

AURA X MONTIS

Lucia Gutierrez
PD2 2022
Design Methodologies



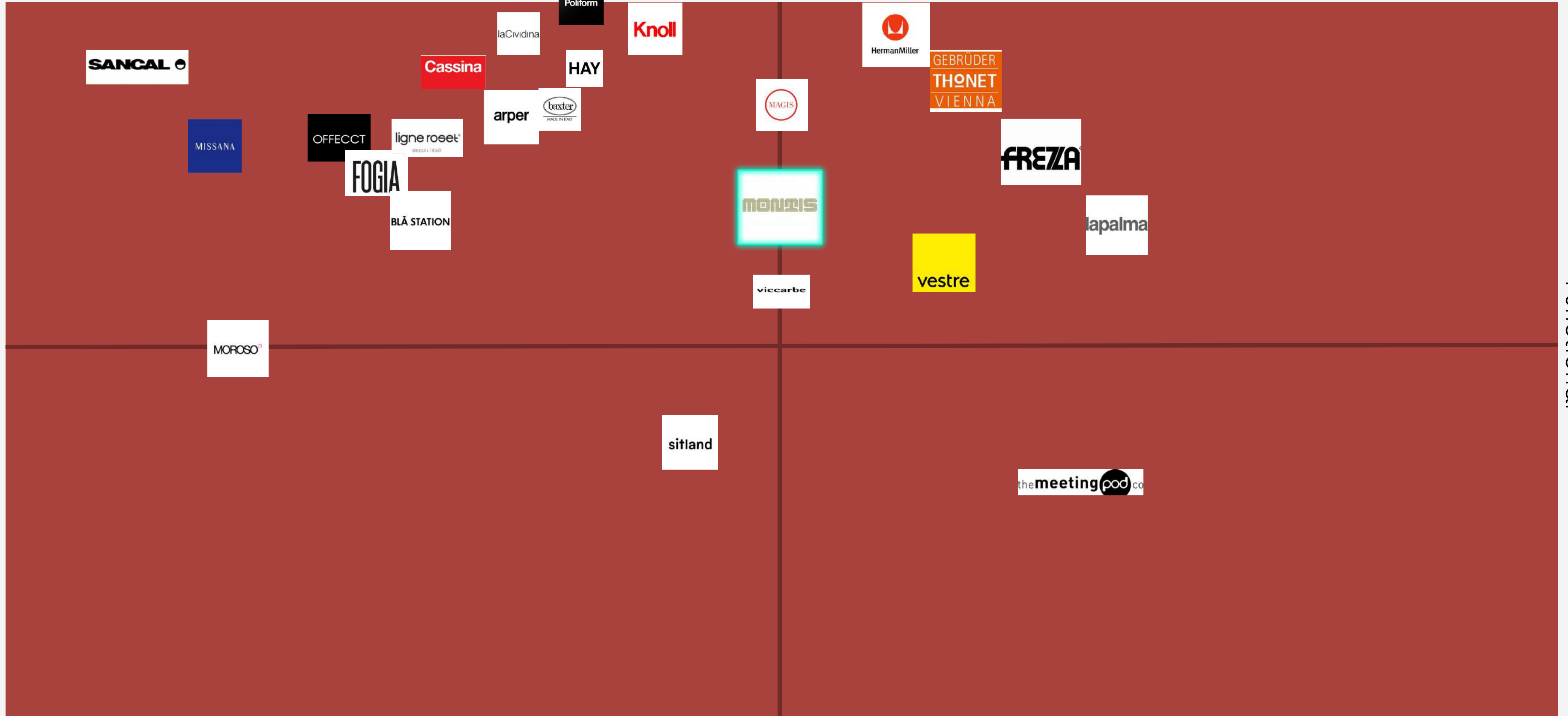
MARKET ANALYSIS

Mass Production

Small Production

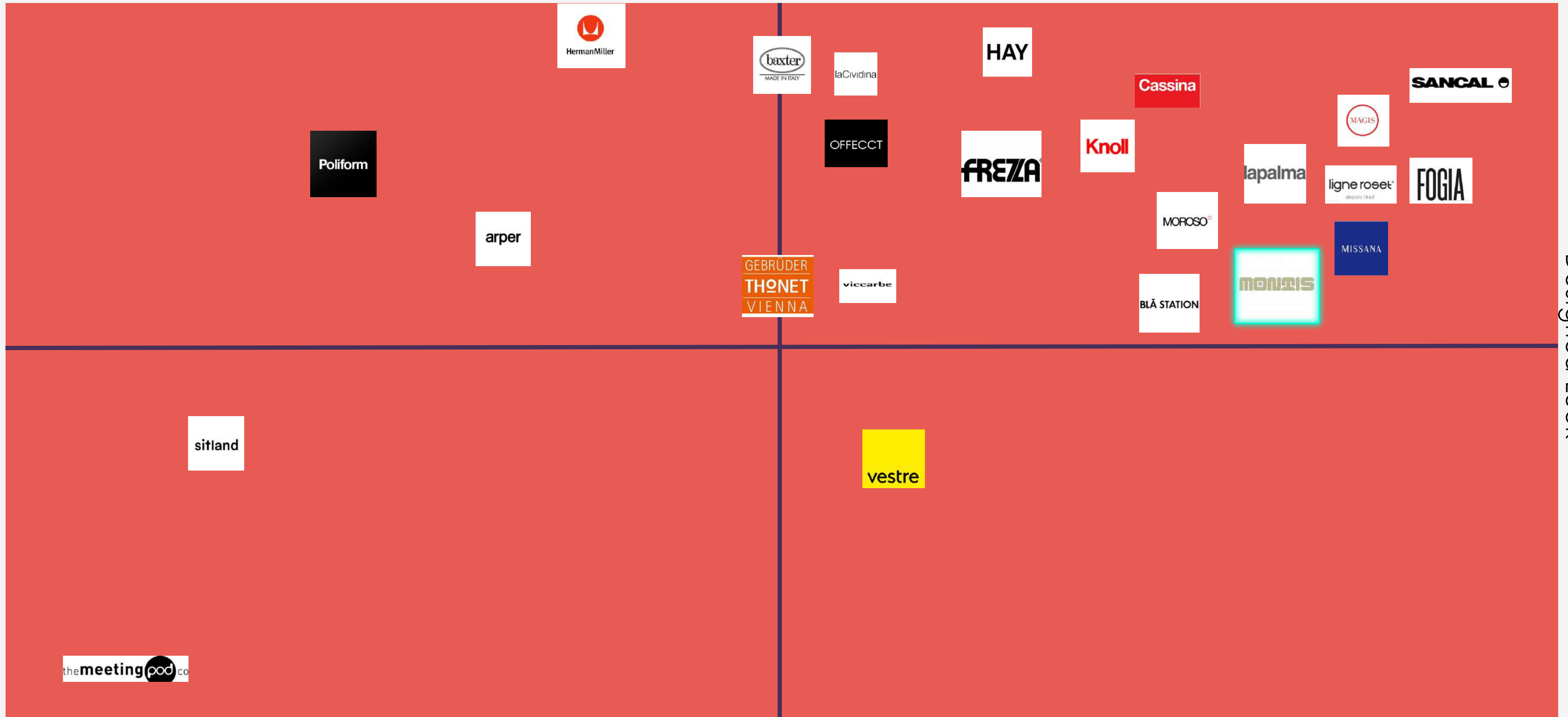
Decorative

Functional



MARKET ANALYSIS

Diversity in Products



"Designed Look"

Low diversity in Products

CATALOGUE DENSITY

The logo for MONTIS, featuring the word "MONTIS" in a bold, blocky, green font with a white outline, set against a white background.

