



MARCEL BAUERFEIND

Hi, I am Marcel.

The body of work within this portfolio shows my passion for the emotional value of design.

My process revolves around the constant act of finding balance between methodological structure and conceptual detour.

Creating memorable moments and meaningful experiences consistent of simple interactions is what you are about to perceive.

Five words describe my ethic and my intention.



SMOVE



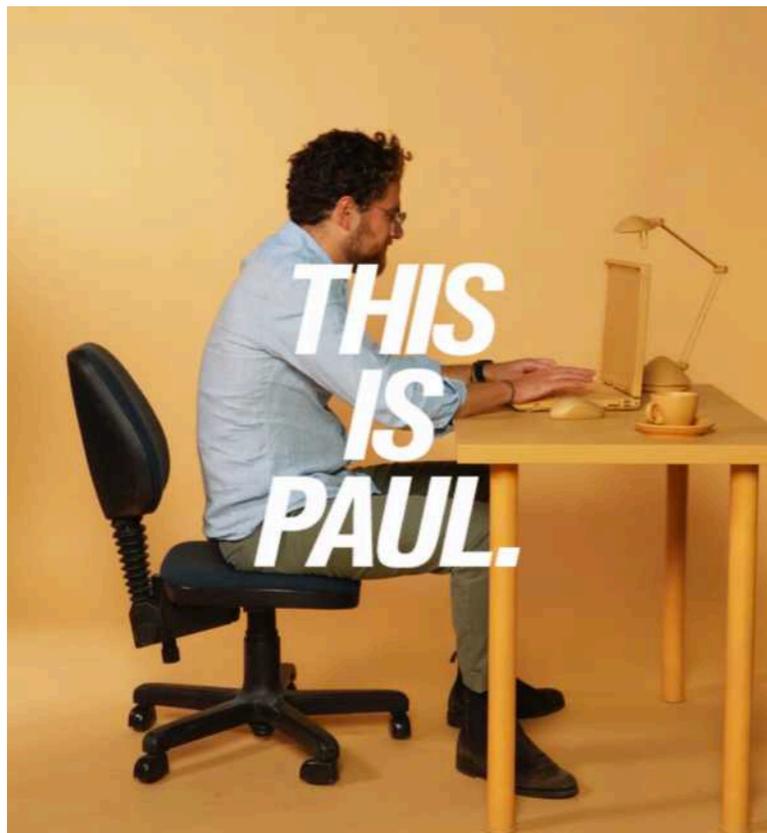
engage

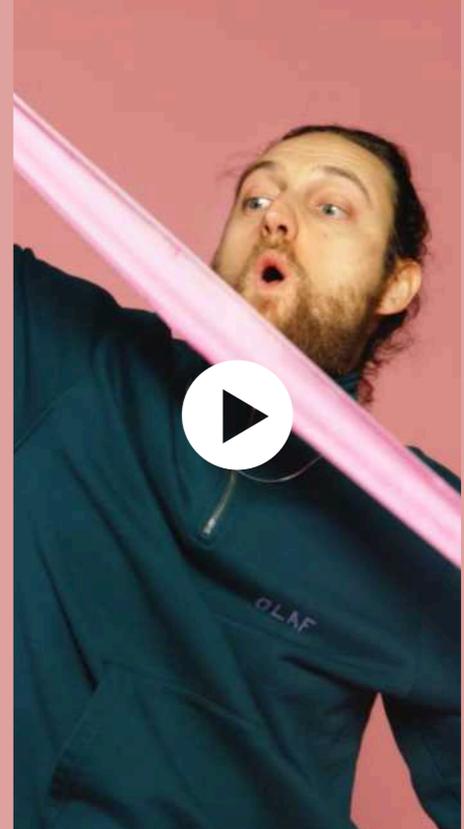
support

feel

surprise

reflect





WORK represents the natural environment SMOVE is supposed to address. FUN as well as SPORT are indispensable components in everyday work. While exploring different ways of use of SMOVE, the main concern of the two additional clips is to communicate emotional appeal.

2020 has changed our environment radically.

Home to us means not just
comfort and recreation any more.
Home now also means work.

How can we merge those areas more successfully?
How can we use our living space efficiently?
How do we stay mindful of our health?



SMOVE represents an approach to repurpose pre-existing objects and blends different areas of life in our home.



One of the most important factors in work is sitting. Common office chairs impede visual separation of living areas by both volume and semantics. A certain standard in quality results in considerable extra cost. Hence, people choose their regular chair in most households. Traditionally these chairs offer only one position, lack possibilities to adjust and result in harmful sitting behavior: static sitting.



SMOVE adds functionality to countless chairs within common home office situations.

