

# GUSA

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## THE FURNITURE THAT CREATES A SMART AND COMPACT HOME, WITH A MINDSET OF THE ORIENT. DEVELOPED AND PRODUCED IN VIETNAM WITH A FOCUS ON THE RISING VIETNAMESE MIDDLE CLASS.

In the western world, furniture is a strong part of the user's image. On the contrary, In Vietnam, furniture is commonly regarded as something possess due to the need of its functions, rather than the image the furniture portrays. However, due to a rapidly growth in the middle class this perception of furniture is changing. This transition is becoming more evident in cities such as Hanoi and Saigon. The abundance of products and goods is not only becoming associated with material comfort but also with the freedom to express one's identity. Our furniture is the first step to meeting the demands of this change and accommodating the transition to a strong identity conscious middle class.

The GUSA-project was made possible through a collaboration with the Vietnamese furniture company UMA. The project revolves around generating and redesigning the foundation on which a home is created. With the new homes of the Vietnamese middle class in mind, we developed a series of furniture on which a personalised home can be built. In doing so, we aimed to induce better space management, privacy, social and resting habits for our target group.

The collection was carefully designed on sight in Vietnam, to make sure that the right needs were met and to enable a better understanding of the characteristics of the target group the future is aimed towards. The analysis of the need was a result of more than 15 home visits and extensive interviewing of the target group.

Imagine if you have a set of furniture that will work with you, rather than against you. Invite your whole family for a meal and enable everyone to be comfortably seated around the same table. Or, when it is just you and some friends, enable the table to transform from what would have been unnecessarily too large or too small, and instead adapting and extend according to the user's needs. If you have stools that are not in use, fold them and either hang them on the wall or store wherever you like. Increase free space by folding up your bed against the wall, or have a free-standing closet that can screen off your sleeping area. This furniture gives you the ability to mobilize and adapt your home in whatever shape or form you want, and according to whatever the occasion may be.

This is what the GUSA collection is all about.