TOTAL	SOFAS	EASY CHAIRS	CHAIRS	TABLES	MONTIS+
42	16.6%	28.57%	28.57%	19.04%	7.14%

MATERIAL VARIETY

TOTAL	WOOD	LEATHER	FABRIC	GLASS	LINOLIUM	METAL	MARBLE
7	CNC MILLING, WOODWORKING FOR SPECIL PIECES	INDOORFABRICS	----	PLAIN GLASSWORKING	COVERING FOR WOOD	TUBE CARVING, ALLUMINUM CASTING	PLAIN MARBLE WORKING

CATALOGUE ANALYSIS

SOFAS banken • sofas

LEATHER



OTIS

2020



AXEL XL / XL-S

2015

FABRIC



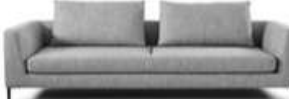
AZTEC

2019



DOMINO.18

2018



DALEY

2017



FOX

2011



AXEL

2005

CATALOGUE ANALYSIS

EASY CHAIRS fauteuils • sessel

LEATHER



GEORGE

2019



BACK ME UP LOUNGE

2017



ENZO

2016



CHARLY

1983

FABRIC



BACK ME UP SALON

2017



PUK M

2016



PUK LOW

2015



DIM SUM

2012



ELLA / ELLA SOFT

2010



MARVIN



WINDY

1992



LOGE

1989

CATALOGUE ANALYSIS

CHAIRS
stoelen • stühle

LEATHER



GERALDINE

2015



CALLA

2012



MICK

2008



JIM

1999



SPICA / SPICA S

1991



CHAPLIN

1983

FABRIC



VICO LAZY

2021



LUNA

2020



VICO



BACK ME UP ARMCHAIR

2018



BACK ME UP TWO



BACK ME UP CHAIR

2016

CATALOGUE ANALYSIS

TABLES tafels • tische

GLASS



PERRY
2022

METAL



OLIO
2022



TOR
2011



ANNEX
2009

WOOD



OTIS
2021



DOBLE
2004



FLINT

MARBLE



DANTE
2018

CATALOGUE ANALYSIS

MONTIS+

LEATHER



PLAYTIME

2006

FABRIC



SUNRISE

2020

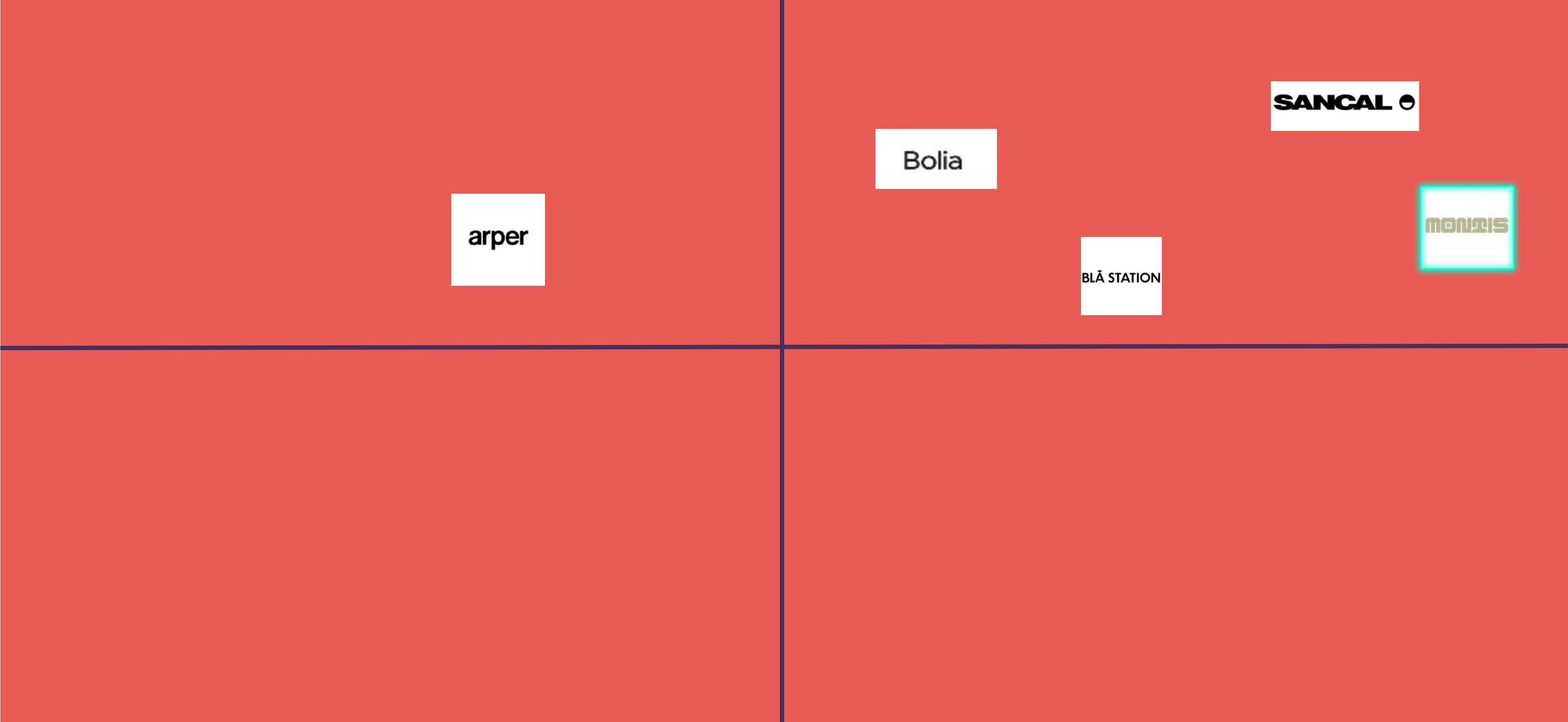


BEANIE

2011

COMPETITOR ANALYSIS

Diversity in Products



Low diversity in Products

"Designed Look"




































