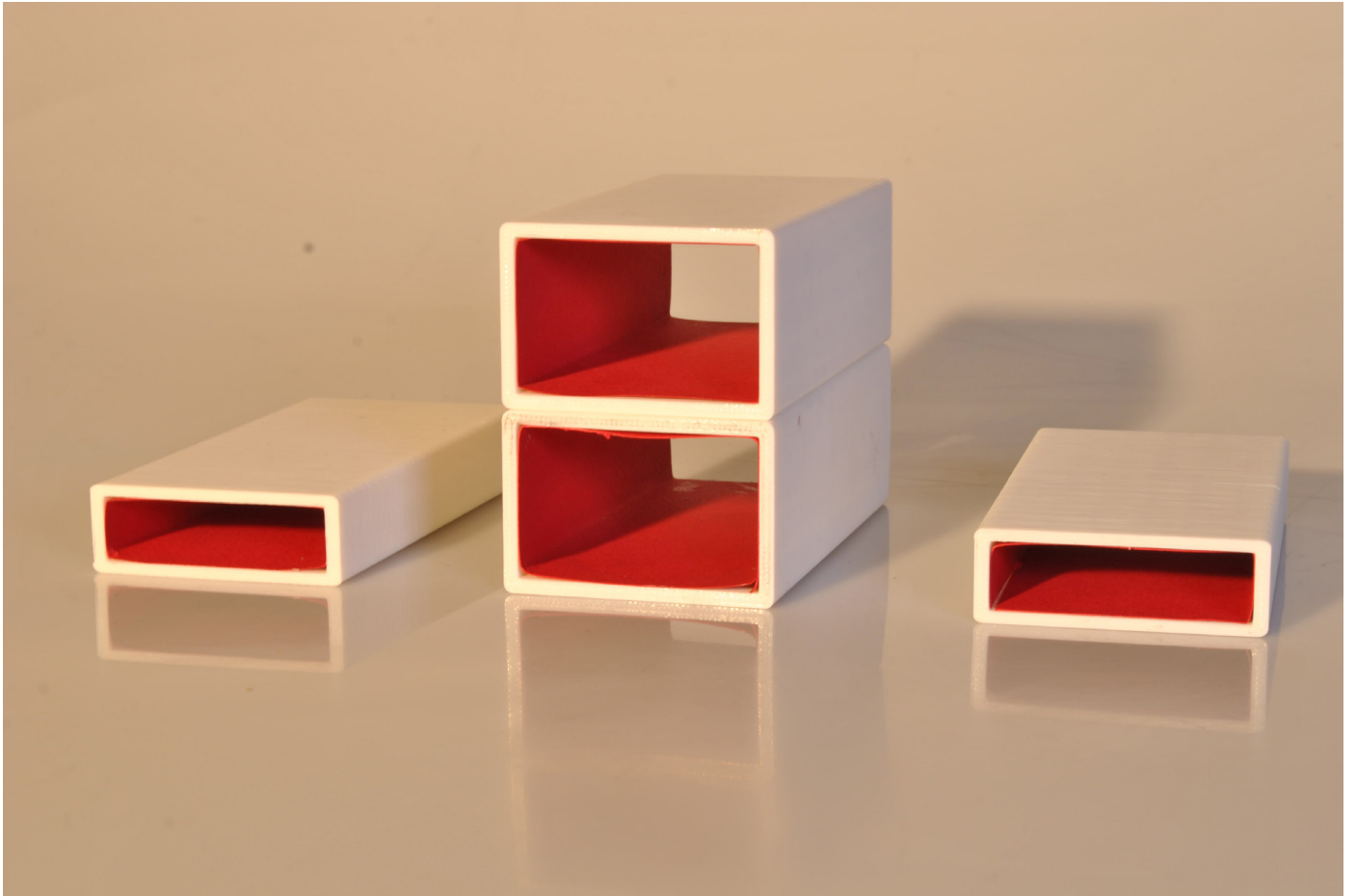


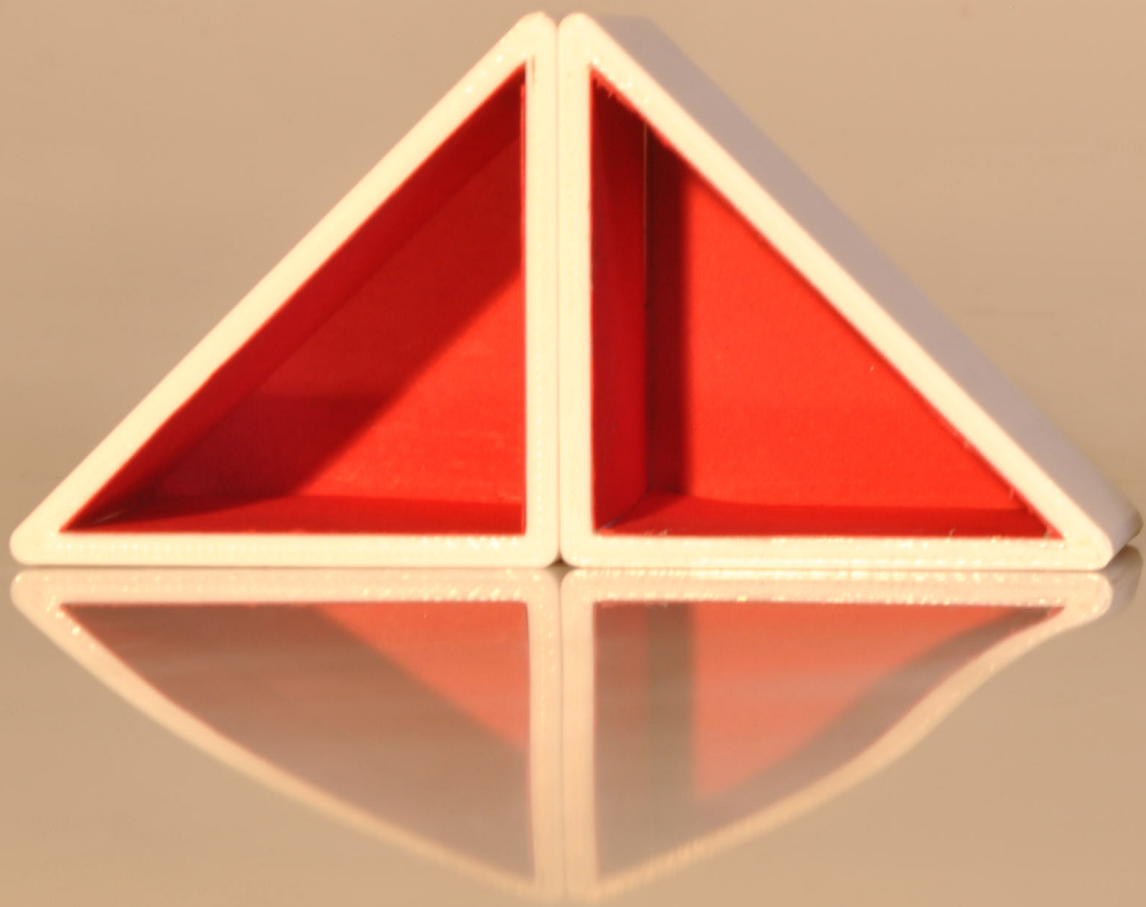
## **THE SQUARE**