DYNAMIC

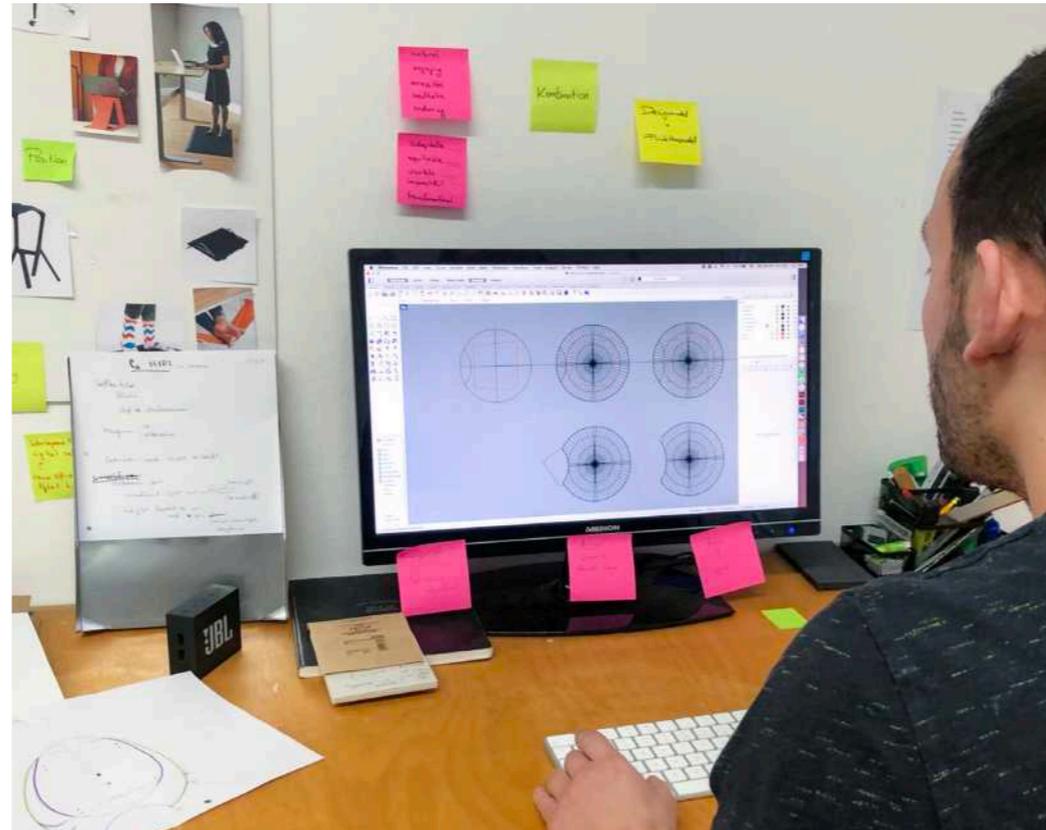
Healthy sitting is dynamic.

With an average of eight hours of sitting per day, the more we move while sitting, the better. The crucial factor is not the extent but the frequency of motion. Even the smallest movements, so-called **micro-movements**, are enough to supply the intervertebral discs with nutrients and prevent unilateral load on our body.

Leaning forward to gain focus or leaning backward for a short break are exemplary activities that we do subconsciously. SMOVE is based on these natural dynamics and facilitates critical factors of everyday work.



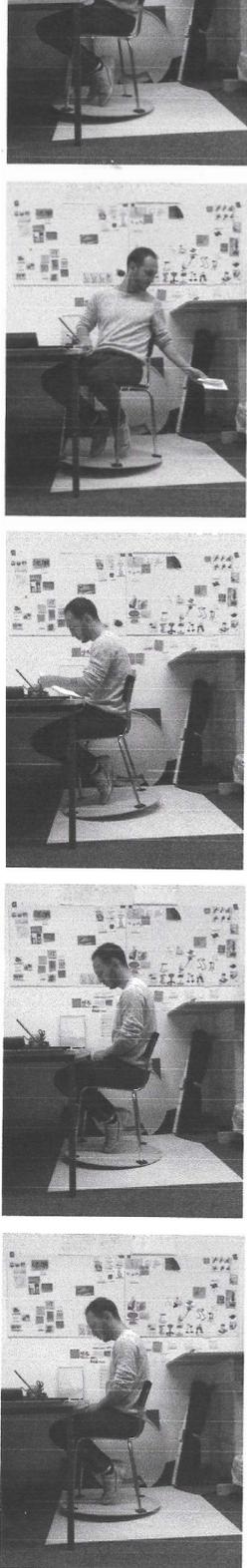
PROCESS



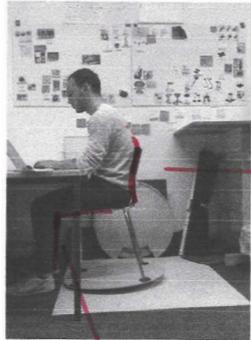
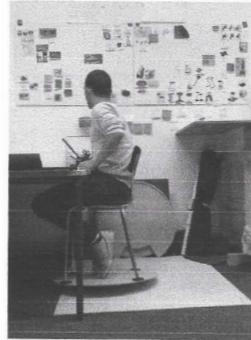
Analog and digital work.

Switching between digital drawing and manual work has been an important asset throughout the process. Not solely relying on automated manufacturing means but also using machinery first-hand helped develop substantiated understanding of relevant parameters, mechanisms and materials.

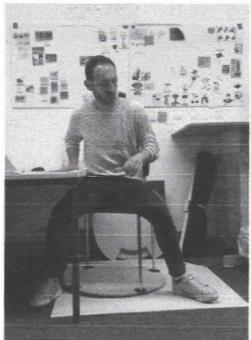
Essential instruments included CNC milling machine, vacuum press, 3D printing as well as lathing, welding and hand-held machinery.