COMPETITOR ANALYSIS

	MONDIS	SANCAL	BLĂ STATION	Bolia
CHAIRS	57.14%	10.3%	21.55%	11.95%
STOOLS	-	5.15%	13.76%	10.88%
SOFAS	16.6%	35.56%	37.61%	11.95%
TABLES	19.04%	4.12%	10.09%	3.26%
ACCESORIES	7.14%	20.61	.91%	28.26%

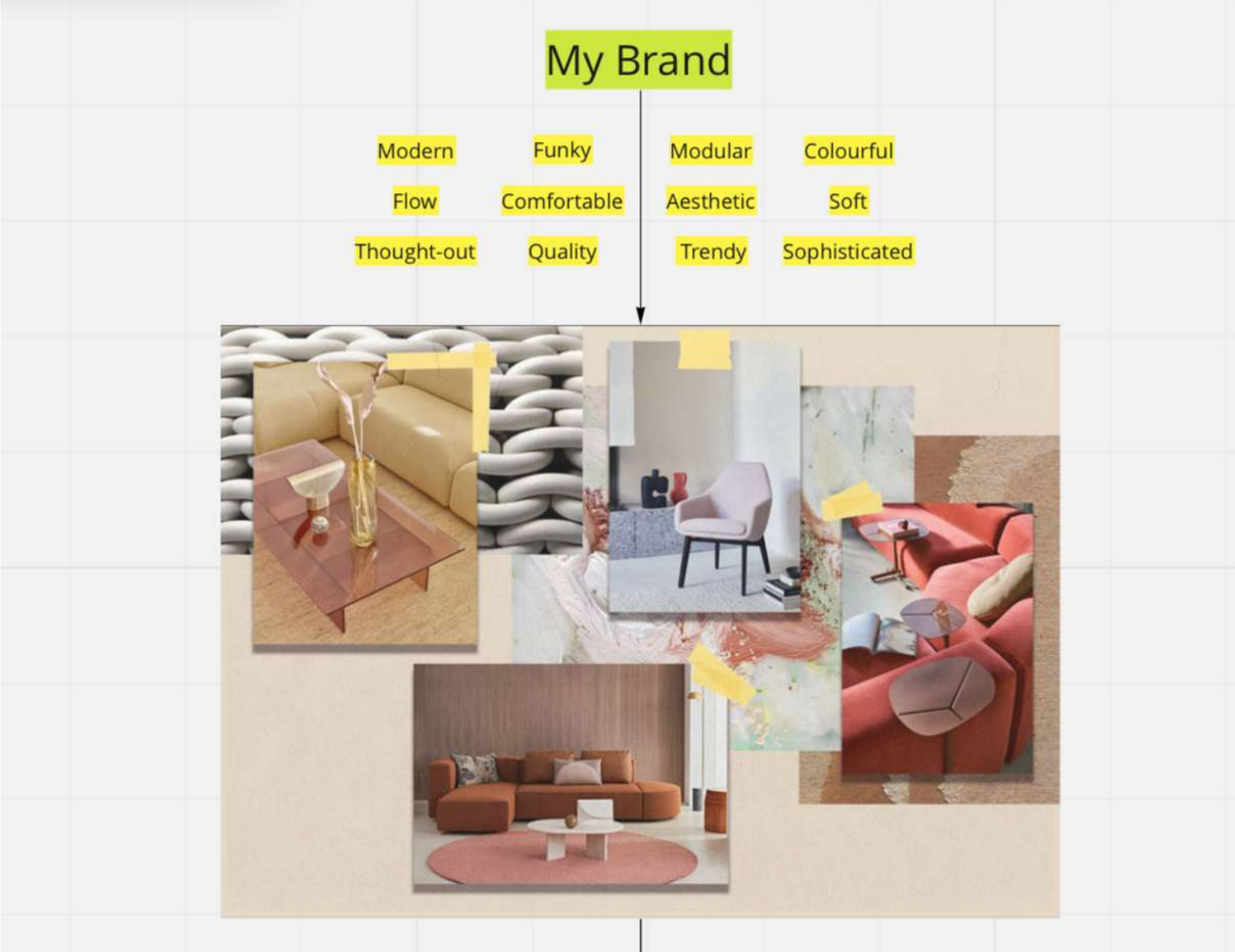
Product Class above 18 %

Product Class between 10% and 18 %

AREAS OF OPPORTUNITY

SOFAS <small>sofa + ottoman</small>	EASY CHAIRS <small>chair + stool</small>	CHAIRS <small>chair + stool</small>	TABLES <small>table + table</small>	MONTIS*
	 CHART	 CHAPLIN		
	 LOBB			
	 MONEY	 MILK / MILK 2		
		 JOE		
 AZUL			 MILK / MILK 2	
		 MILK		 PLAYTIME
			 MONEY	
 FOX	 MILK / MILK 2 MARTIN		 MILK	 BEANS
	 LOW TIDE	 CALIA		
 AZUL XL / XL 2	 PIX LOW	 GERALDINE		
	 ENZO PIX HI	 MILK HI / HI 2		
 BAILY	 MILK HI / HI 2 MIP			
 HOWARD 18		 MILK HI / HI 2	 BAILY	
 AZUL	 MARTIN	 MILK HI / HI 2		
		 LUNA WED		 BOMBY
		 WED LAY	 DIE	
			 DIE PEET	