# THE SQUARE

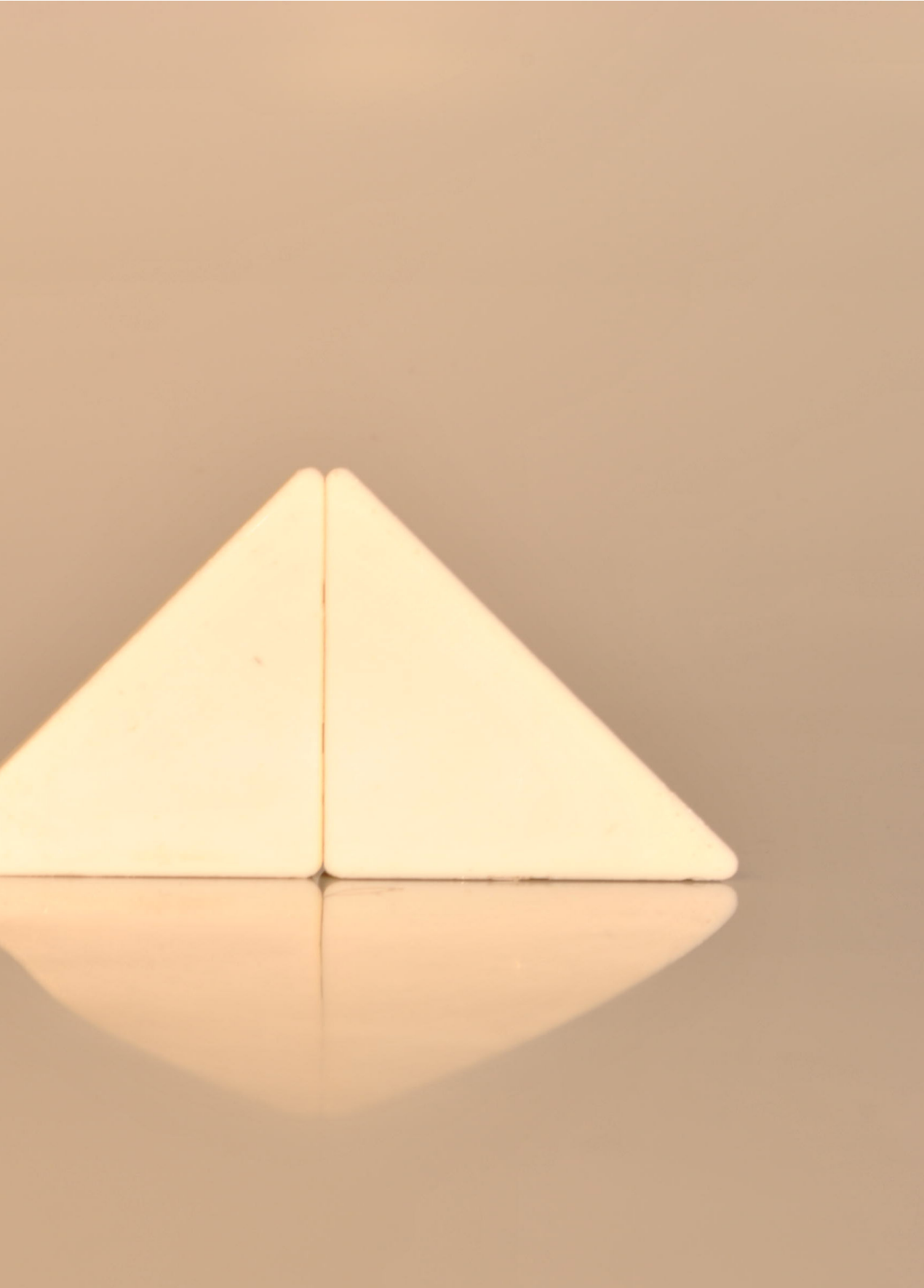




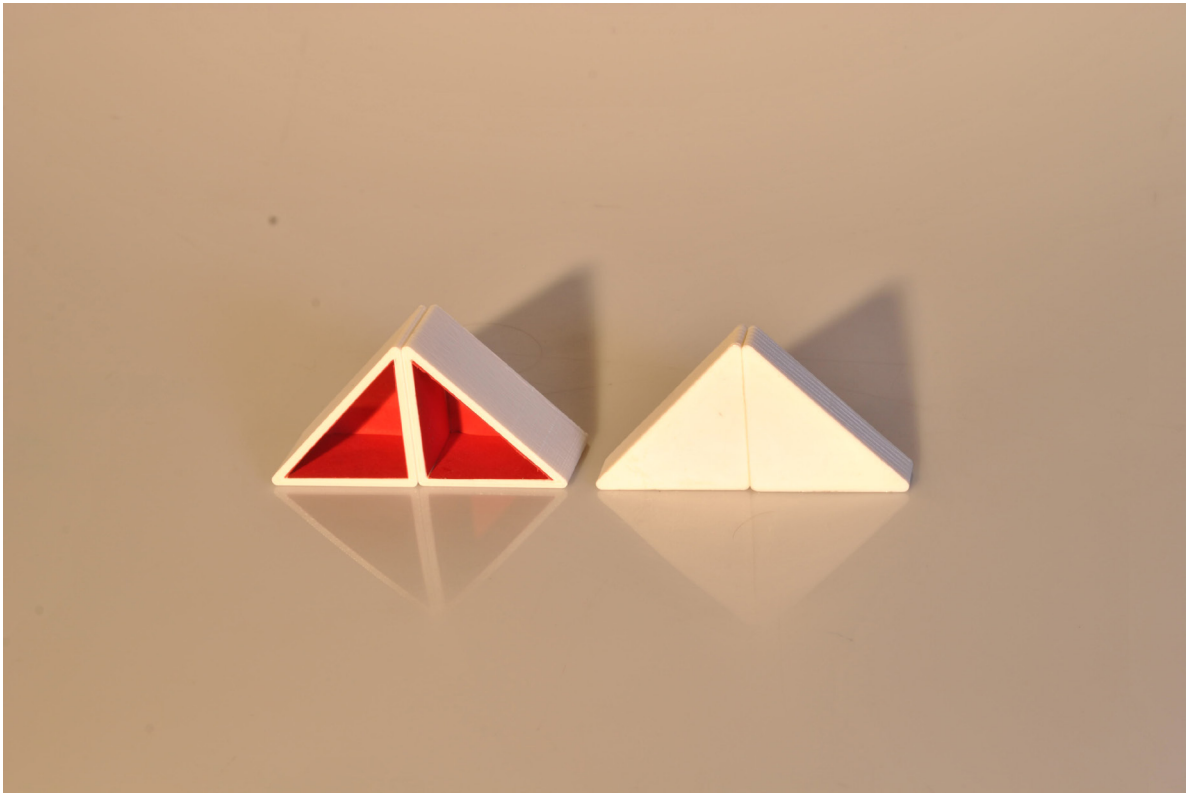


