

CANTILEVER

A TRANSLUCENT IMAGE FOR THE NEW CEO



AT THE REQUEST OF HICKORY BUSINESS FURNITURE, THIS COLLECTION IS THE CULMINATION OF A BODY OF RESEARCH THAT INVESTIGATES THE PERCEPTION OF HIGH-LEVEL MANAGERS AND CEOs IN A POST-RECESSION ECONOMY. IT EXAMINES HOW RELATIONSHIPS ARE CURRENTLY FOSTERED, DETERRED, AND OTHERWISE MAINTAINED BETWEEN COWORKERS AND EMPLOYEES. THE FIRST OBJECTIVE FOR THIS PROJECT WAS TO UTILIZE THE PRODUCTION TECHNOLOGY WITHIN HBF'S FACTORY MORE FULLY. THE SECOND OBJECTIVE WAS TO CREATE A LINE WHICH SCALES CONSTRUCTION TECHNIQUES FROM THE FURNITURE OF ENTRY LEVEL EMPLOYEES ALL THE WAY TO THE FURNITURE OF THOSE AT THE TOP. THE RESULT IS A PRODUCT THAT PUSHES BOTH THE AESTHETIC AND TECHNICAL CAPABILITIES OF HBF.

DESIGN

PRODUCTION

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