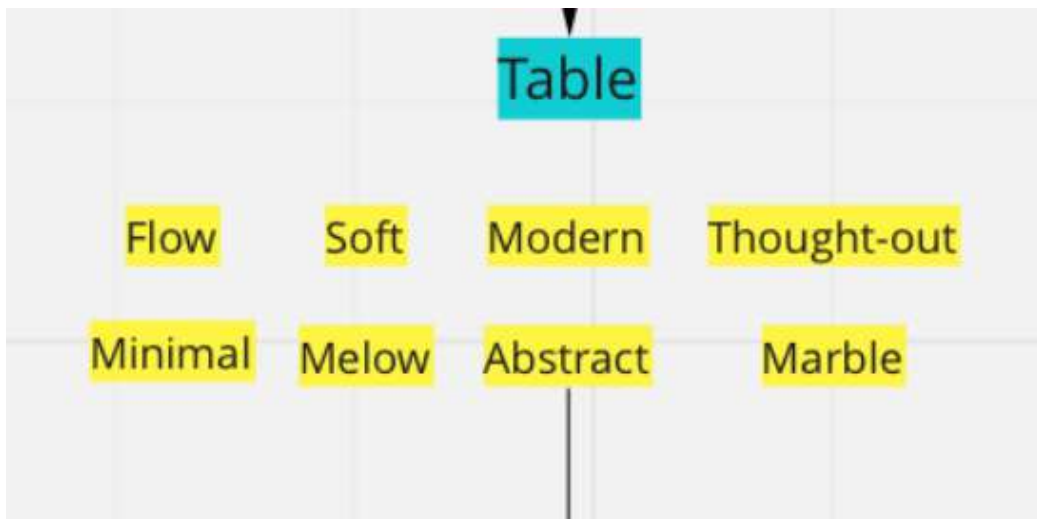
SHAPING AREAS OF OPORTUNITY



SHAPING AREAS OF OPORTUNITY



SHAPING AREAS OF OPORTUNITY

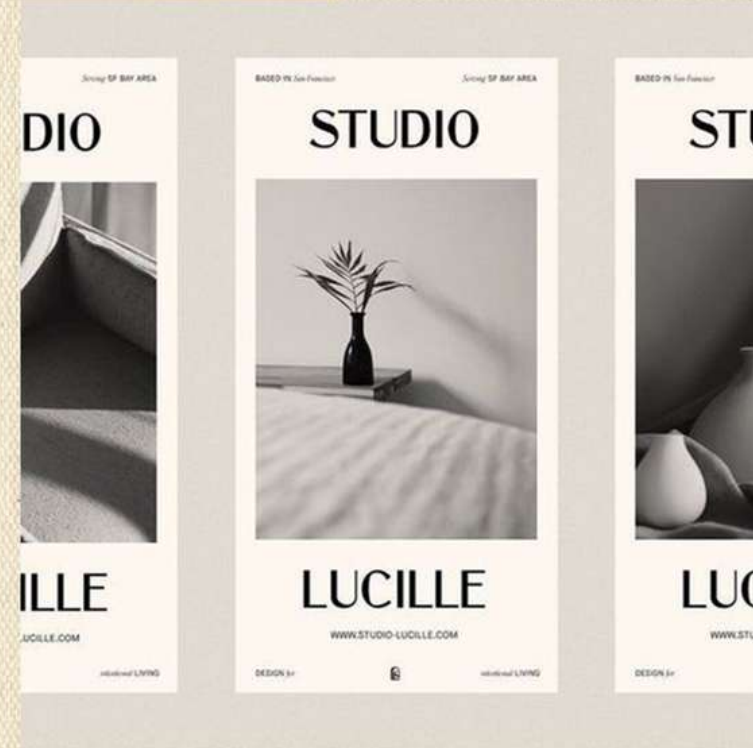


SHAPING AREAS OF OPORTUNITY



CONCEPTS

AURA

