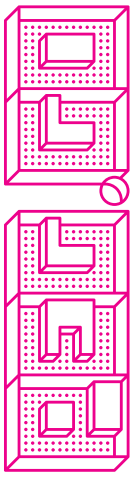


DESCRIPTIVE REPORT

PRODUCT POTENTIAL

CONTEXT

An office partition, a bookcase or an easy-to-move piece of furniture?

In fact, the product system presented is much more than a single solution. Responding to the needs of today's working environment (whether at home or in the office), the system provides an objective answer to the most basic and ever-present issues of flexibility, scalability and adaptability.

The proposal is a reflection based on a simple element: the perforated panel.

Through the process of analysing its latent potential, a technical and functional evolution is proposed. Taken to the extreme, by transforming the initial concept (perforated plate as a support for supports) into a set of autonomous components, the range of applications is radically extended. The process is systematised by implementing a grammar of response to the end use, starting from the design, production and assembly stages of the product itself. The components become parts of a lexicon that responds to multiple needs, almost immediately and by the users themselves.

Wood, cardboard and burel are integrated according to their basic technical characteristics.

The perforated wooden board (universally known as peg board) builds a system of functional possibilities through its structural competence. Bending, compression and tension are the conditions of an innovative creative syntax based on matrix perforation and coordinated in all its components. This broad lexicon of new solutions, available to each user and their specific needs, makes it possible to plan the most basic activities of dividing and protecting, but also of storing, sitting, concentrating (alone or in a group), and only possible because the proposal is defined as a system, versatile, coherent and effective.

Cardboard and burel are laminated together. The process of adhesion by friction, without the use of glues or chemical processes, could revolutionise the way these materials are presented on the market. The cardboard, which forms the base of the burel, follows the system in standardised sheets that follow the modulation of the perforated wooden panel. This bicomponent personalises the system not only aesthetically but also technically. Colour, texture and personality are cumulatively understood as acoustic improvement, conditions of well-being and comfort, as well as the clear sensation of proximity to a natural material.

The reconfiguration of the possibilities available to users through the constant re-appropriation of their spaces, almost immediately by the users themselves, is the central aim of this product. Without the need for specialised labour, it is possible to generate, adapt and build individual and collective spaces using a systematic and elementary approach.

On the GO,

made,

built,

dreamt,

with,

PEG.GO

PEG.GO, a product inspired by the peg board, is a truly multifunctional system that any user can make the most of, taking advantage of its ability to transform and adapt to the needs of a given period or physical space. PEG.GO is an effective way of reconfiguring spaces almost instantly, without requiring anything more than an assembly plan and creativity. Users are invited to define the ideal formal structure, autonomously and without the need for professional technical support, including installers or building work.

The very name of the product reflects what it stands for, a Peg (PEG) board ready to be activated/ altered/adapted (GO) - PEG.GO, the perfect ally for workspaces such as offices, universities, libraries, museums, cafés, coworking spaces, among others.

Created from the logic of construction based on fits and joints typical of Japanese carpentry, the structures (small and large) are assembled from notches and grooves, avoiding as far as possible the indiscriminate use of screws and other techniques that have a significant impact on the cost, labour and production of the solution.

As a result of the many encounters between the panels (backs, sides, tops, etc.), the edges define areas of static contact between them, transforming these points into continuous structural surfaces. In addition, the mechanical anchoring points by means of screws, which represent an additional static effort, guarantee the tension from the core of the parts to their external surface.

The stress matrix and the load diagram therefore immediately lead to an increase in the overall stability (through the contact surfaces of the perforated tiles and the tensile anchoring points), creating a very simple system within a cohesive, robust and resistant structure. The use of acoustic ceiling tiles in laminated cardboard with burel guarantees excellent acoustics in rooms, whether they are applied on the inside of the product or on the outside of the piece designed by the user.

The main objective of this product is to be able to adapt (almost infinitely) to the existing space and its various needs, with the help of new user-designed features that rationalise and improve its usability. The result is a multifunctional and innovative system in the furniture sector, which stands out for its ability to create different shapes, functions or uses, extremely useful in the segmentation of spaces, teams and work dynamics.

