

INTRO SOFT MINIMAL

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We spend most of our time indoors. Our experience of everyday life is largely dependent on the man-made structures, materials and objects that form our modern habitat. The story of our lives unfolds between the walls of home—our place of sanctuary—at our work desks, restaurant tables, and within the greater infrastructure of the city. Just like the weather, the atmosphere of the built environment has a profound effect on how we rest, think, feel, work, eat and socialize. Spaces and objects must certainly be functional, but if they are to truly serve us, they must also attend to our bodies and emotions. At this moment in design history, we believe it's necessary to go beyond strict Rationalist and Modernist doctrines to resensualize the built environment with a hapticity that embraces the whole human being—that addresses our perception of space and all our sensory faculties. This requires slowing down the process to consider design from the perspective of human experience and sources of meaning. To us, good design transcends utility and aesthetics to become a sensual and social exercise—to create a framework for essential human needs of safety, identity, belonging and purpose.