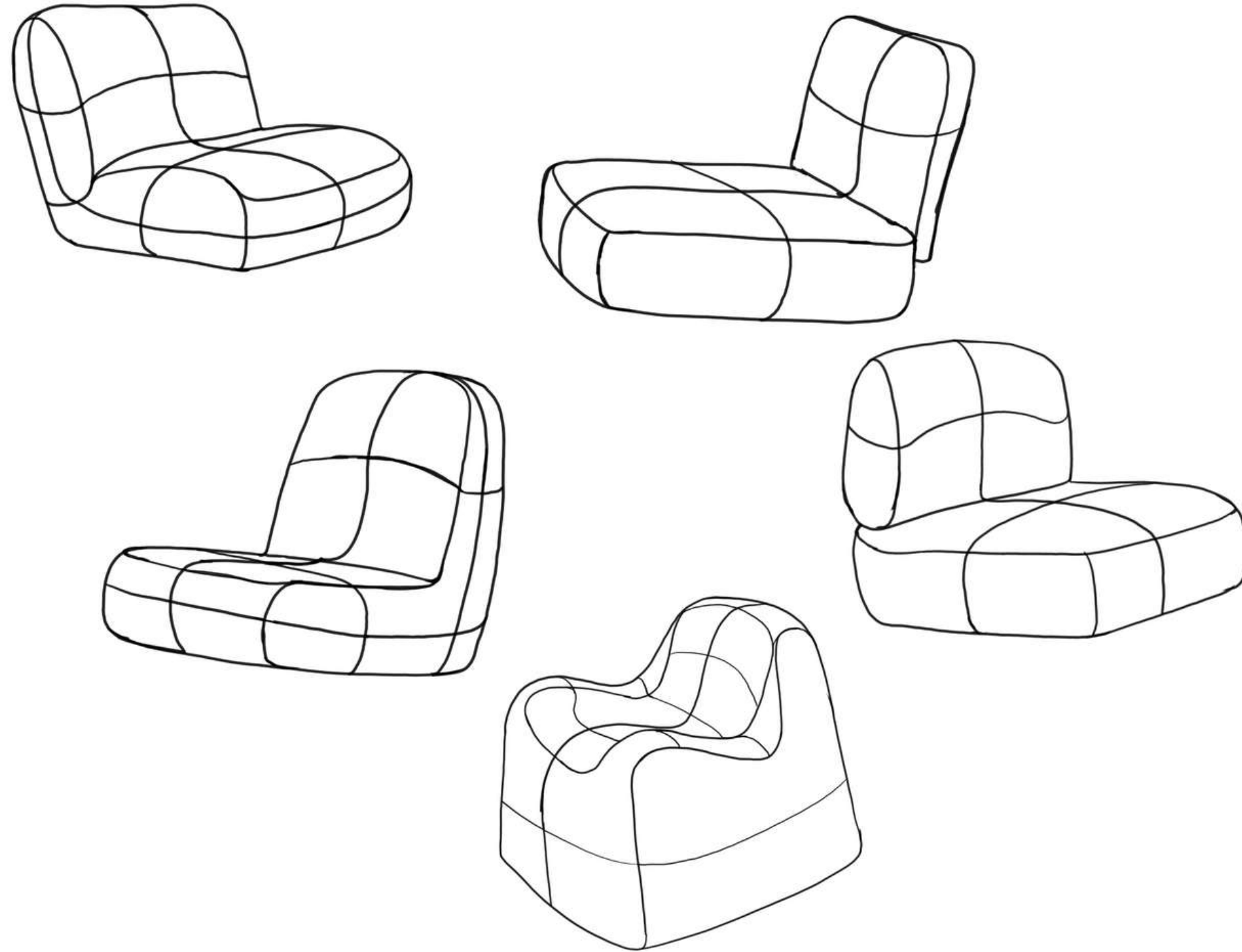




AURA

EASY CHAIR

EASY CHAIR SKETCHES



EASY CHAIR INSPIRATIONAL BOARD



EASY CHAIR CMF



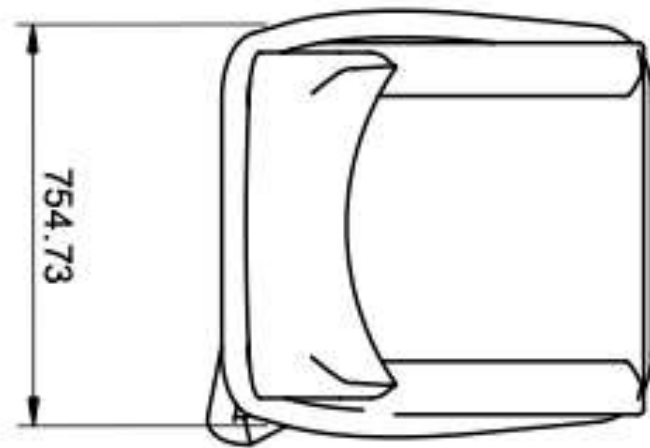
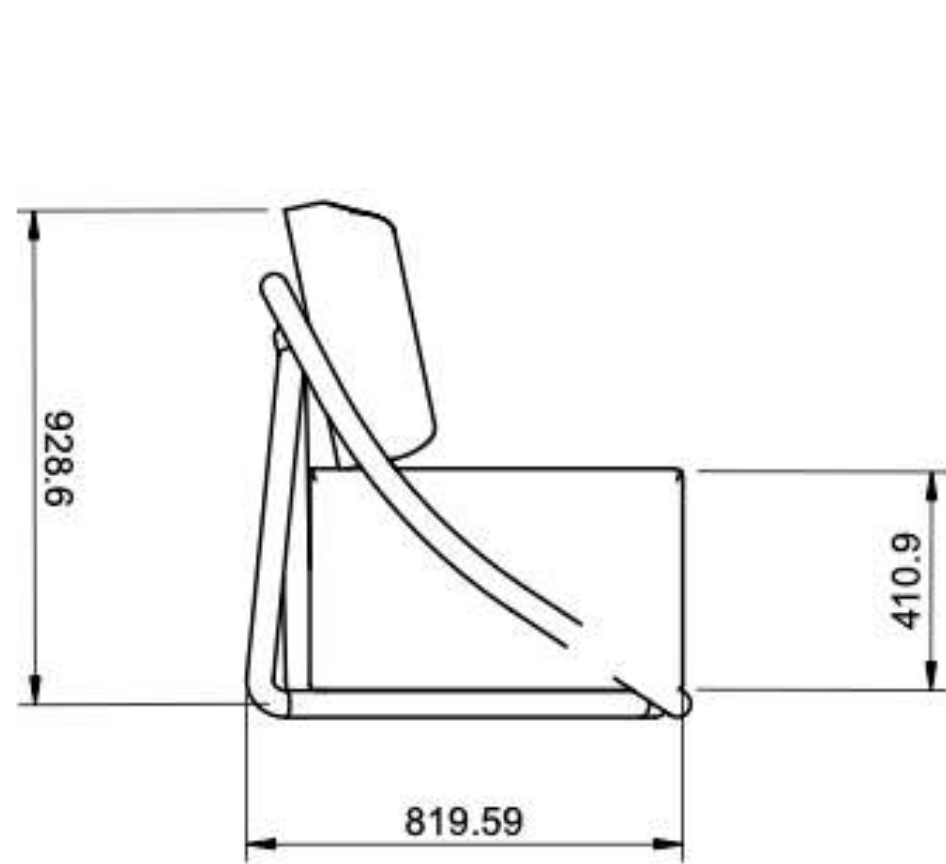
EASY CHAIR 3D MODEL