## **THE TRIANGLE**

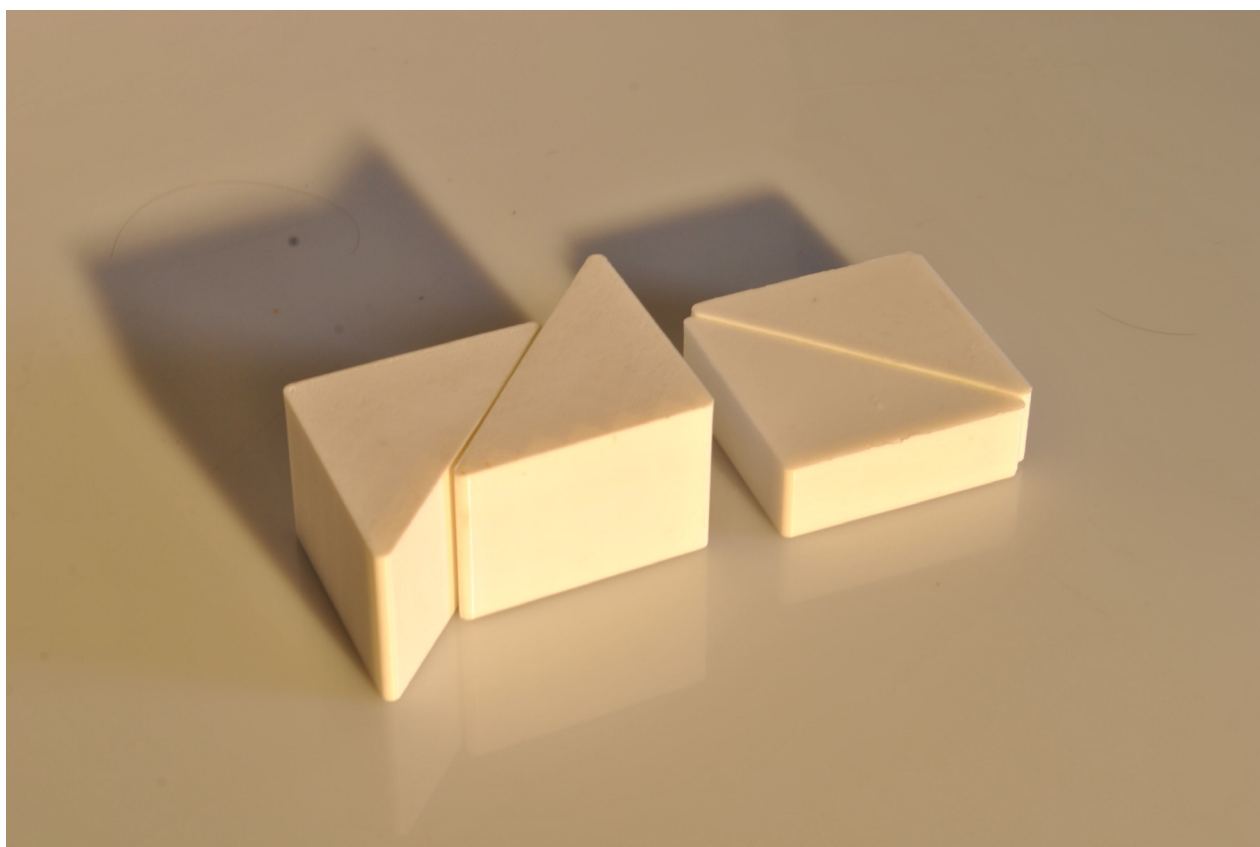
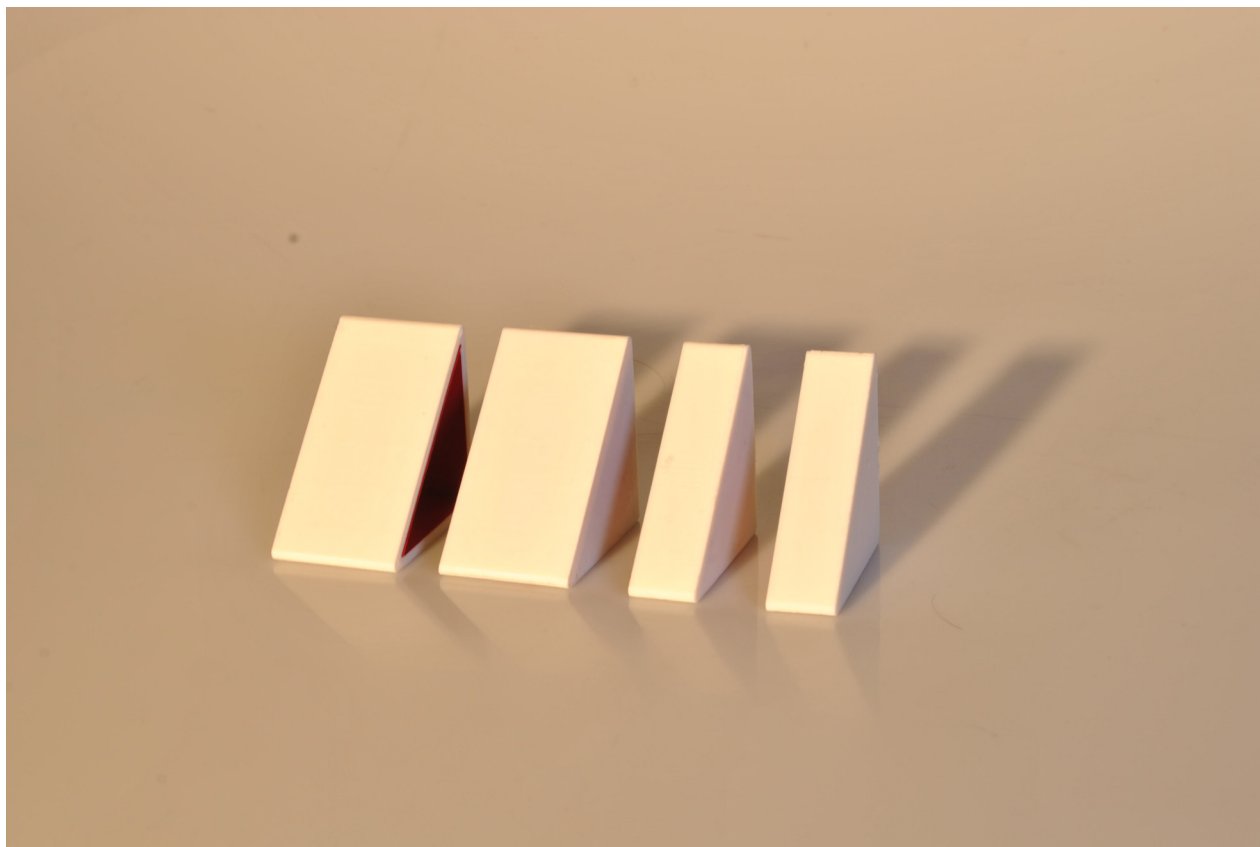