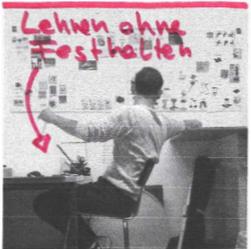
Verlagerung
Schwerpunkt



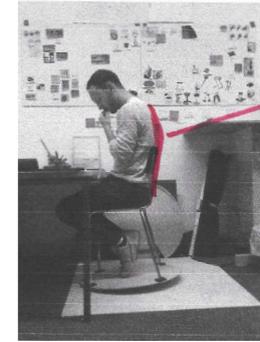
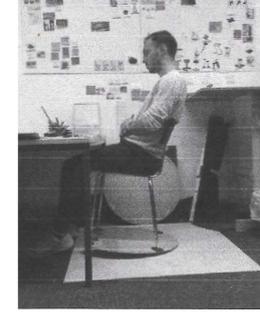
Rücken
gerade
an
Lehne



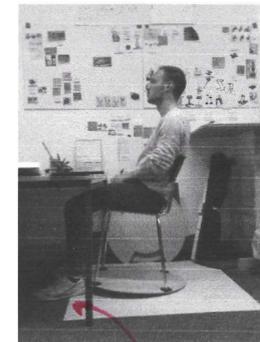
↻ Drehen + Aufstehen



Lehnen ohne
Festhalten



nach hinten
elnicken



mit
Bodehauheit

Continuously testing, documenting and evaluating contributed in achieving objective results. Throughout six months a variety of test subjects have assessed over twelve prototypes. Relevant criteria included the perceived quality of :

- range of movement
- dynamics of movement
- angle leaning forward
- angle leaning backward
- height interference
- sense of security

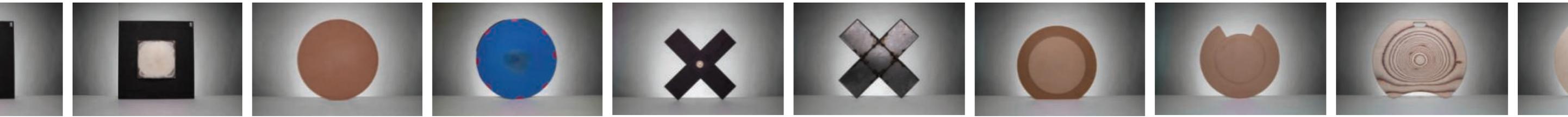


A selection of prototypes documents relevant milestones along the process.

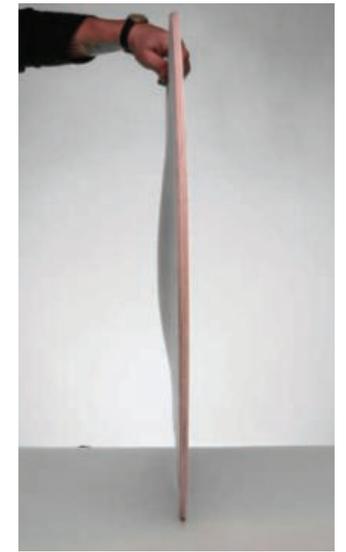
Model making revolved around developing a balance between height interference and default movement. The goal was to reduce the height to a minimum while still preserving dynamic and also stability.

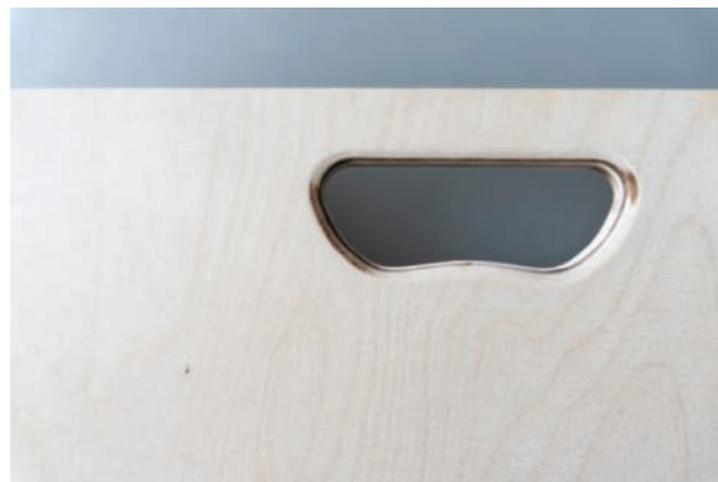


The final shape contained an asymmetrical curve on the bottom. Therefore, leaning forward to gain focus is easier, hence reinforcing our natural dynamics of sitting.



A 6cm diameter half-bowl was attached to the bottom of the platform. The movement turned out to be radically dynamic which was disparate to the parameter "sense of security".