The agile response of the system aims above all to increase the contact between the object and the user, based on its multifunctional characteristics, acting through a solution that few systems can guarantee: versatility, adaptability and a wide range of innovations. This is demonstrated by the way in which, for each of its possible solutions, a highly efficient and future-oriented system is developed using sustainable materials and techniques, starting with a simple perforated panel that gives rise to a series of other products needed in addition to the office partition, such as a desk, bookcase or bench. In addition to the components, accessories are also presented to complete the system, such as a monitor stand, bicycle, writing board, wardrobe, locker, etc.

CONSUMER

The "Consumer" theme analyses the contexts and ways in which the product is used, in order to identify the essential characteristics that allow the consumer to benefit from a viable solution that meets their needs. Analysing and getting to know the consumer is one of the most important points for validating the usefulness of the system in terms of its form and function.

It can be said that the type of consumer is a worker who is looking for flexibility in their job and workplace, taking into account new dynamic practices of presence/absence and, above all, adaptability and willingness to change. Multifunctional systems are best suited to their daily practice, which can be more individual or group oriented.

CONCEPT

The main feature of the PEG.GO system is its versatility and multifunctionality, without losing its aesthetic personality and keeping the longevity of its commercial and constructive value intact. In this way, and because we're talking about a SYSTEM, the product presents the most varied composition proposals, starting from a base model, which is made up of 03 materials:

1. Structure
    1. Wood of sustainable origin such as oak, beech, pine, ash, other material
    2. The structure guarantees a basic partition format from which the desired accessories can be made, such as the addition of a soundproof barrier (made by using and laminating cardboard and burel), the integration of shelves, lockers, and many others.
2. Lining (optional)
    1. Burel over laminated cardboard structure.
    2. The main purpose of the structure is to ensure the user's comfort, whether thermal or acoustic, as well as to create niches for sitting, meditation or concentration.

From the above basics, it all comes down to compositional preferences, fitting and screwing.

Models:

1. base - room divider
2. bookcase - storage for small and large items
3. upholstery - spaces for lounging, chatting or relaxing (good acoustic conditions), comfort and privacy
4. ilharga - workspace organisation
5. chapel - system accessories for highlighting elements
6. locker - private storage space
7. showcase - display areas
8. door - privacy and security

9. table - workstation integration
10. shelf - workspace organisation

Accessory:
1. bicycle hanger
2. hanger
3. drawer
4. metal shelf
5. lighting

Variant:
1. bench
2. sideboard

Each of these models, variants and accessories has the same technical characteristics and materials, and their main function is to adapt to the user's needs, while guaranteeing uniformity and the continuous reading of an undeniable aesthetic and formal language. PEG.GO is a system that, on the one hand, guarantees immense flexibility and, at the same time, optimises resources and means through highly durable and functionally complete solutions.

TECHNICAL AND PRODUCTION

The most important criterion in the production process is PEG.GO's ability to be produced on a large scale, always taking into account the best use of the different materials used. The wooden "panels" (the material with the greatest impact and size in the system) are characterised by highly effective measures in the process of cutting, drilling and transport, in order to guarantee the viability of the production and logistics, optimising the storage, distribution and purchase of the product. Another interesting point is that there is minimal impact on the use of non-structural fittings and materials (wood, burel and cardboard), thanks to the primary use of fitting techniques, namely the aforementioned Japanese carpentry, used in various sectors, from architecture (habitable buildings) to pieces of furniture, and the application of material tensioning concepts to increase their static stability and structural resistance.

Stability and strength are enhanced by the notches and grooves used to join the two pieces of wood together, which may or may not be visible, and use the tension between the edges and the flat contact surface to increase the load-bearing effect. The use of structural reinforcements makes it possible to create more tension between the planks (more tension = more resistance), making it possible to support high weights. The protrusions on the shelves give this product an identity that also serves to divide the structure into "hot" and "cold" areas (hot areas are those that are ergonomically more accessible, namely between the user and the piece, while cold areas have more sporadic and less frequent access, for example due to their height). These protrusions are used to integrate elements such as doors, notches and pivots.

In this way, PEG.GO is not "erased" at the moment of purchase, but can be modified and adapted whenever the user needs it, always according to criteria of greater or lesser exposure, reserve or accessibility.

Thanks to its technical and formal characteristics, PEG.GO can be used in a variety of ways: individually or collectively, adapted to public and/or private spaces, and even for temporary or long-term use. Its structure, once assembled, can be easily transported on a forklift truck, facilitating its mobility and transport when necessary.