EASY CHAIR 3D MODEL VARIATION



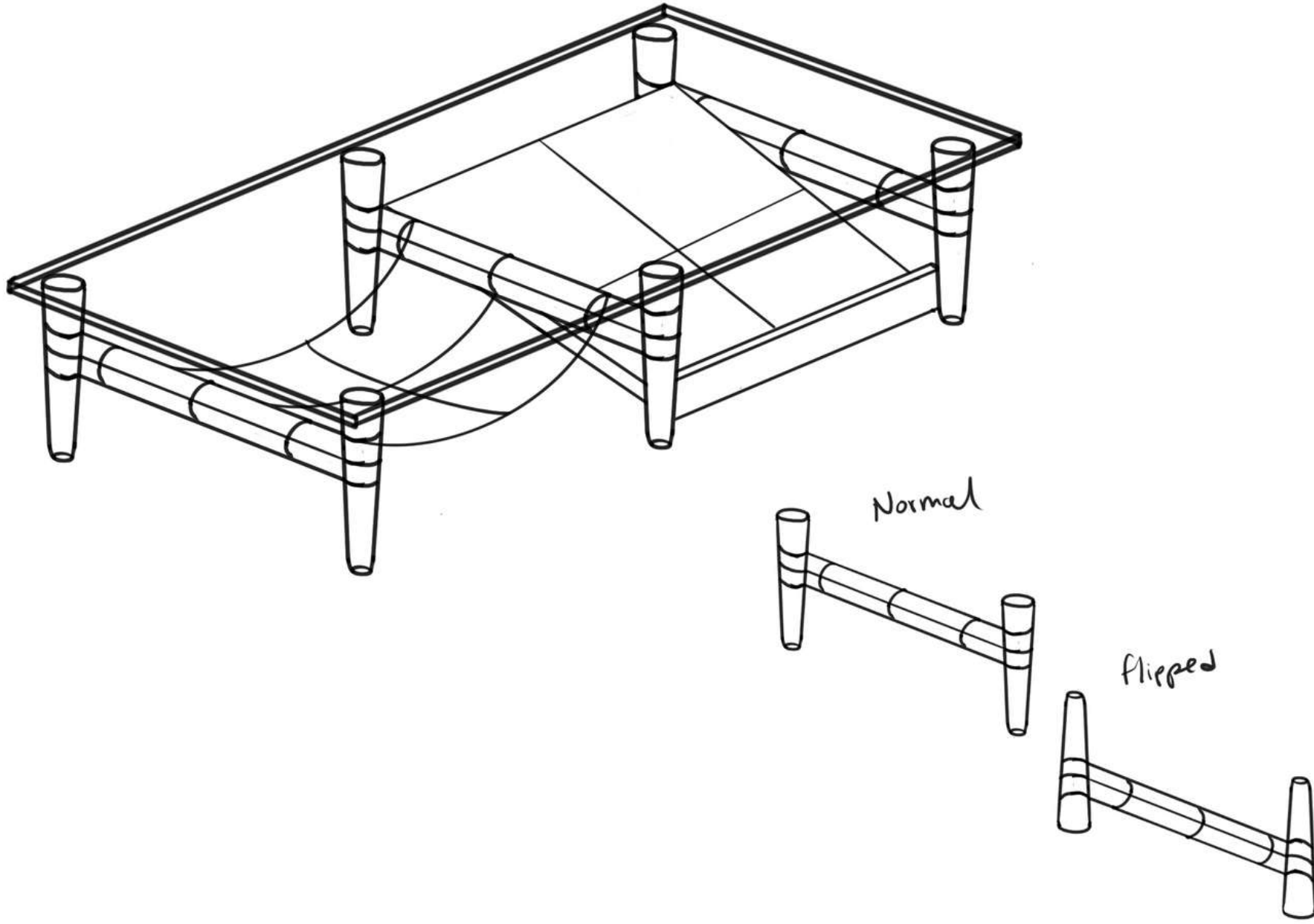
EASY CHAIR GENERAL DIMENSIONS



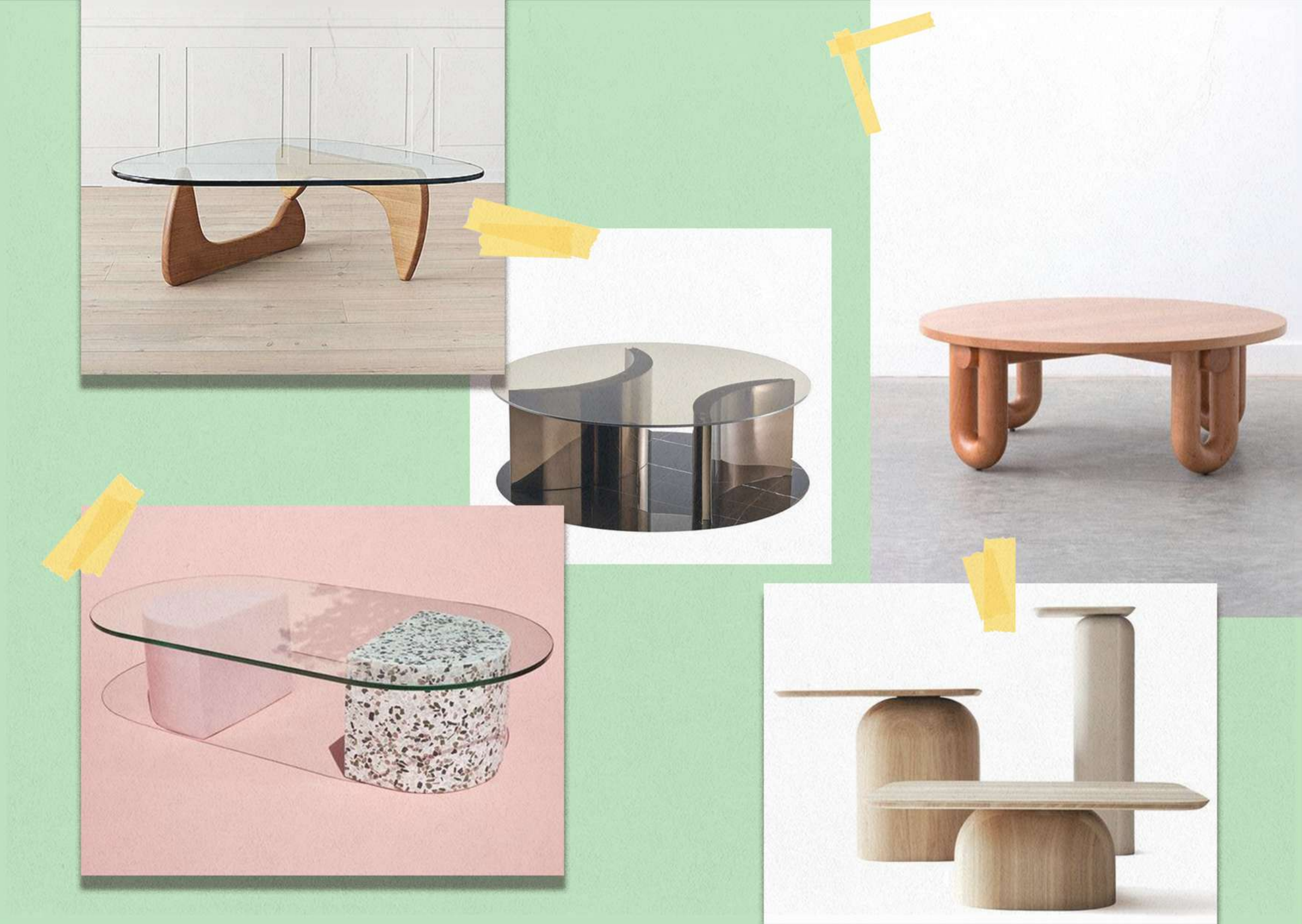
AURA

COFFEE TABLE

COFFEE TABLE SKETCHES