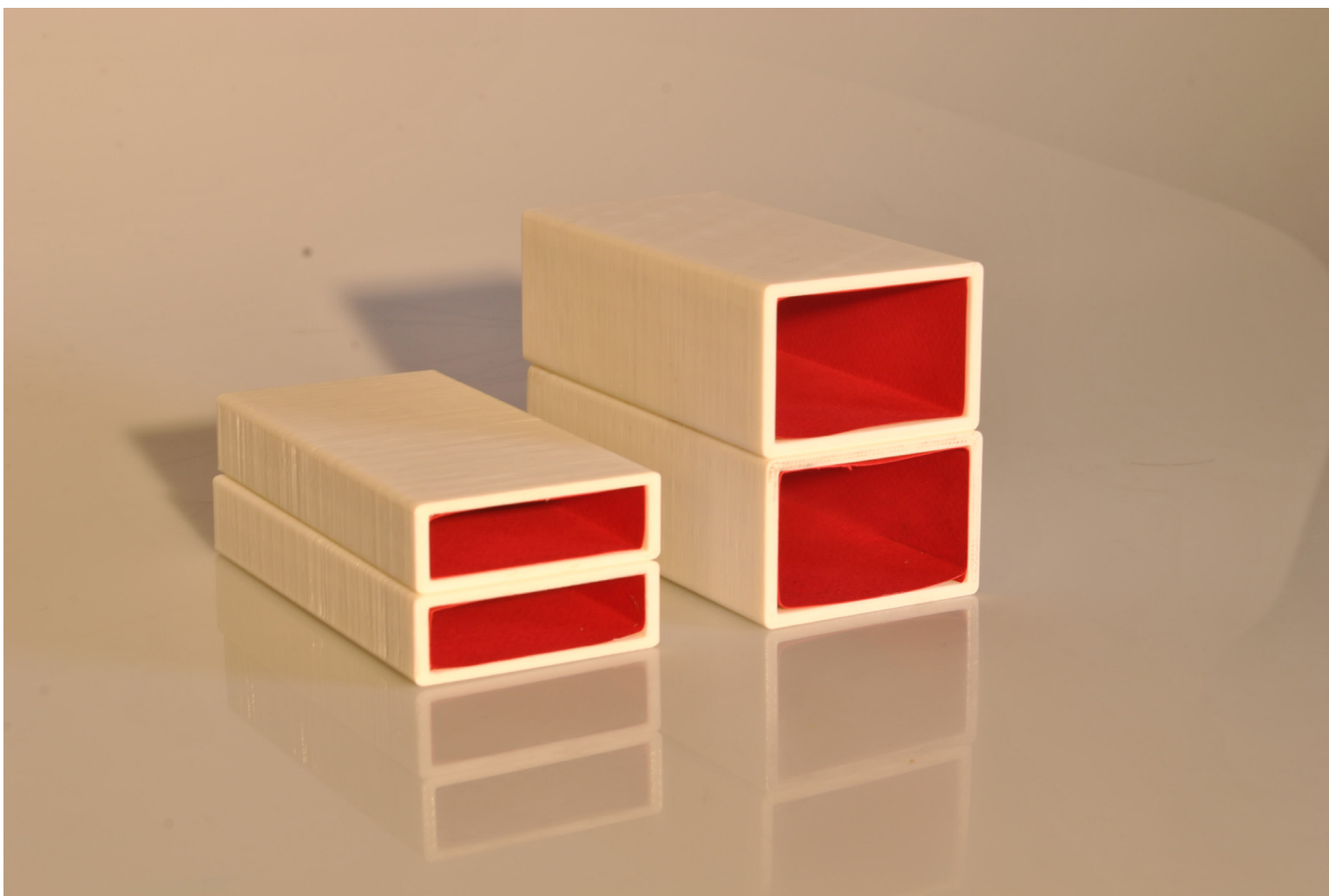
# THE TRIANGLE

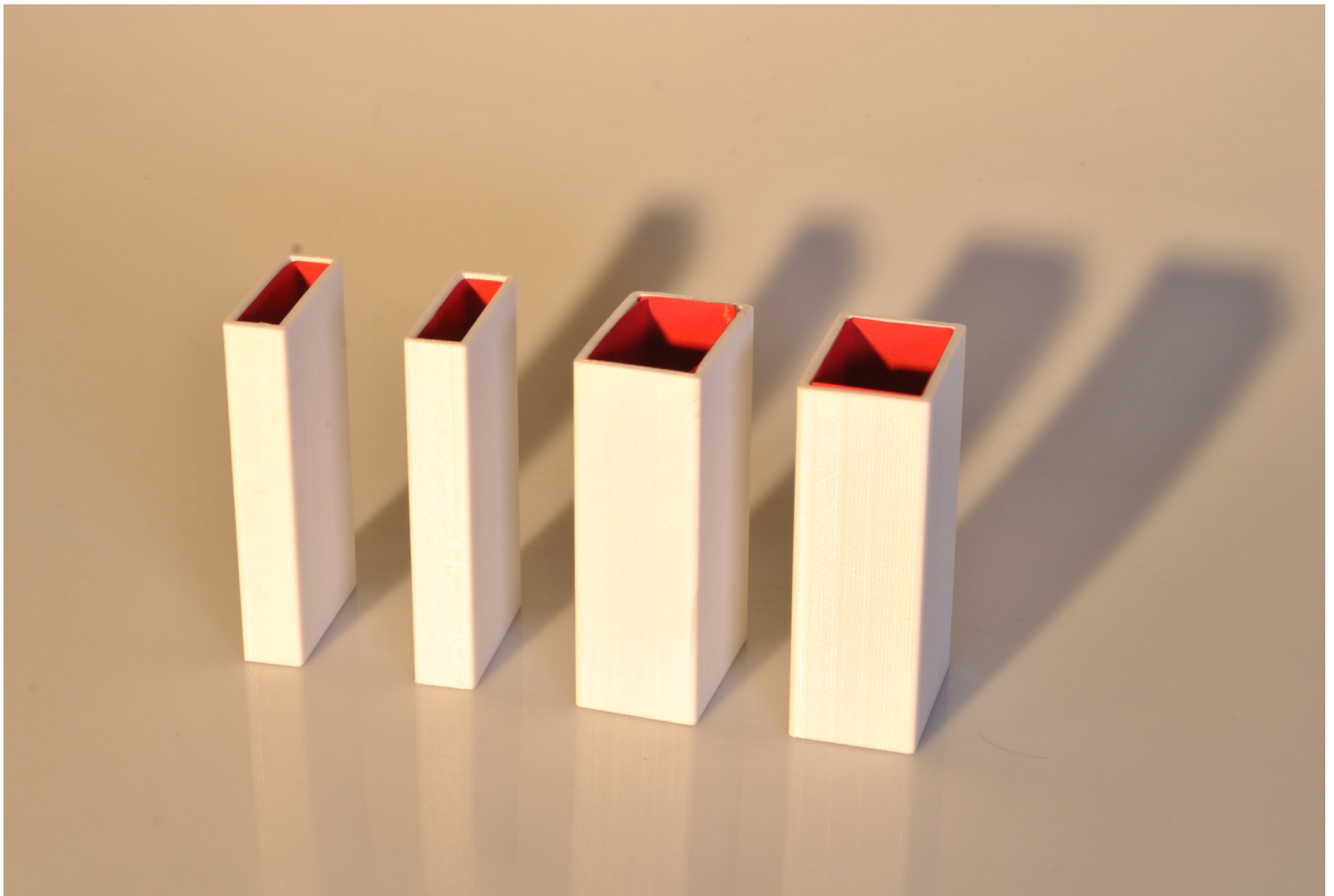


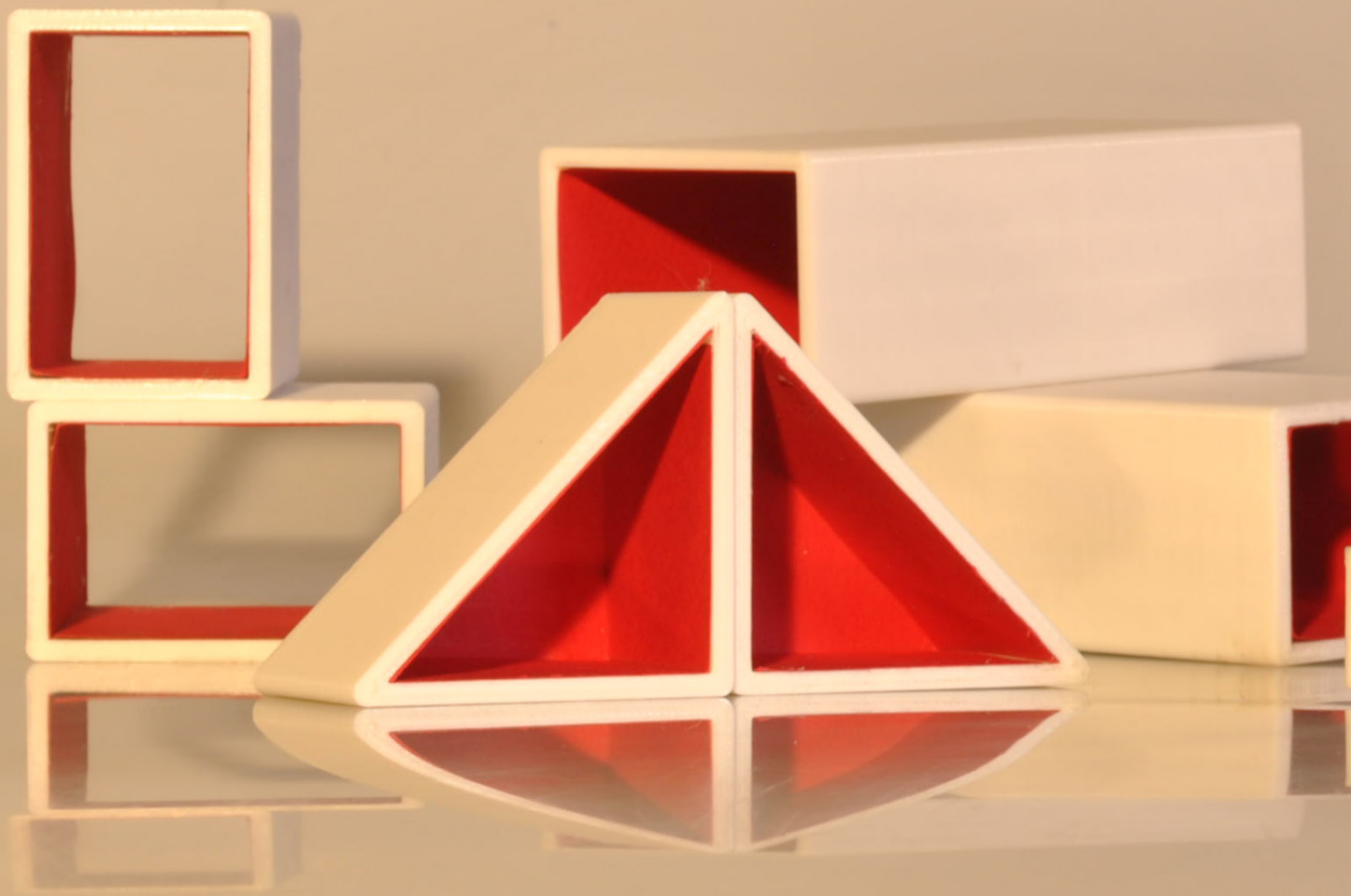