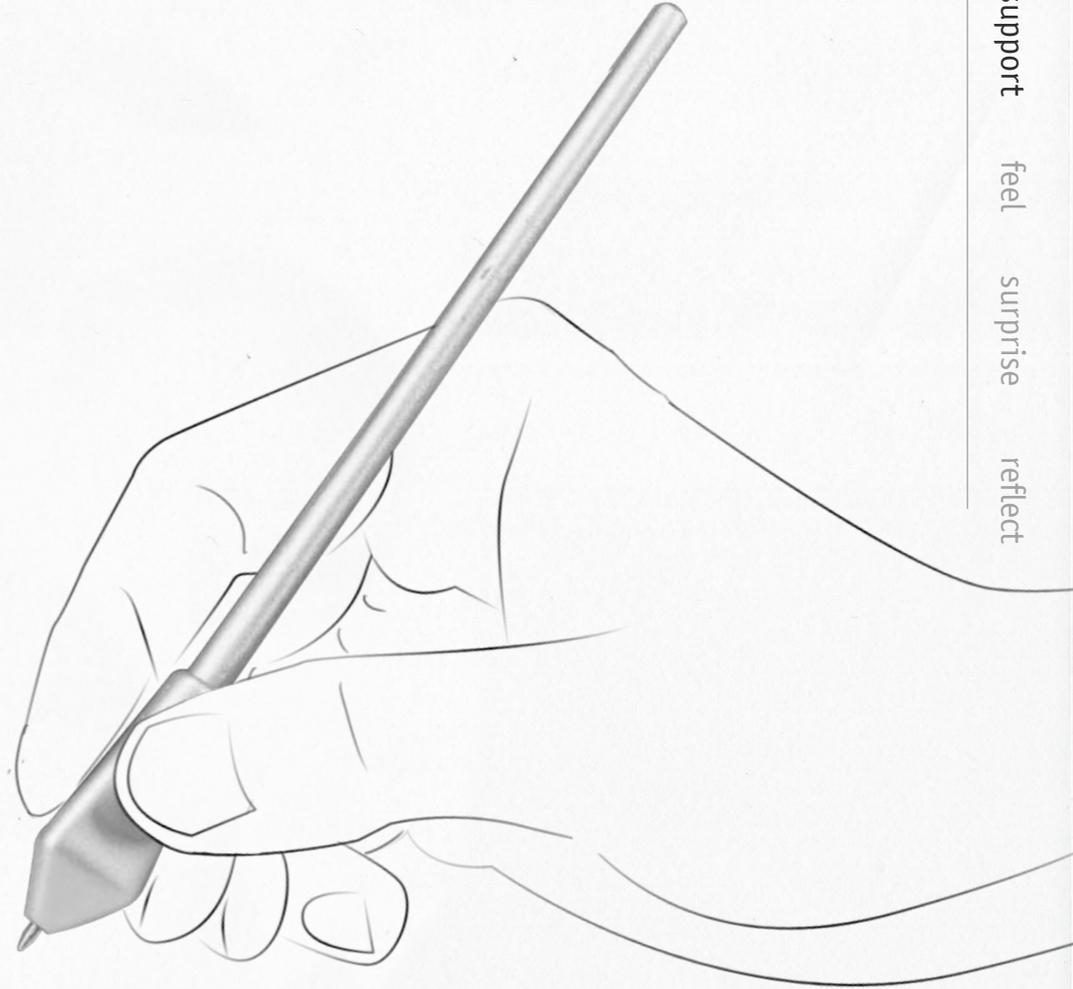




Closeups of the multiplex board reveal forming details before the foam coating.

peg

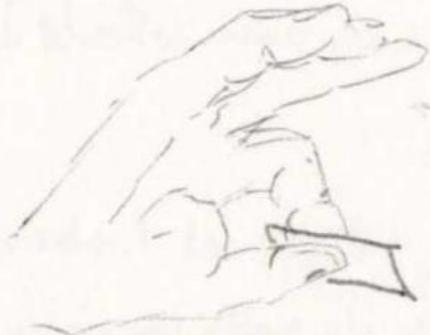
[peg]



engage support feel surprise reflect

How do we typically grab?

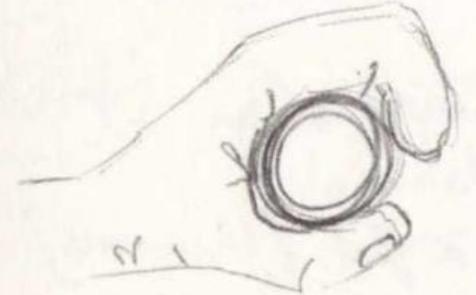
The skills of our hands are required each day. Opening a bottle demands more force than holding a nail. While writing, there is no necessity in holding the pen as tight as we usually tend to do.



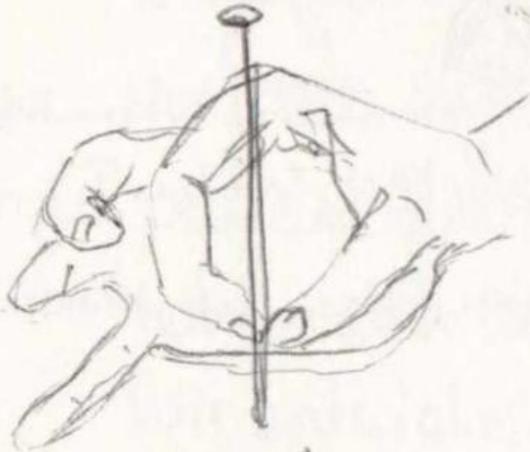
Pinzetgriff



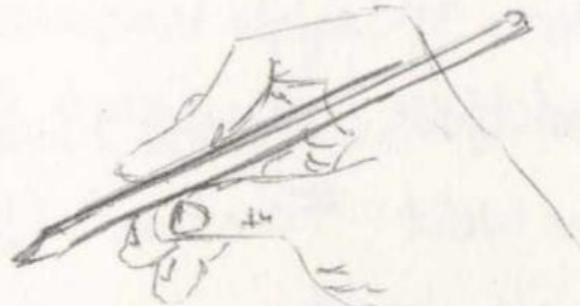
Lumbricalgriff
(kleines Gefäß anfeuern)



Zylinder-Holzgriff

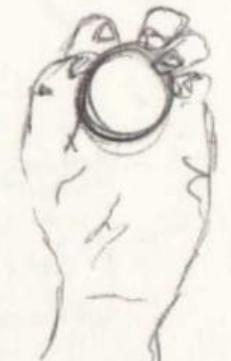


Spitzgriff
(Stift auflegen)



Dreipunktgriff
(schreiben)

The most common grip of a pen is the three-point-grip. As an issue when writing for an extended period of time, fingers tend to cramp due to the small diameter of most pens.



Handinnenfingersgriff

How do we write differently?

Quick functional prototypes were helpful in testing more radical shapes. Texture, position of grip as well as type of grip were relevant parameters in sourcing meaningful alterations. Most interesting results were visible with the fourth prototype which was then further developed.



