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TUGU MALANG



design food architecture art wine restaurants villas



A snug designer

Alvin Tjitrowirjo was born in Jakarta in 1983 and is now on the verge of becoming an internationally respected designer after being placed in the top five of the Launch Pad 2006 design exhibition in Melbourne at the end of July.

Tjitrowirjo graduated from RMIT University in Melbourne, Australia with a degree in Industrial Design. Not long before graduating he joined a Design organization called Melbourne Movement, which was founded by his furniture design lecturer, Kjell Grant who himself is an internationally renowned furniture designer. As part of Melbourne Movement, Alvin exhibited one of his furniture pieces, 'Bell Chair' in Milan Salone Satellite 2005, and 'Snug,' another of his furniture pieces was exhibited at the Melbourne Design Exhibition 2005, which is one of the biggest Furniture fairs in Australia. Returning to his home town, he soon joined 'Dform' a design organization in Indonesia founded by Leonard Theosabrata, where he exhibited Snug and L1 Lamp at Furnicraft Jakarta 2006 and more recently, in early July this year, he held his own design exhibition at the Volvo HQ in Jakarta. He's been a busy lad.

As stated above, his SNUG chair design was voted into the top 20 and finished with a Product Development Award at the recent Launch Pad 2006 design competition in Melbourne. Judges of the competition included David Clark, Editor of Vogue Living, Ronnen Goren, Director of Fabio Ongarato Design and Paul McGillick, Editor of Indesign Magazine to name a few. As Tjitrowirjo told FRV, he was the only foreigner selected in the Top 20, "I got into this exhibition through a strict selection, and what overwhelmed me was that I was the only foreigner among the 20 finalists."

The 20 designs that were exhibited at the closing finalist's exhibition were also shown to leading manufacturers both in Australia and overseas. **FRV**

Designer: Alvin Tjitrowirjo
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Description of Snug:

'Snug' is the ultimate lounging chair, designed to provide freedom to its users. Thanks to its large size, 'Snug' accommodates different seating positions. Besides the comfortable leather upholstery, 'Snug' comes with a polished aluminium stopper that when removed transforms the chair into a fabulous rocking chair; simple yet brilliant.

Product Material:

'Snug' consists of a chair base, made out of moulded fibreglass and painted with a high gloss finish. Upholstery is made using aniline or other high quality leather. The chair also comes with a stopper that is made out of cast aluminium polished with a mirror finish.

How did the design come to fruition?

The idea started with something large in size, where a person is able to place their whole body. By sitting, lying or whichever position is most comfortable. 'Snug' also has a dual function: removing the stopper transforms the chair from a lounge chair into a rocking chair. The chair is suitable for adults as well as kids. Designed to give freedom to the user to experience and enjoy the chair, 'Snug' has a retro-modern feel. Extensive thought was put into the different environments that would be suitable for 'Snug' - it is perfect for spaces like lofts or penthouse apartments, or commercial spaces such as high end retail shops or boutiques. Patricia Moroso and friends from the Moroso Furniture Company in Italy presented a positive beneficial and encouraging comment about 'Snug'. She said "it's interesting how people can sit in different ways and positions, and it's good that 'Snug' accommodates these differentiations.