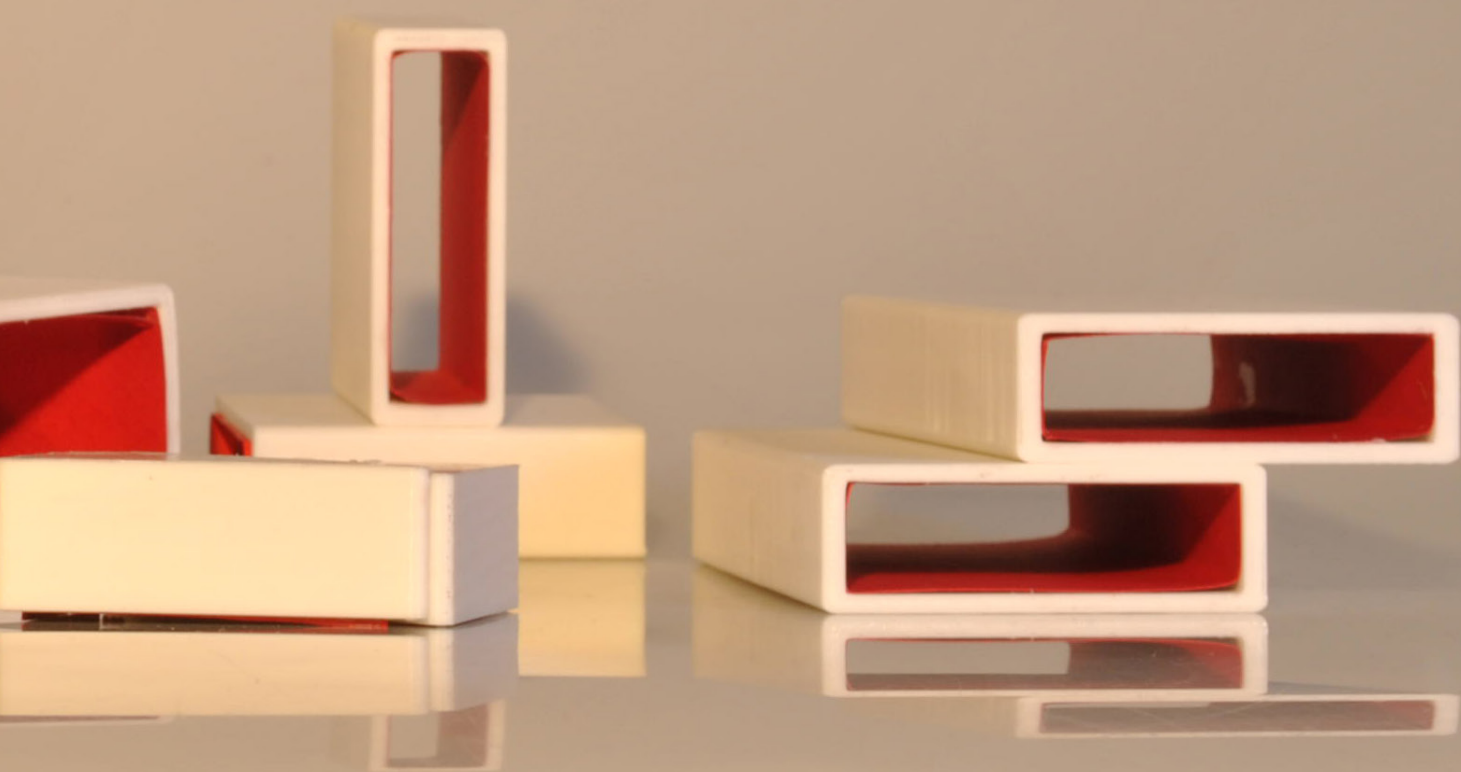
# THE RECTANGLE





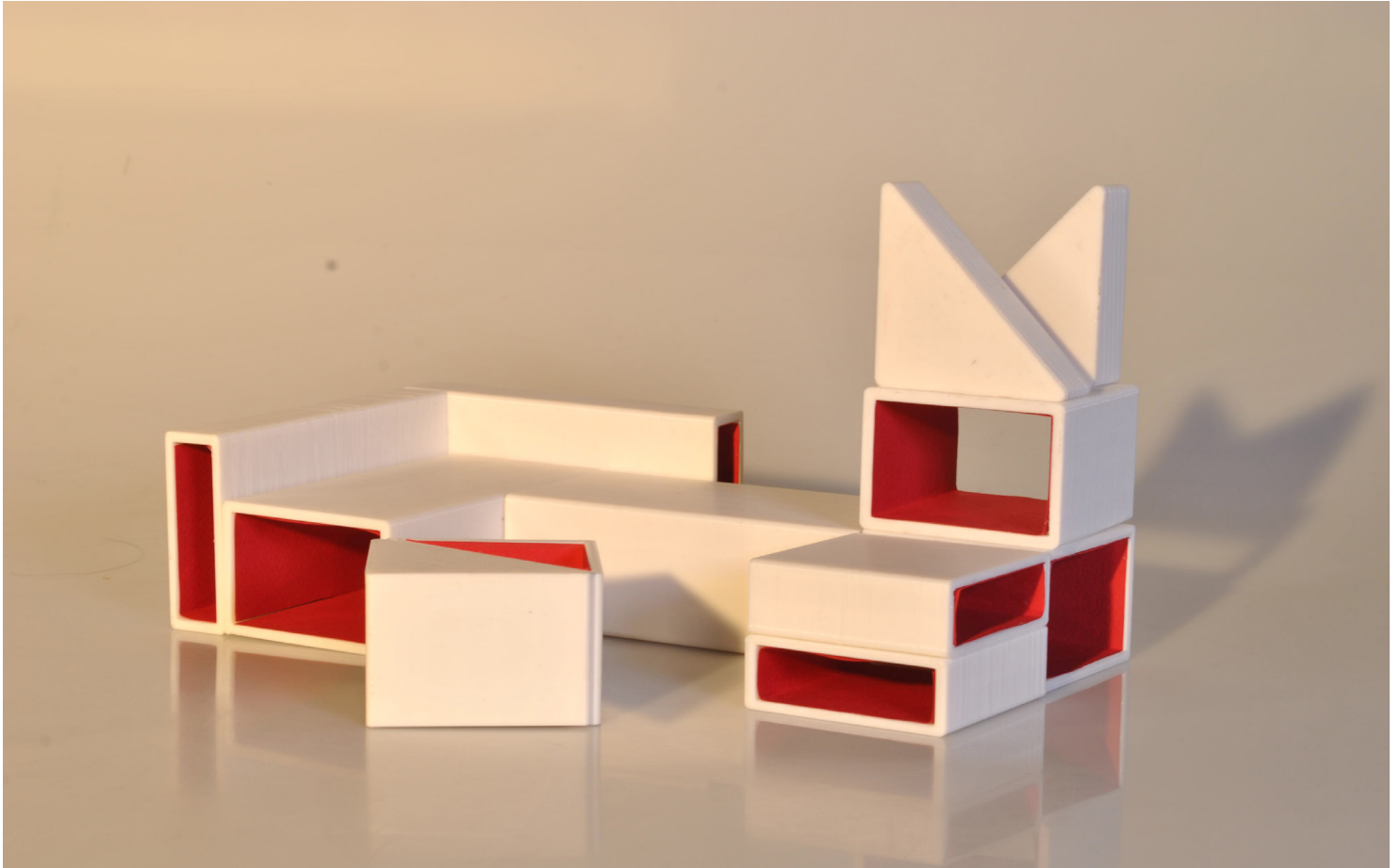






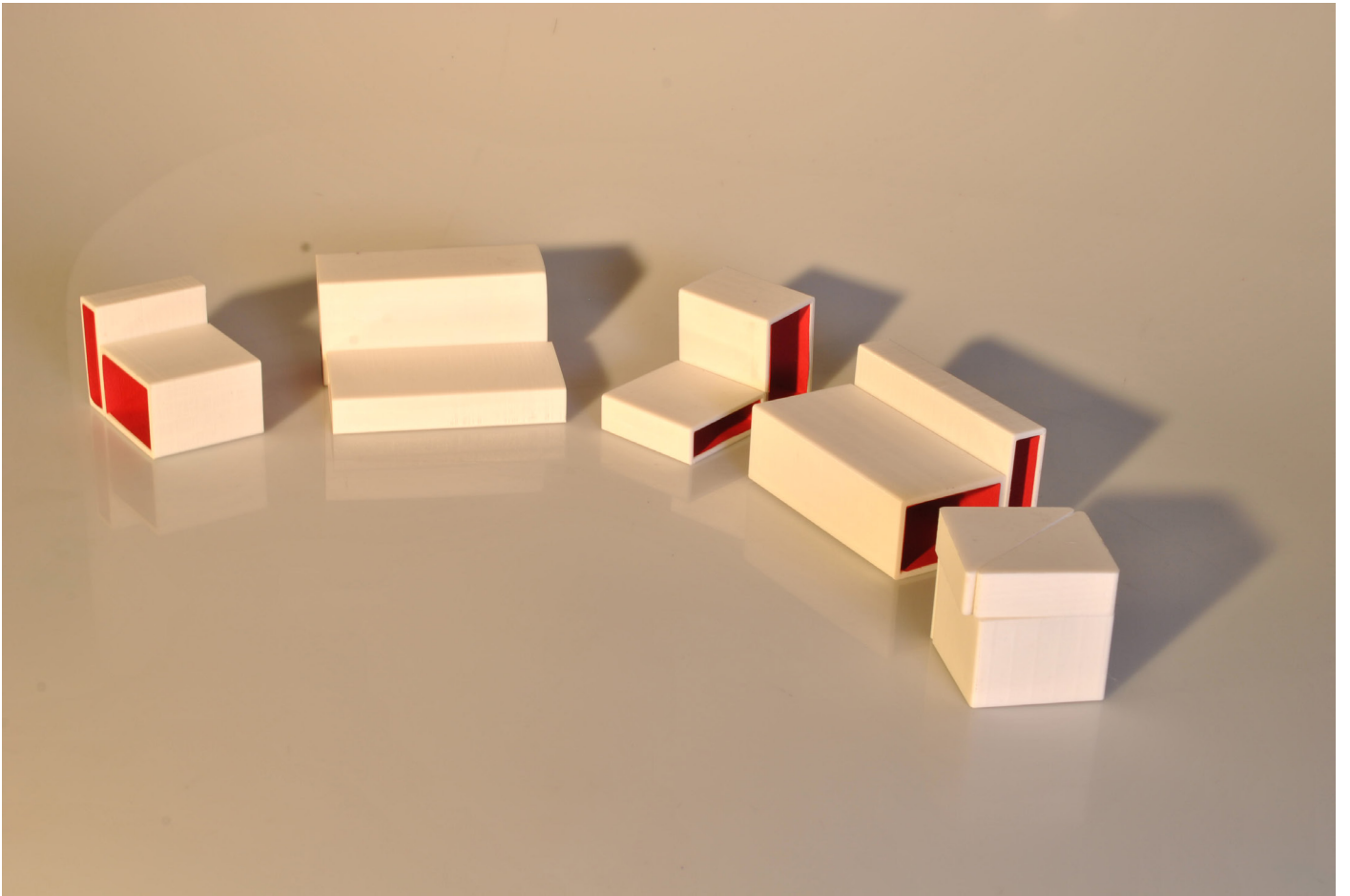