Massiv, viel Kontrolle
 direkt festgelegtes Schreiben
 mehr Bewegung des Fingers in die Höhe

[massive, secure when holding; instantly curved writing; more movement in fingers]



relativ unaltered Schreiben
 gute Griffheit und Rückmeldung im Jäherriffeln
 haptisch angenehmes Gefühl: un... f... mit der

[writing relatively unaltered; great grip and interesting haptic experience]



Schreiber, fast un...
 groß am Rand
 gut für geschwungenes

[mostly unaltered; gripping at the outer rim results in more curved writing]



... das festgelegte Schreiben
 leichte Aufdrück - leichte ...
 ...

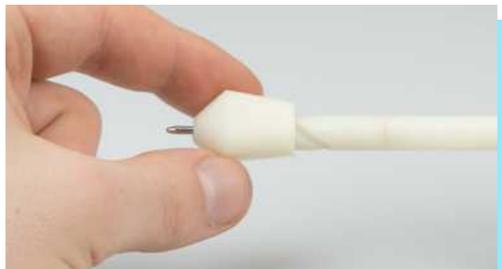
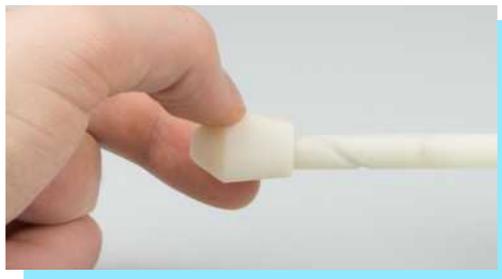
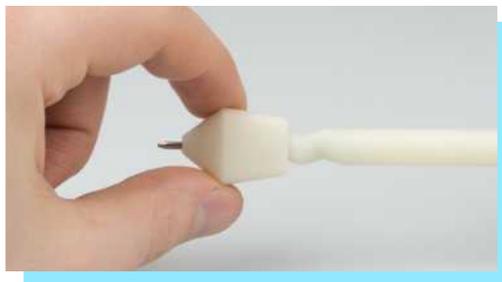
[pegging fingers more comfortable than usual grip; visibility of written content limited]



How do we maintain necessity?

Next to refining the overall shape visually and ergonomically, certain functionality was necessary to sustain credibility of concept.

If the cap was turned half around the pen's axis the hidden lead should be revealed. Tolerances and refined detail were crucial in achieving high quality results.



thread testing; bottom version was further developed



early low-res FDM prototype

How do we improve gradually?

Cramping is prevented through a rising diameter towards the tip of the pen. The fingers are supported by pegging the weight of the hand.

The metallic varnish connotes quality and elegance as well as resilience and durability. The slightly glossy surface emphasizes structural transitions and the composition of geometric and organic design elements.







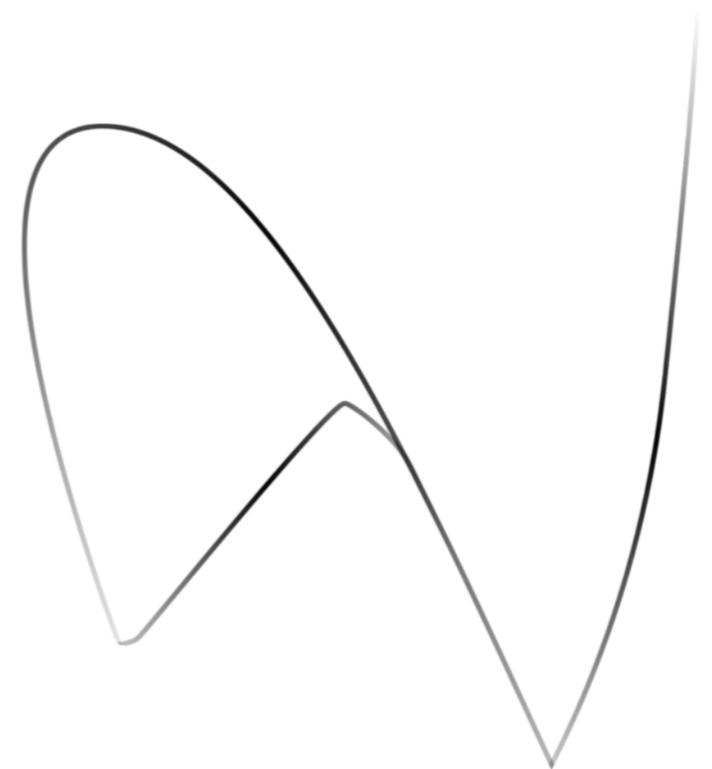
purple

IF PURPLE HAD A SHAPE
WHAT WOULD IT BE?



