

We live, develop, prototype and make sustainable modular design solutions, furniture systems and compact living structures that **simplify the way you work + live.**

RAW Modular
Design Thinking Process

We employ an iterative process of **Modular design thinking** to identify and explore the true design challenge between object, user and space.

We have dedicated the last 16 years to developing and refining the ideal modular design process that engages architects, developers, commercial clients, property developers and learners alike.

Through this process we define the modular **functionality** that solves the challenge best. We craft simple **flexibility** in our design process and we enable resource **efficiency** with a focus on using sustainably sourced and environmentally responsible materials.

1 PIN POINT FUNCTIONALITY
'its an everyday adventure.'

We start by pin-pointing the true FUNCTION of the object or experience in the everyday life and work of the user or client.

We don't start with clever ideas, good looks, or trendy concepts.

We ask one question repeatedly, with laser focus- what is the pure, simple need that this object has to address ?

Modular Design that solves the problem, beautifully.

**Is it really necessary ?
Does it become invisible ?
Does it feel good to use ?**

METHOD

- 1/ Pin-point the design and empathize with user.
- 2/ Gather inspiration, outside your comfort zone.
- 3/ Generate ideas, as many as possible.
- 4/ Define ideal product outcomes.
- 5/ Visualise and play with concept sketches.



2 FIND FLEXIBILITY
'its hands on and intuitive.'

We get hands on to create one solution, flexible enough to solve multiple functions.

You rarely get that right first time. We make, we test, rapidly and on repeat.

We leave no stone unturned to find and explore that singular element that brings flexibility to function.

Modular Design that scales to solve multiple challenges.

METHOD

- 1/ We Make our ideas tangible.
- 2/ We listen to what users say and feel about our prototypes.
- 3/ We Test, iterate and explore the strongest solutions.
- 4/ We produce larger pieces of the product to visualize and explore materials.
- 5/ We draw up and render the concept to present and review

**Are your options wide open ?
Will it survive future change ?
Is it playful and engaging ?**

3 ENABLE EFFICIENCY
'Simple is hard, so keep at it.'

We bring rigour to the questions of sustainability, resource efficiency and relevance of products.

We keep a long view in mind to design functional and flexible objects, with little to no waste.

We believe that developing clear ways to communicate and connect that design concept

**Does it make a difference to many ?
Are there hidden costs to pocket & planet ?
Does the market get it, do they really want it ?**

Modular Design that saves materials, resources and costs.

METHOD

- 1/ we make a full scale prototype using in final materials to test it with users.
- 2/ We interrogate and refine the efficiency on multiple levels.
- 3/ We "kill any darlings" to balance look, feel and function.
- 4/ We articulate the story and rationale of the product on a human scale.
- 5/ We take time to present and visualise the idea to connect to real people and lives.