**IN A SPACE**

# SETTINGS

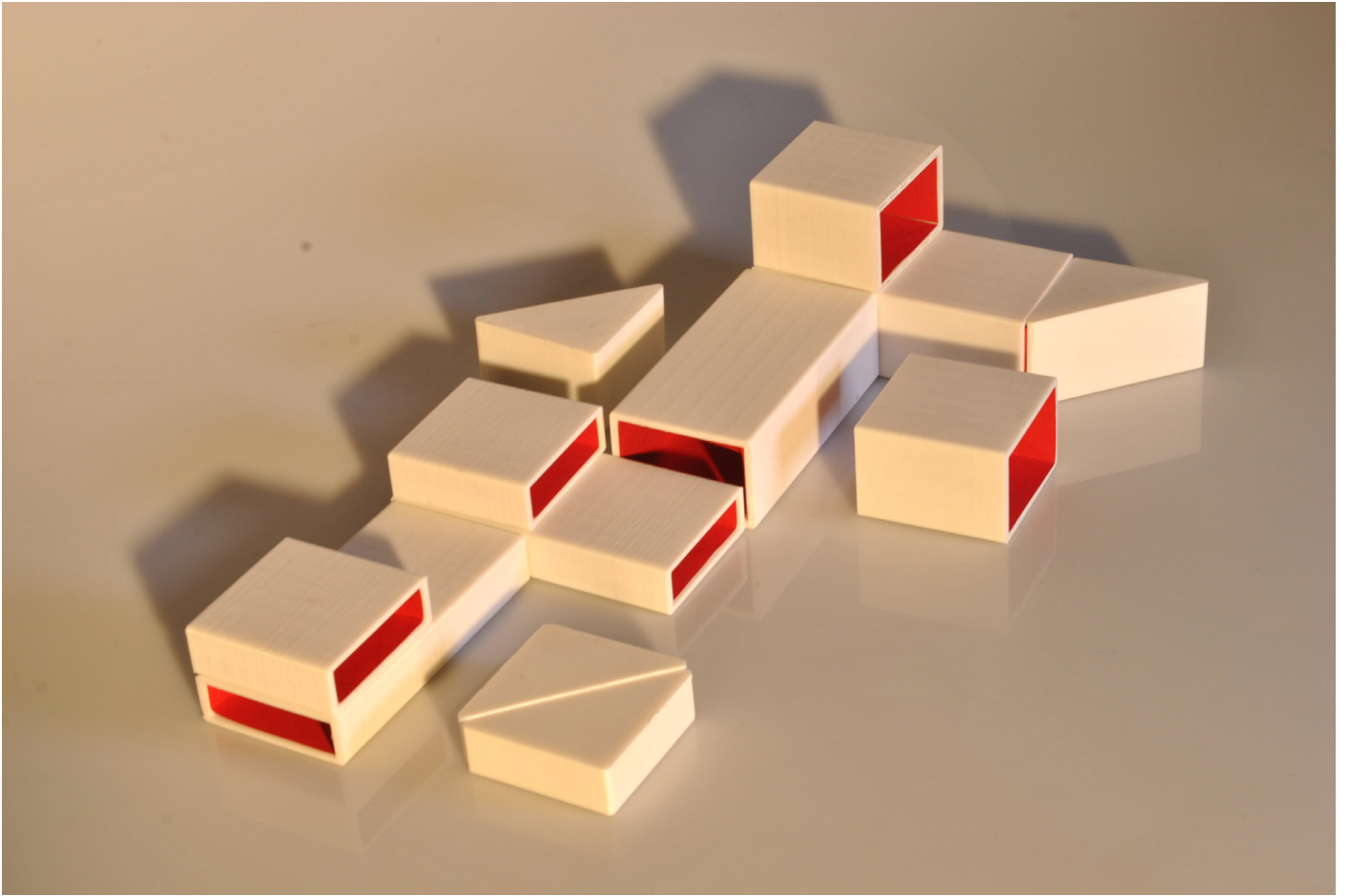


The Living Room

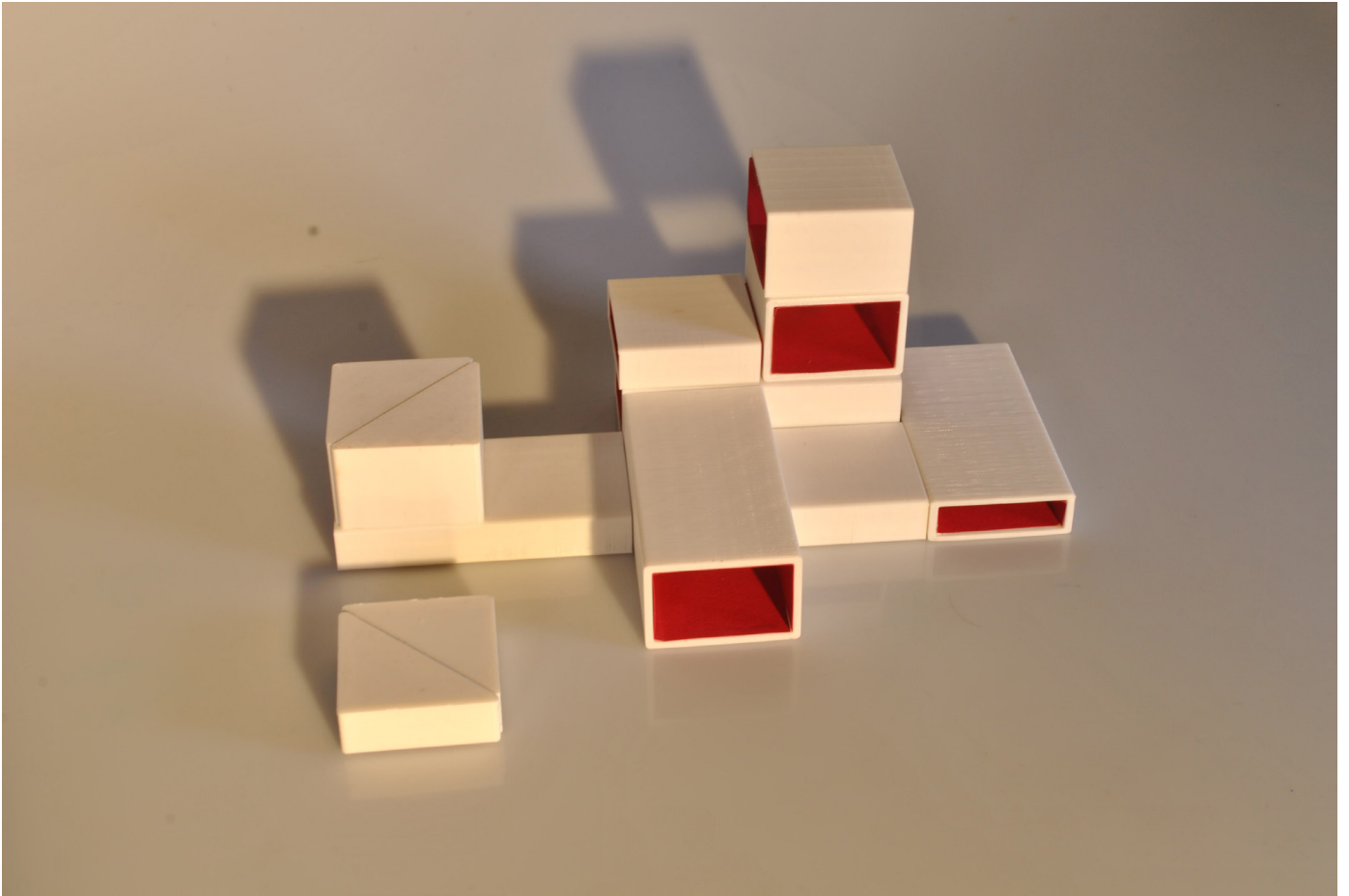
The functional versatility of the different forms allows for the user to define how they utilize it in a space; from stools, to chairs, to even higher chairs, to tables.