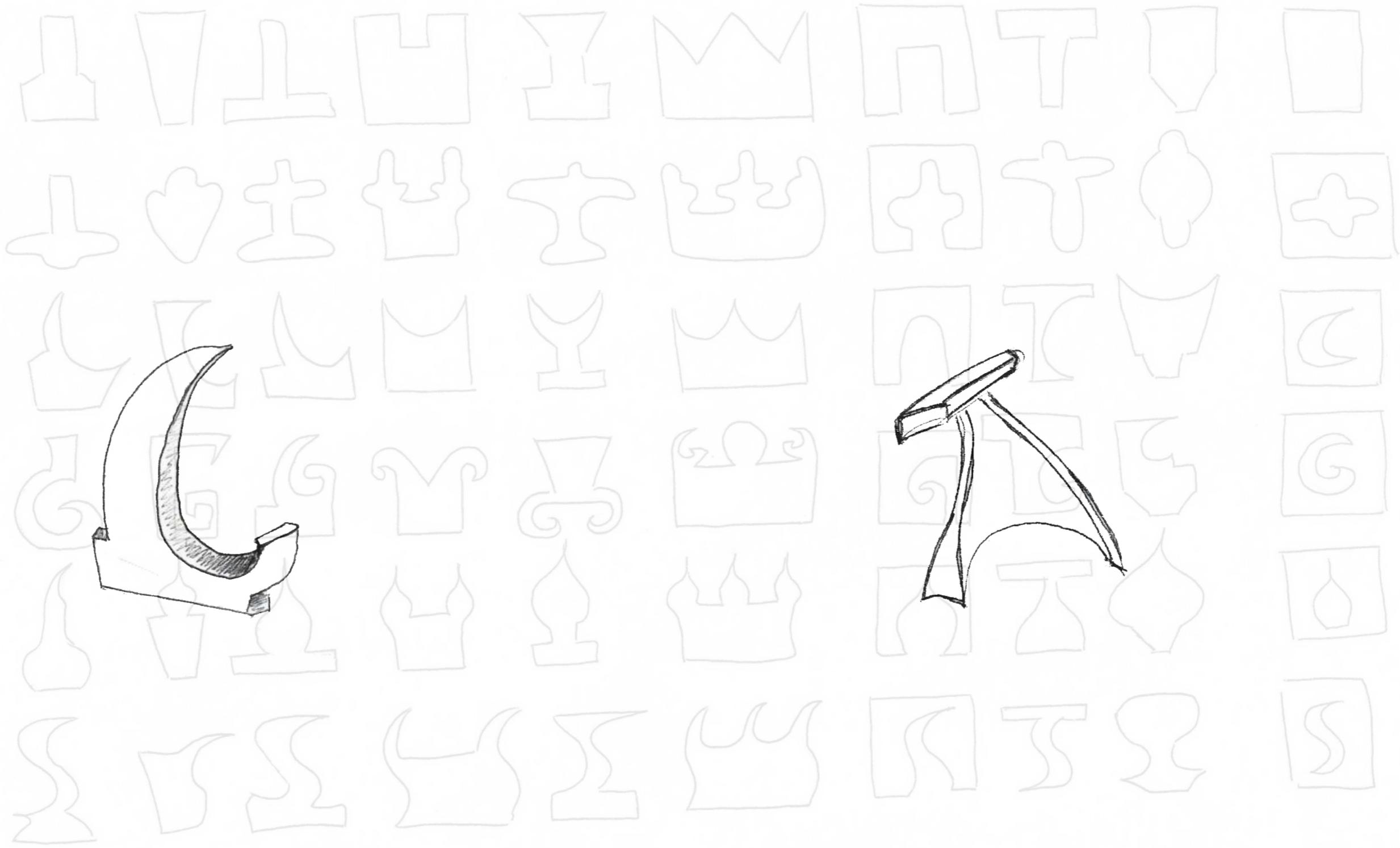


MYSTIC [PARAMETER 1] IS VISIBLE IN THE OBJECT'S CONTOUR, SHOWING BOTH SYMMETRIC AND ASYMMETRIC ELEMENTS. CURVES WERE CAREFULLY REFINED TO MAINTAIN AN ARCANINE PRESENCE AND EVOKE EMOTIONS SUCH AS DREAMINESS, FANTASY AND PECULIARITY.



CORRESPONDING TO THE HISTORY OF PURPLE IN ANCIENT REALMS & RELIGION, A REMOTE ANALOGY REPRESENTS A THRONE: **DIGNIFIED** [PARAMETER 2] IS RESEMBLED VISUALLY & METAPHORICALLY. SUBLIMITY & STEADFASTNESS CONDUCT TO A REGAL IMPRESSION.