COFFEE TABLE INSPIRATIONAL BOARD



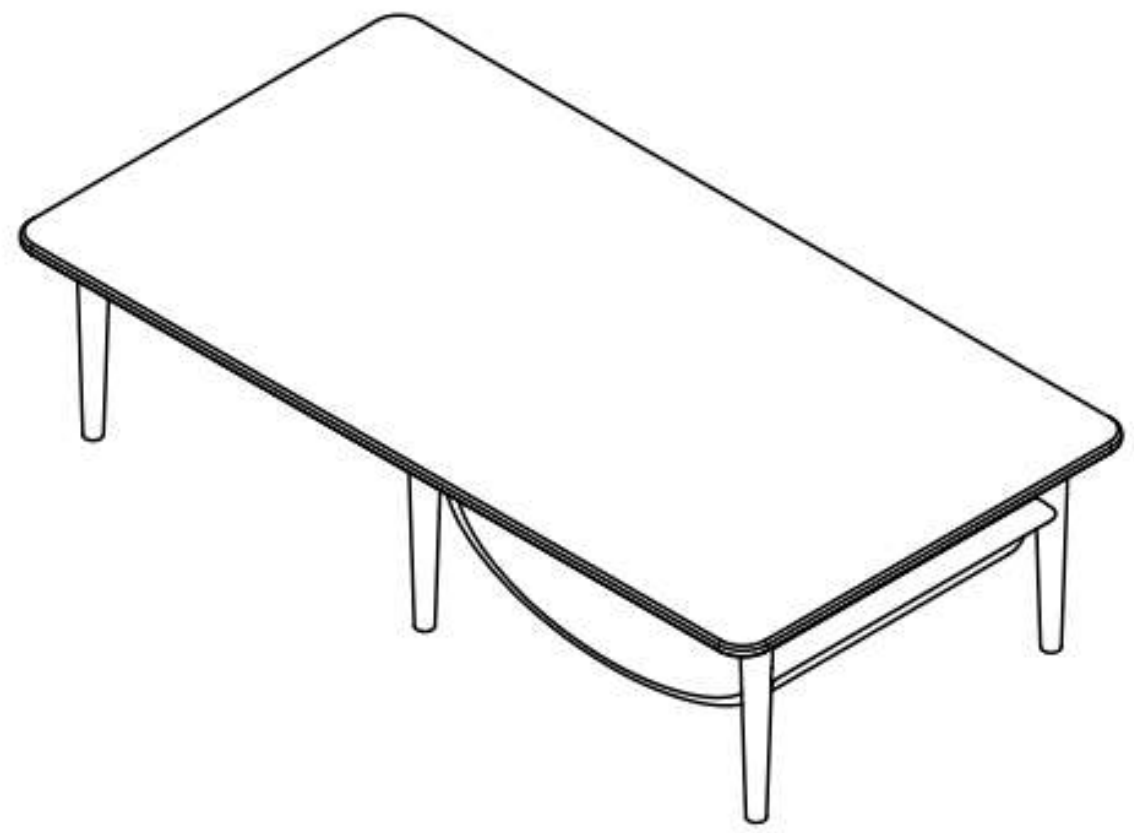
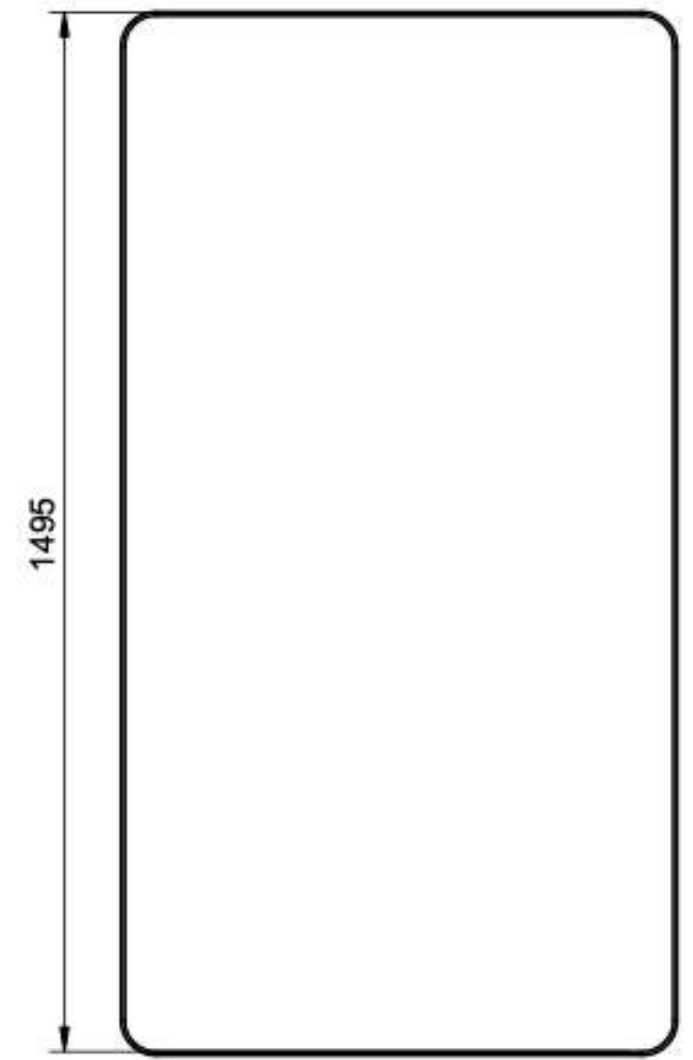
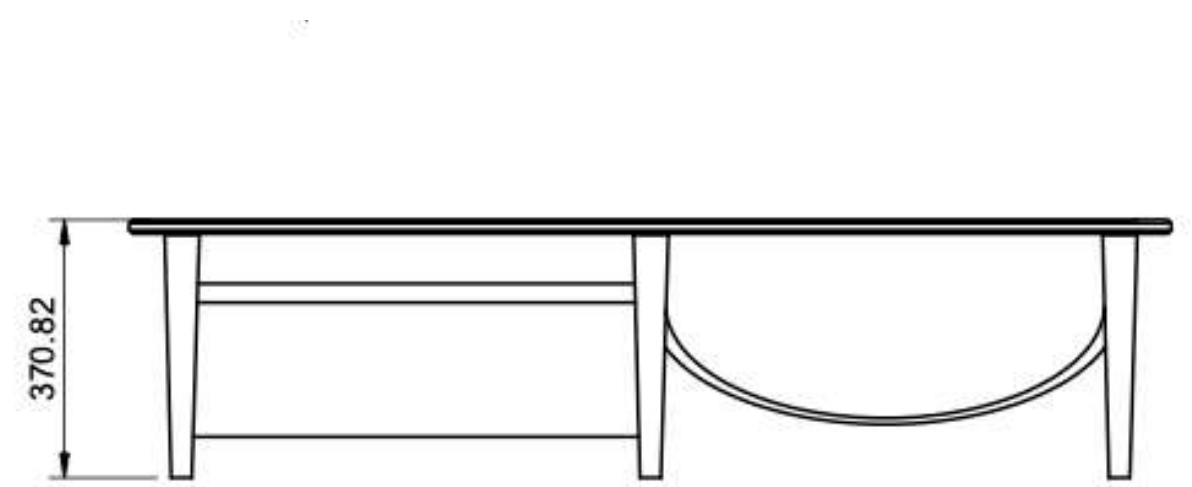
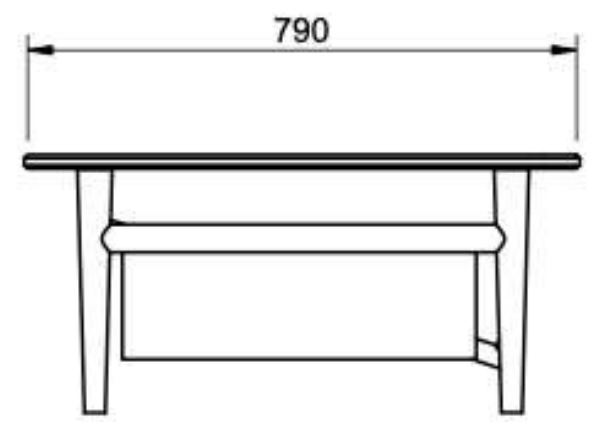
COFFEE TABLE CMF



