

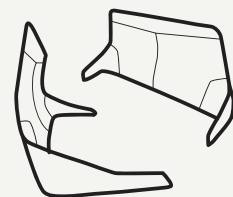


AVO THE CONCEPT

The main driving forces behind the creative process for the AVO design concept, by Iranian born Zohreh Ahooei, were two components. First, her passion for high quality fabrics and textures, established since her day one in the fashion design field. Second, her steady thrive to

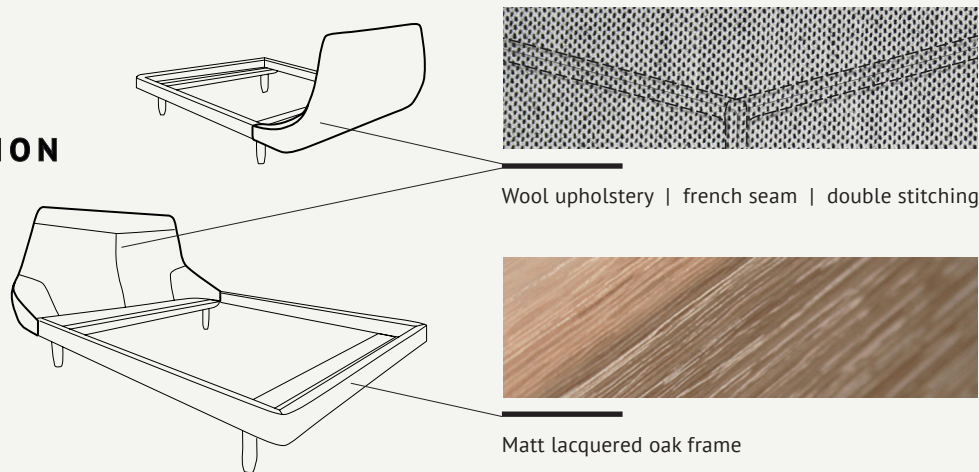
improve comfort and durability in each and every design, which is the backbone of her current design philosophy in the automotive industry. The focus of the concept is the backrest, highlighted by the simplicity of the bed frame. As a fabric, 100% organic woven wool was chosen.

The frame is made of Swiss oak and matt lacquered for finishing. The signature sew-lines featured on the backrest resembles the ergonomic fit of an automotive seat. Aesthetic and comfort of AVO are supposed to make it every consumer's favourite piece of furniture.

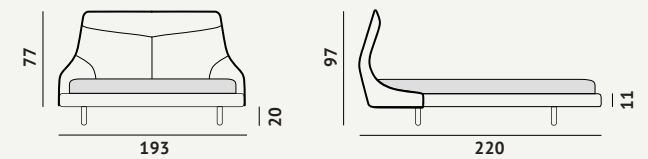




IDEA & REALISATION



Metric measurements in cm | mattress width 180 | length 200 | depth 22



The bed consists of 7 parts and 2 materials only. These pieces are connected with just a click through the side bolsters. For fixation only few screw are needed.

MOOD BOARD



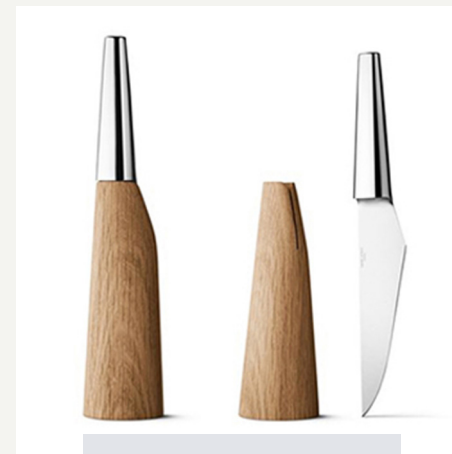
FORM & COMFORT

The design focuses on embracing the limitations and comfort benefits of the shape of an automotive seat. Mingled with a creative construction, that could fit every design aficionado's living room perfectly.



AESTHETIC & FUNCTION

For a timeless design, functionality is the key to every single piece of the AVO concept. Besides the ergonomic backrest, the simple construction is highlighting this par excellence.



QUALITY & SIMPLICITY

Outstanding qualities enable the design to age well aesthetically and from a ecological point of view. Sustainable materials, joint in a simplistic way, create a long lasting design experience.