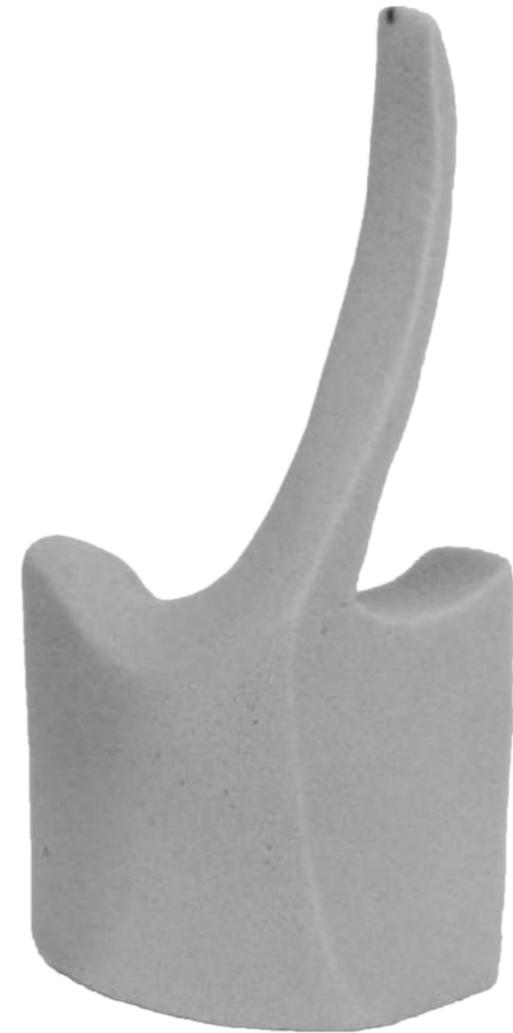
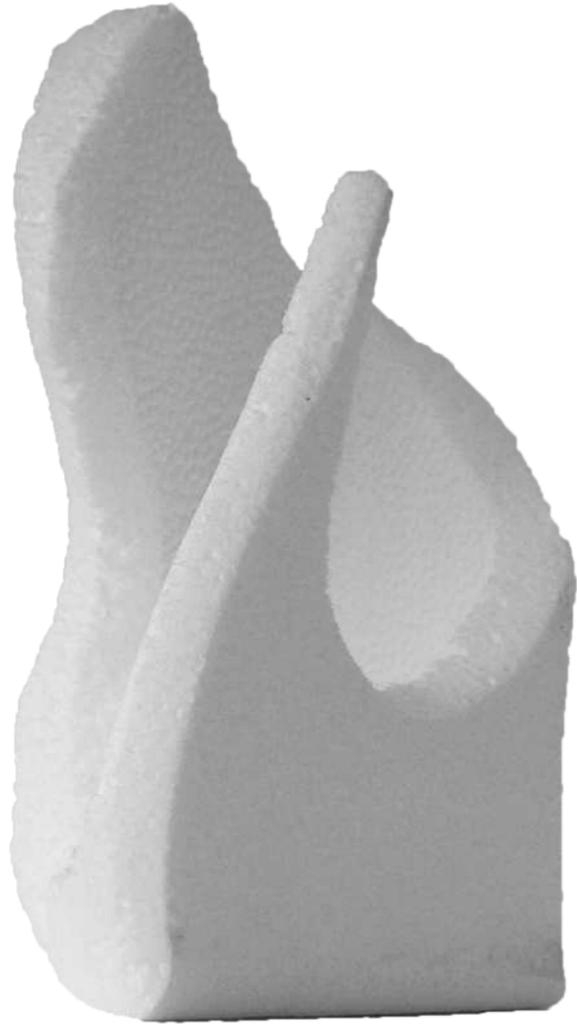
würdevoll
[DIGNIFIED] →
↓
mystisch
[MYSTIC]



EXTENSIVE RESEARCH LED TO THE TWO PARAMETERS THAT DESCRIBE PURPLE IN MORE TANGIBLE MANNER:
MYSTIC AND **DIGNIFIED**.
TYPOLOGIES OF EACH CHARACTERISTIC WERE FIRST BLENDED SYSTEMATICALLY.

THREE-DIMENSIONAL FORM FINDING

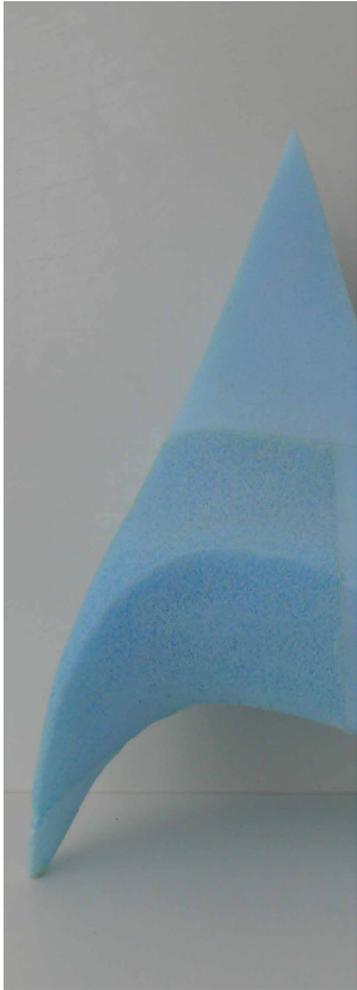
A VARIETY OF THREE-DIMENSIONAL REPRESENTATIONS WAS DEVELOPED. COMMON ANALOGIES WERE ALTERED AND MIXED WITHOUT COLOR SO FORMAL CHARACTERISTICS FOR PURPLE COULD BE SOLELY EVALUATED.



CASTING PROCESS

ABSTAINING FROM CAD DRAWING AND OTHER DIGITAL PRODUCTION MEANS LED TO AN INTIMATE RELATIONSHIP WITH SHAPE AND CURVATURE.

VARIOUS ITERATIONS OF HANDS ON REFINEMENT WERE NECESSARY TO DEVELOP A SOLID TRANSPARENT EPOXY RESIN MODEL.



AS ONE OF SEVEN AWARDEES,
PURPLE WAS DISPLAYED FOR ONE WEEK
AT SALONE DEL MOBILE 2017.

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@Student.Design



FOAM AIRE

engage support feel surprise reflect



SITTING ON AIR

How to create something both stable and flexible?
An early functional prototype combined a cushion
and a refined pump mechanism. Ultrasonic weaving
of PVC foil ensured airtight sealing.





MOVING FOAM

Further enhancement of subject-object-relation involved testing pre-programmed movement of the PU-foam. Yet, speed, reliability and visual form closure led to the choice of the raw cylindrical version.



INFLATE / DEFLATE

After opening the valve, manual compression leads to saving 80% of the total volume. Vice versa, automatic inflation is made possible by the internal stress of the PU foam.





CONSCIOUS SITTING

Two convex half shells ensure sitting consciously. Consequent balancing kindly reminds the sitting person to maintain a straight back and sit upright.



engage support feel surprise reflect

MUSEUM FÜR WERTE

[museum of values]

Values are neither positive nor negative but serve to help us to individually create meaning and provide patterns of orientation.

Values are a foundation of our society.

We as the museum believe that values and their meanings are no longer sufficiently discussed. In politics and media values are often used in generic or abstract metaphors.

We? We have started as a collective consisting of five people. Within this multidisciplinary setting we share vision and ambition to invite to our realm of thought.

