

1/6 BookSeat / BookCouch

A seat designed in the shape of a book or a couch with promotion area - including several features

read your favorite book on the integrated eReader
(must not be the one you're sitting on)

view a visual comment of the author on the integrated eReader

listen to the audio of your favorite book using the integrated headset
(not shown here)

Advantage
Use your own iPad and connect with the BookSeat to read, hear or view premium content

Solution
The BookSeat is designed like an ordinary book.... but it has many features. The seat has a rotatable arm / the couch has a headsup-display which allows you: - to inform about a special book (maybe even the designed one) very privately - read an analog book on it - use the integrated eReader (or your own) to read a book - view a special interview or comments by the author - connect your own eReader to get premium content - buy the book directly in the chair/couch

Status: 17.06.2018

2/6

BookSeat / BookCouch

A seat designed in the shape of a book or a couch with promotion area - including several features

What is the core principle of your idea?

First of all - the printing on the BookSeat/BookCouch can easily be changed for different book titles (instead of the given example) - so it works rather as an analog template. The BookSeat/BookCouch is meant to be as some sort of a personal central information place for a special book (all available information at one place) but customers may even get information about any other book.

3/6

BookSeat / BookCouch

A seat designed in the shape of a book or a couch with promotion area - including several features

Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Sure, simply exchange the printing on the BookSeat/BookCouch and the available information according to the selected book title.

4/6

BookSeat / BookCouch

A seat designed in the shape of a book or a couch with promotion area - including several features

Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Sure... no problem. Wood, cushion, an ebook reader and a wifi enabled computer will do.

5/6

BookSeat / BookCouch

A seat designed in the shape of a book or a couch with promotion area - including several features

What do you estimate the costs for the prototype or the final implementation of your idea to be?

If the product is produced in a large scale the costs will reduce dramatically. I assume the final costs will be at about 300-500 €.

6/6

BookSeat / BookCouch

A seat designed in the shape of a book or a couch with promotion area - including several features

Creative's profile



InDezign PRO
Designer

Creative's top 5 skills

Graphic Design, Illustration, Product Design, User Experience, Packaging Design