COFFEE TABLE 3D MODEL



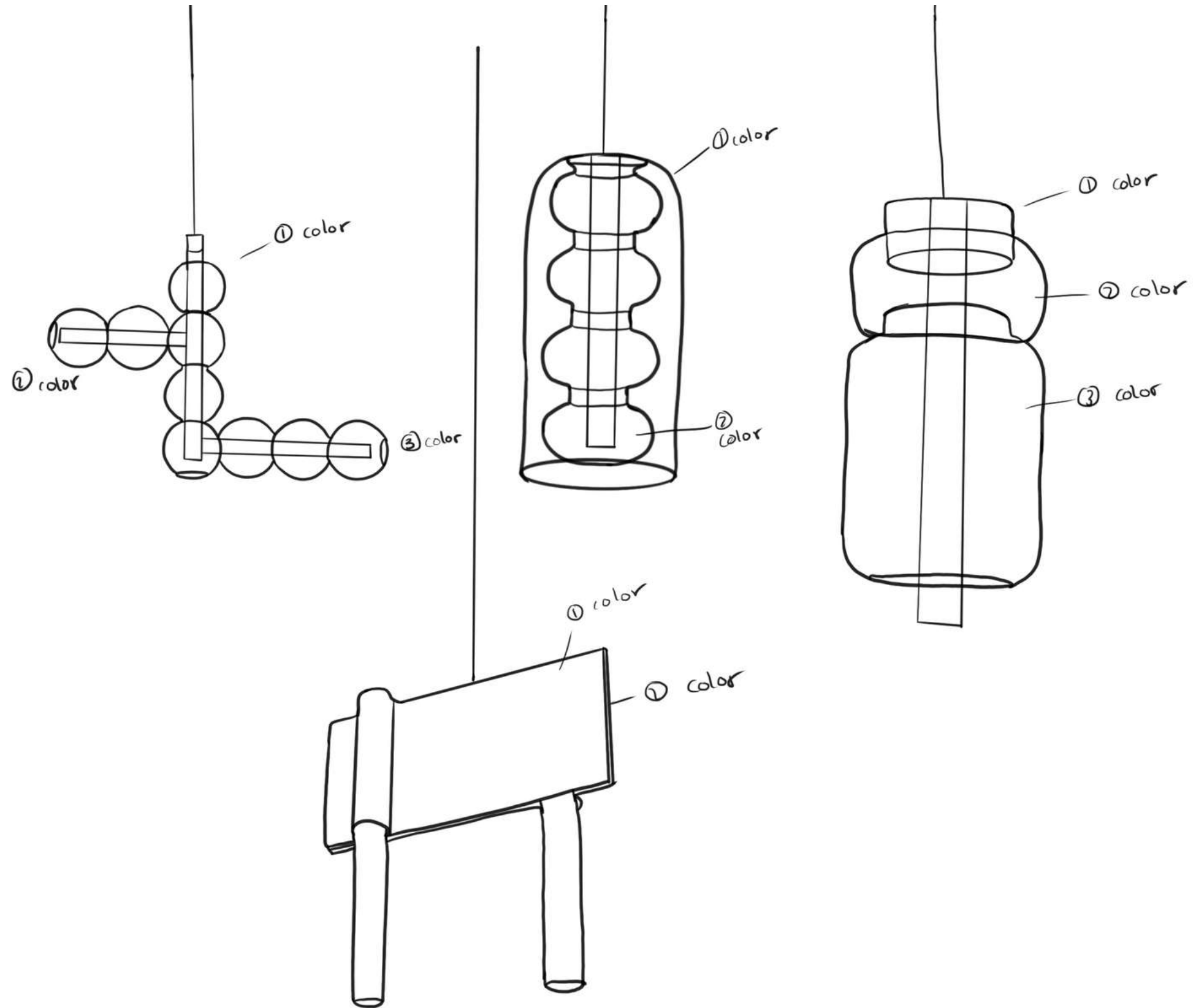
COFFEE TABLE GENERAL DIMENSIONS



AURA

LIGHT PENDANT

PENDANT LIGHT SKETCHES



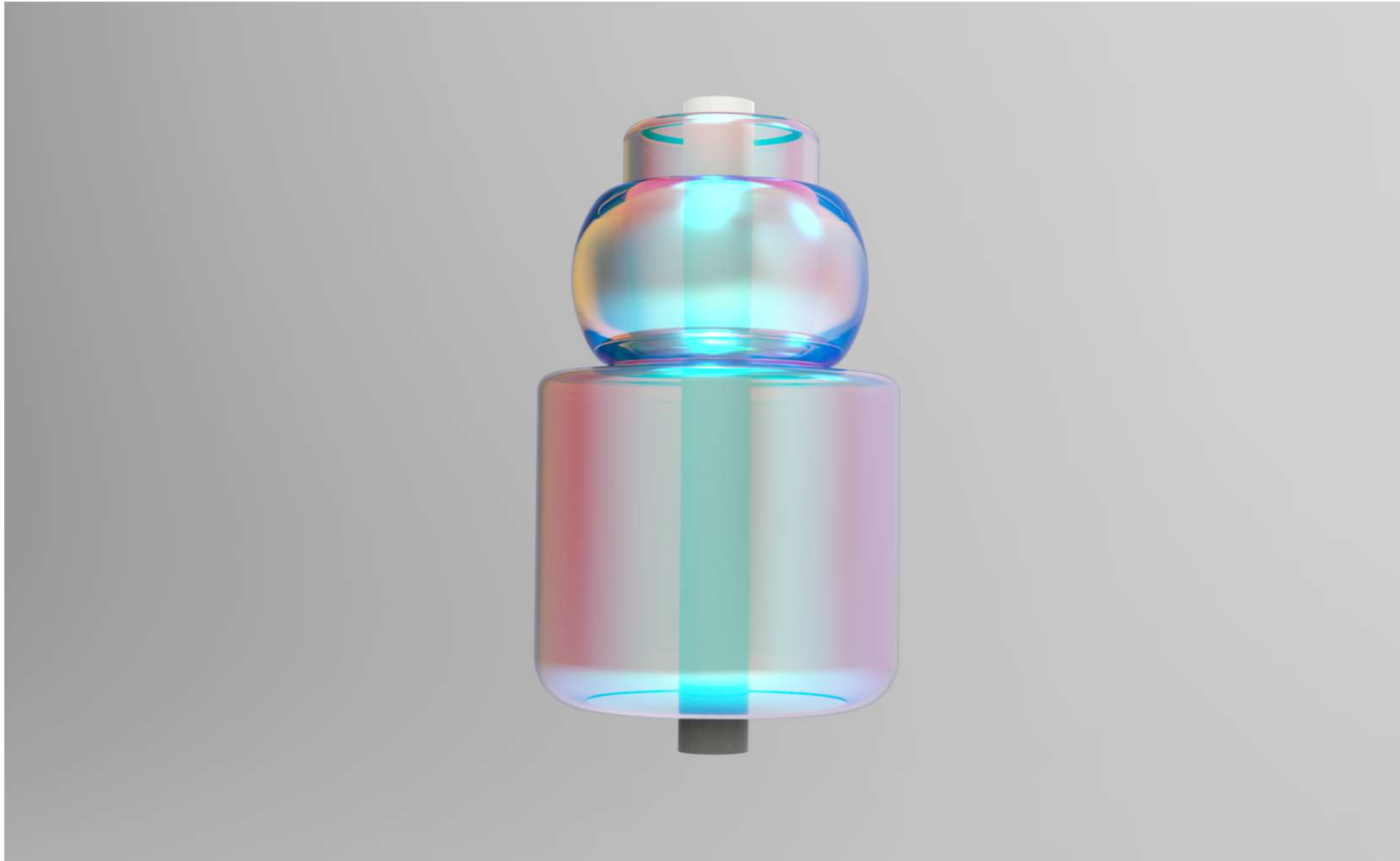
PENDANT LIGHT INSPIRATIONAL BOARD



PENDANT LIGHT CMF



PENDANT LIGHT 3D MODEL



PENDANT LIGHT GENERAL DIMENSIONS