We asked people to submit objects that represent a certain individual value to them.

Ordinary objects suddenly became special and meaningful after reading the personal story people were asked to add.

Our goal is to help people experience and debate values.



a story about the value **respect**

"My dad is my hero. No one I know embodies loyalty, moral and honesty more than he does. All my life I've been trying to live up to his standards and make him proud.

After my parents split up he still acted in most mature and respectful way. After he eventually married his teenage love me and he and my stepmother still got along very well. Everything seemed to work out, just like a fairy-tale.

Unfortunately there is no fairy-tale in life. After three years they broke up. Neither of them tried to save anything. One day I visited my parents home I found a pearl earring on the bathroom floor. My stepmother does not wear pearls. Coincidence? Perhaps. I confronted my father. The lack of respect and cowardice towards his wife made my heroic image of him disappear."

A.W., Berlin

a story about the value **joy of life**

"Again and again a feeling of joy of life at the sight of our "Postsparbuch" (savings books) - for years framed on the wall. A special extract from the year 1981.

"Carefree while traveling with a Postsparbuch" - says a poster of the German post office from the fifties. Our first big bike tour at the age of 29 years - in 4 weeks we did about 2000km. Our departure was from Neuss in Germany. The destination was the west coast of England. Touring saddle (hard) and small bike bags. At the beginning we stayed in youth hostels overnight, during the trip we bought a small tent (no fly net, no double wall). Our

diet was usually a "light meal". We ate white bread and glass noodles. We lived more of side dishes. On Sundays we had Fish and Chips. Nevertheless, it was an amazing trip with much joy of life, little money and comfort.

The post office was our constant companion. The payouts at the various post offices with the entries and stamps remind us of our travel experiences, our awareness of life at this time, and the a lot can go a long way.

Just one look is enough to take me back and the feeling of the joy of life comes rushing back!"

J.K., Frankfurt



The first exhibition 2017 contained dedicated areas for three values. In each section, ten objects represented the given value from different perspectives. Through storytelling the items became vivid artefacts of personal experience.

respect

friendship

joy of life



Regardless of age and background, values affect any individual of society.
Several international exhibitions to this day have reached a wide audience.

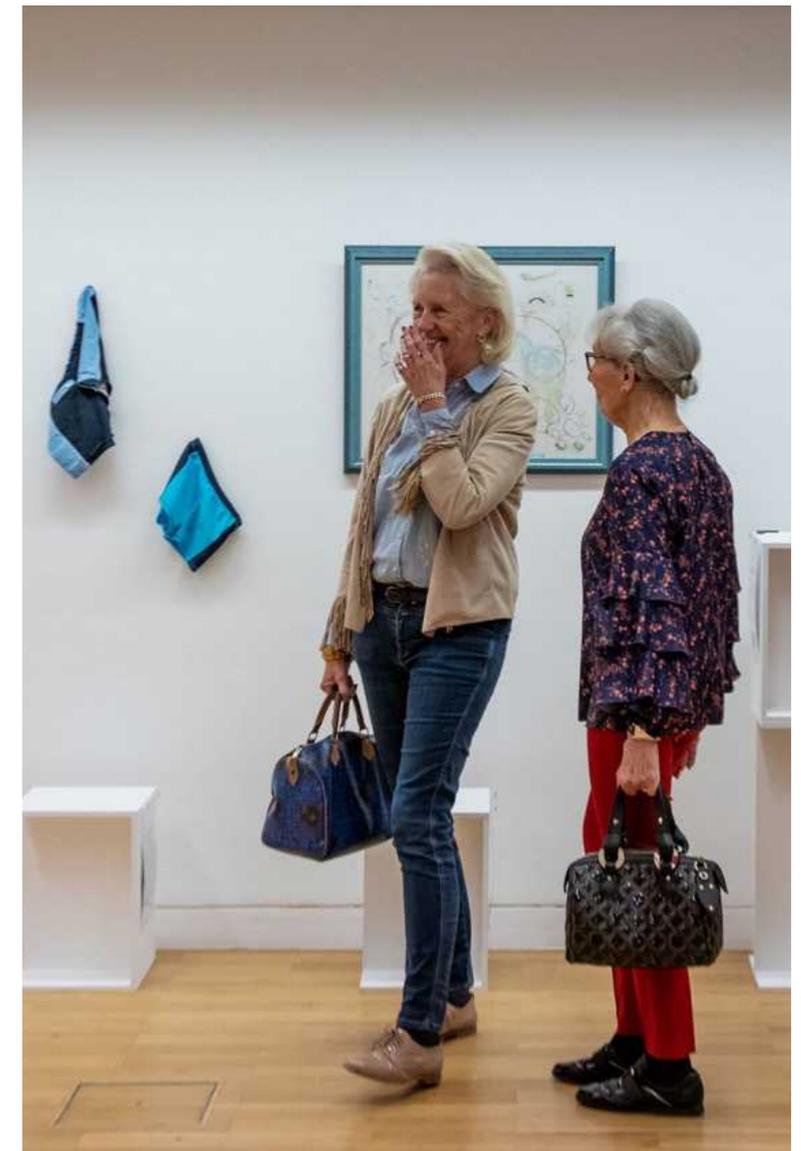


exhibition, Berlin, 2017



exhibition, Burning Man, 2018

As the biggest achievement to this day, the Kunstmuseum Wolfsburg offered the opportunity of an open space for discourse. Both talks and the exhibition were highly frequented.



exhibition, Kunstmuseum Wolfsburg, 2018

**STRUCTURE
DETOUR**