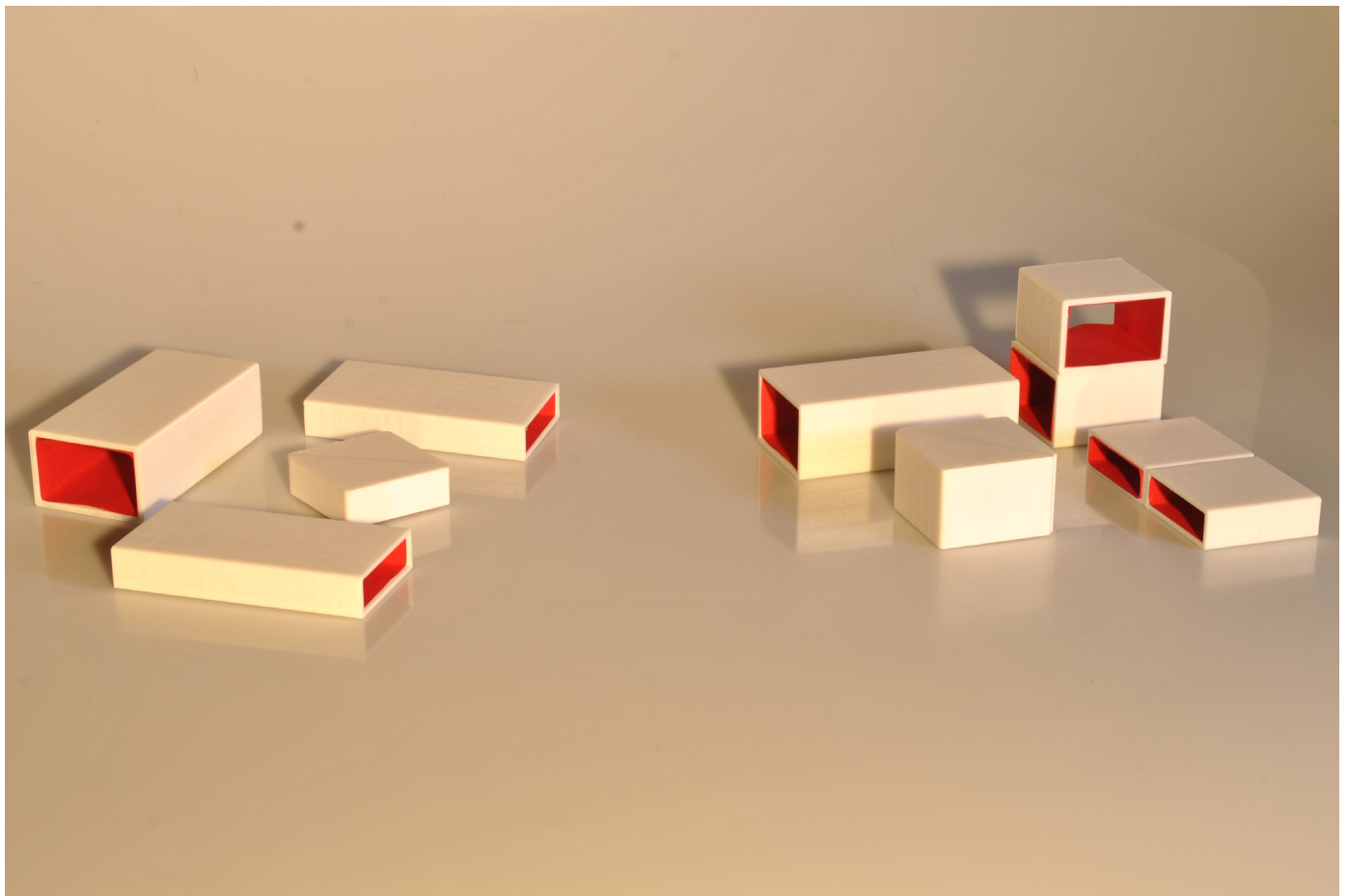
The Interview





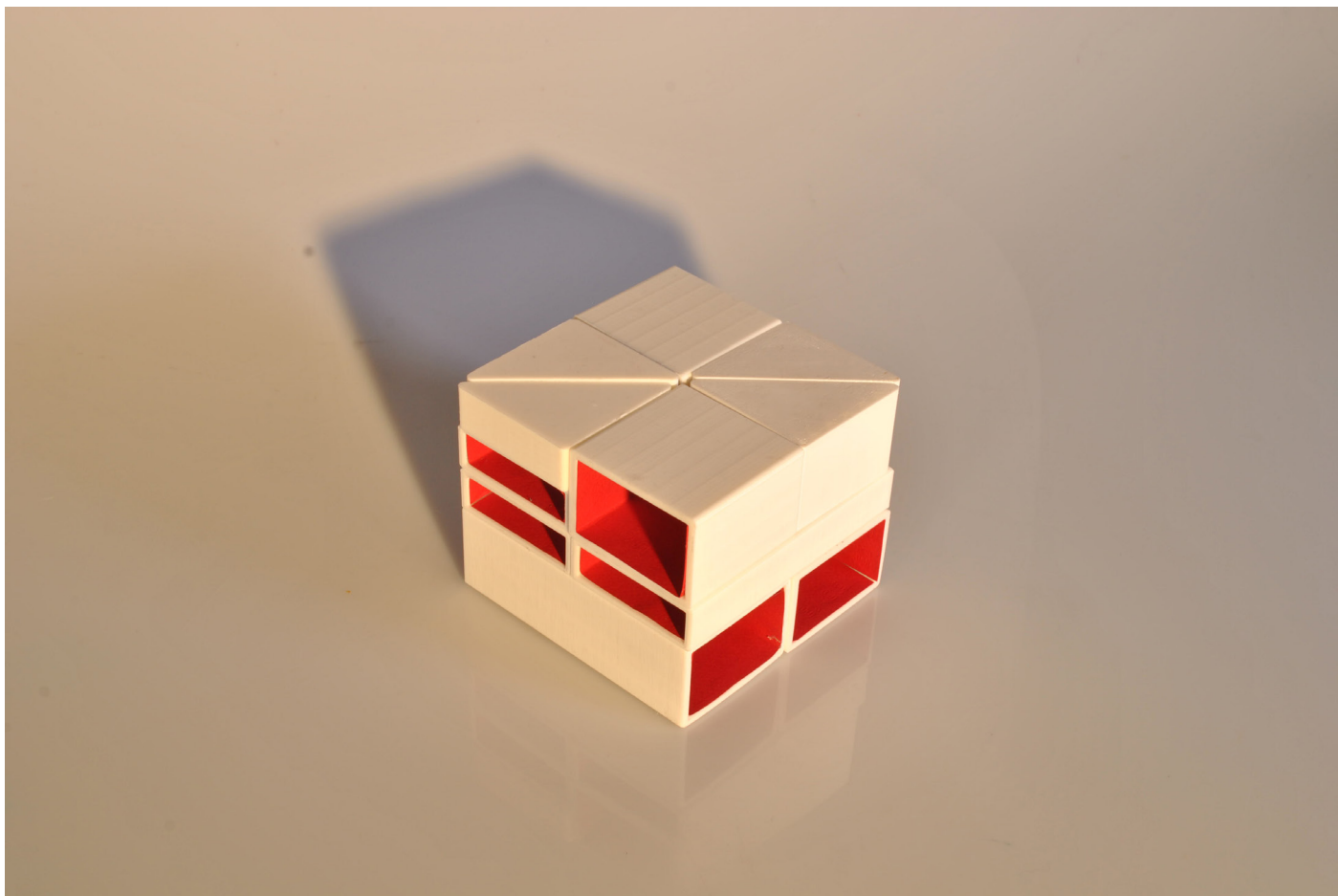


The Cubist

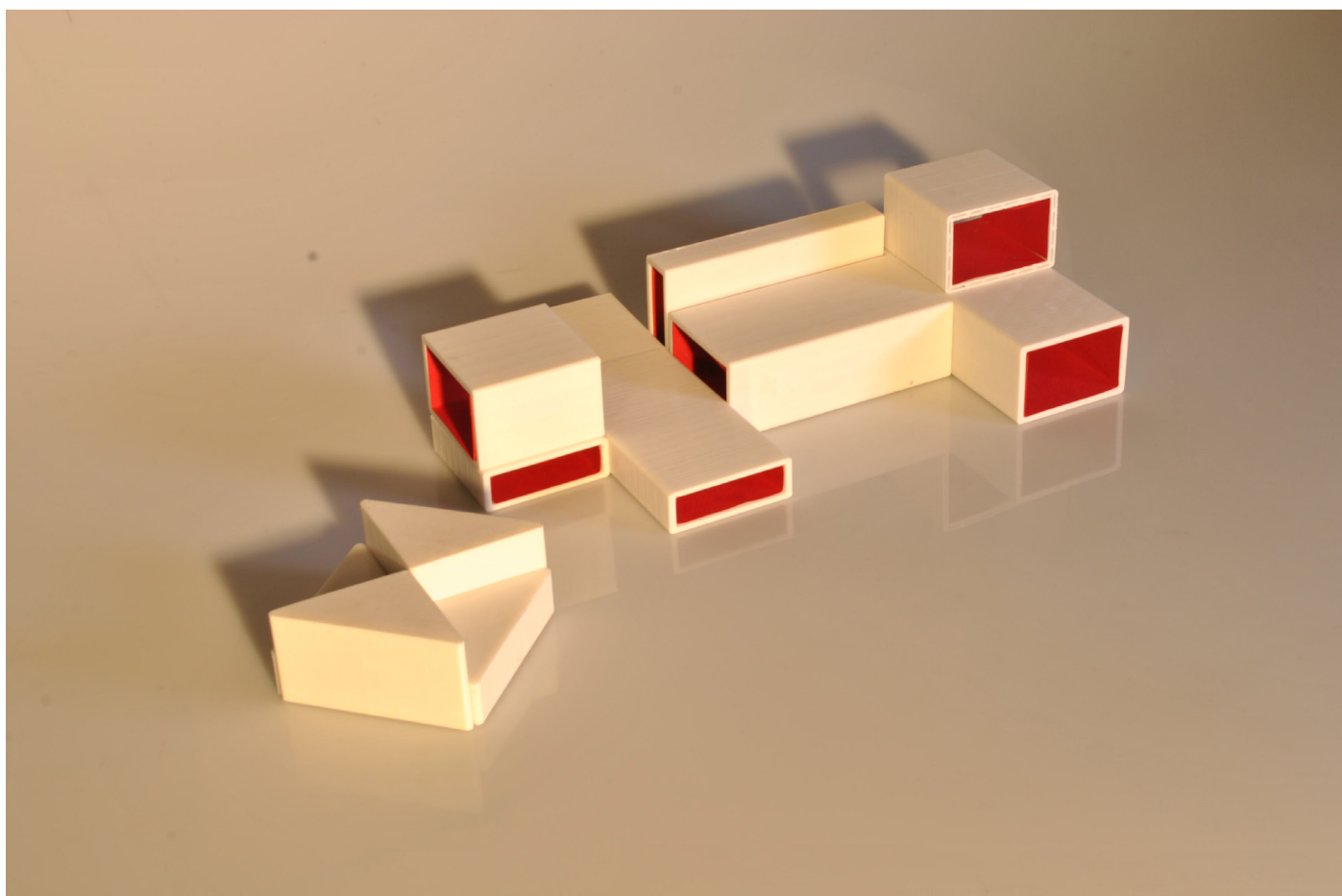


The Two Groups





The Cube



The Terrace



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