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like. some



Nowadays, people like to decorate their home furniture with the themes they like. Some of people will choose the style and design in modern concept. Velo Chair is one of the modern furniture design with aesthetic. Velo Chair was introduced by a British designer, Jan Waterston. This chair is inspired by the shape of modern bicycles design that lead Waterston to create an aesthetic design of furniture.

According to Waterston (2015), the interaction between body and chair should be a seamless one and the user feels as though they and the chair are one. From his words, here reflects the bicycle is an object that has relationship with the body. The relationship between body and object can be similar as bicycle's tube that flow seamless into each other, changing shape constantly as improving function and aesthetic (Waterston, 2015).

This chair was made of Ash wood. From his modern thinking and unique idea, he applied only a single bent piece of wood to build backrest. Instead of thinking the beautiful design, he also test the limits of material's physical that he used before he introduces it. On top of that, Jan Waterston has winning award Student Furniture Designer of the Year for his unique furniture design, Velo Chair. In my point of view, aesthetic value is important to apply in furniture design.

Aesthetic can be known as the attractiveness in a product design. As we know, attract with beauty has become common place of human beings. From the design of Velo Chair, it can attract people to look at it since it has a unique design from people perception and thought. According to Asch (1946), a comparable phenomenon is properly documented in regards to human

attractiveness. In addition, first impression of people influence mindsetformation and measurably have an effect on how people are perceived and dealt with(Asch, 1946). On top of that, a product made of aesthetic design have a huge probabilityof being used even it is not too functional. Compared to unaesthetic designproduct, it will be lack of people's acceptance even it has many benefits. Therefore, this design will be worth for people who love arranging their home space withmodern furniture design even it is only a chair.

As a designer, Jan Waterstonis success to make people attract towards his design. With the structure ofVelo Chair, it can be a wonderful addition furniture for people make it ascollection.