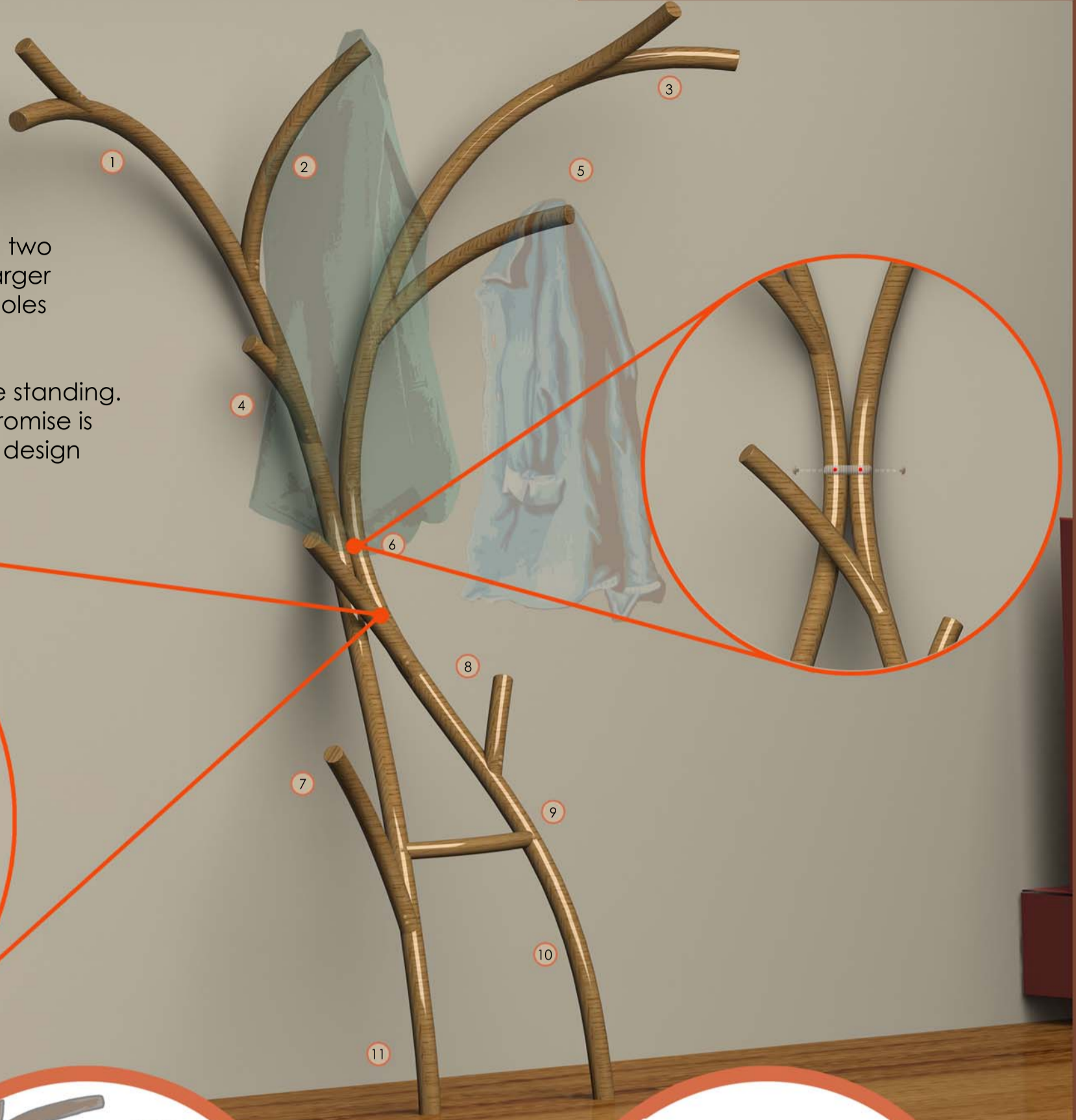


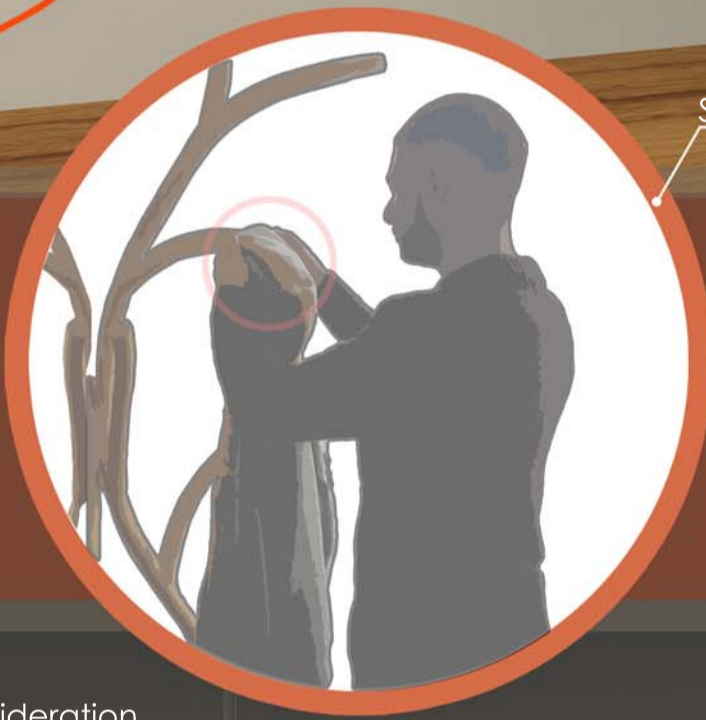
Context & Communication

The small twigs that act as hooks are fastened to the large branches using two screw fixtures each. These hooks are designed to fit the curvature of the larger branches & cut with high precision with a diameter of 4cm. The 2x 9mm holes are aligned either side & screwed together.

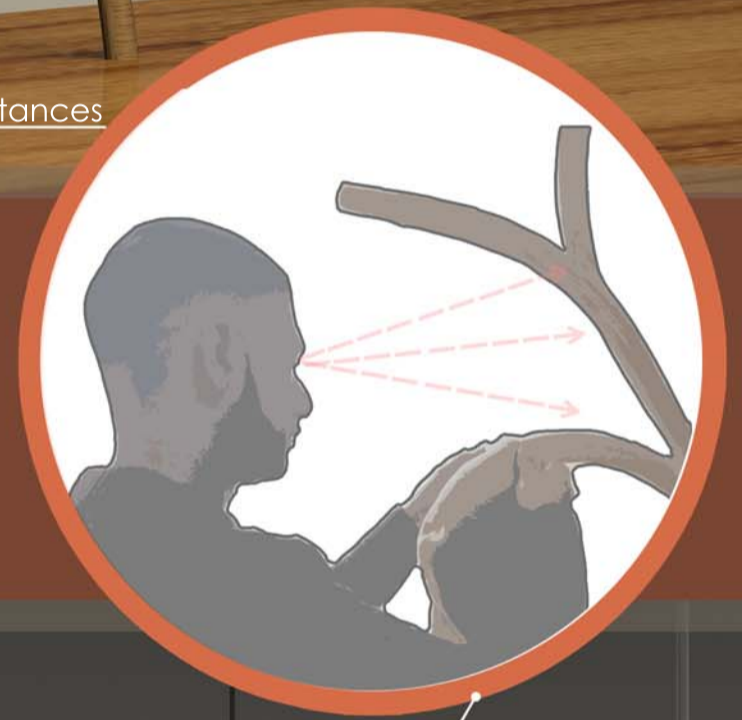
The curvature of the design forces the centre of gravity to be stable & free standing. Additional screws provide extra strengths & security on the wall. No compromise is made from the height, width & remaining walking space from the branch design when positioned.



Anthropometric Design Consideration



Suitable Reaching Distances



Interactive Eye Level Hooks

Technology & Materials

Branches is a steam bended form that is manufactured as a series of different sized components. The design is made up of 11 pine branches. The two main components are intersected with each other using a steel rod with two holes marked out. These two holes are visible from the front projection which pierces through the wall safely securing the two parts together & onto the wall. Timber caps are placed over these holes that retains the organic form.

- 1 Each branch will have a hole pierced through it. 2 holes will need to be drilled into the wall behind the coat stand & reinforced with role plugs in order for the coat stand securely.
- 2 1 steel rod will lock the two branches together and be threaded through the side. The screws will then pierce through the steel rod & into the wall.
- 3 Small caps will be placed over the designated holes. The area which rests against the wall is completely flat to sit flush with the wall