The assembly of the basic model can be described as follows:
1. The basic structure consists of inserts
2. The partition/back panel is fitted by aligning it with the groove in the horizontal base of the structure and securing it with 04 10 mm screws
3. In addition, the plywood modules are fixed at 05 points (04 ends and 01 centre) in the desired position on the perforated matrix of the wooden panel by friction using wooden fasteners (dowels) and can cover both sides of the available surfaces of the wooden panel

The evolution to the shelf model adds the following steps:
1. Two side panels are attached to the pre-assembled structure, each at one end
2. After aligning them with the perforated matrix, they are also screwed into the base of the structure with 02 screws each, thus consolidating the partition level with the side panels
3. The top panel is fitted to the pre-assembled structure and fixed with 02 screws

Note: In the interests of user safety, all external components must not be fitted to the frame until it is fully assembled.

CONCLUSION

The proposal fulfils all the modern criteria of sustainability, guaranteeing a solution that responds to concrete and current needs, but above all to those not yet foreseen, those of the future.

The PEG.GO system/product does not present itself as a closed solution, but encourages a creative and critical approach to product development models and customized solutions.

It is only through direct contact with the construction industry that it is possible to define responses to market needs and trends, and to enhance and dynamise their importance in pragmatic, objective and flexible responses.

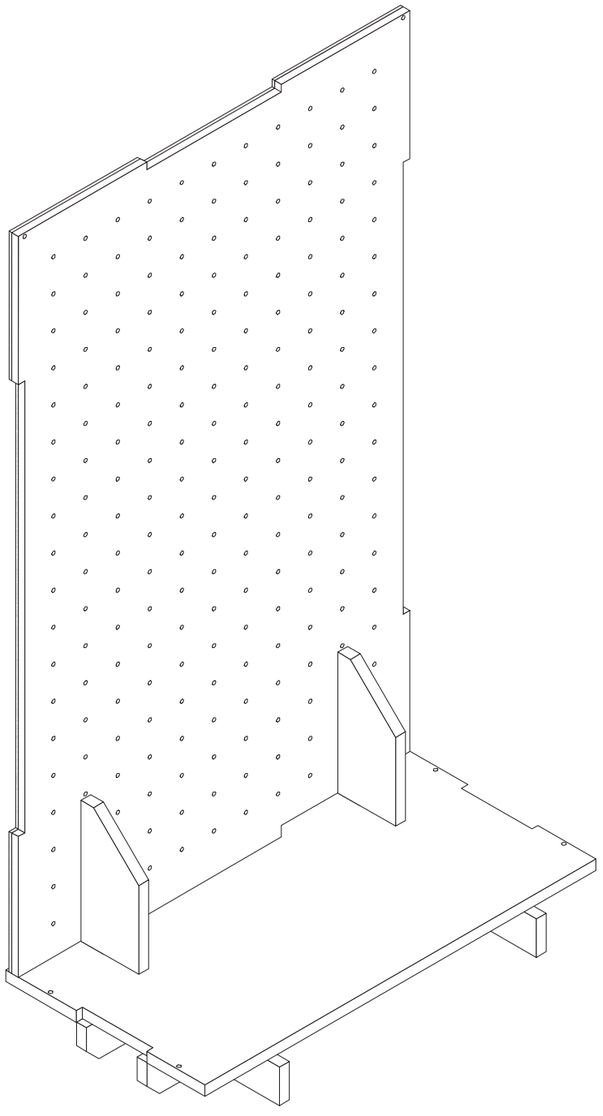
The architecture of the solution is presented as a strategic approach between a need, a product, a sector and a new brand. It is inextricably linked to the associated practices, namely the optimisation of resources and means, the presentation of viable solutions from a technical and productive point of view, and includes other factors such as logistics and cost-benefit as inseparable arguments in the choices made.

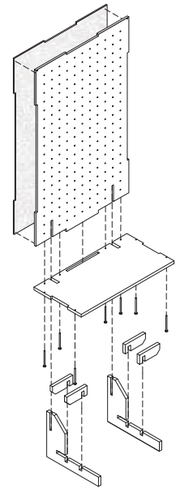
TABLE OF CONTENTS

MODELS

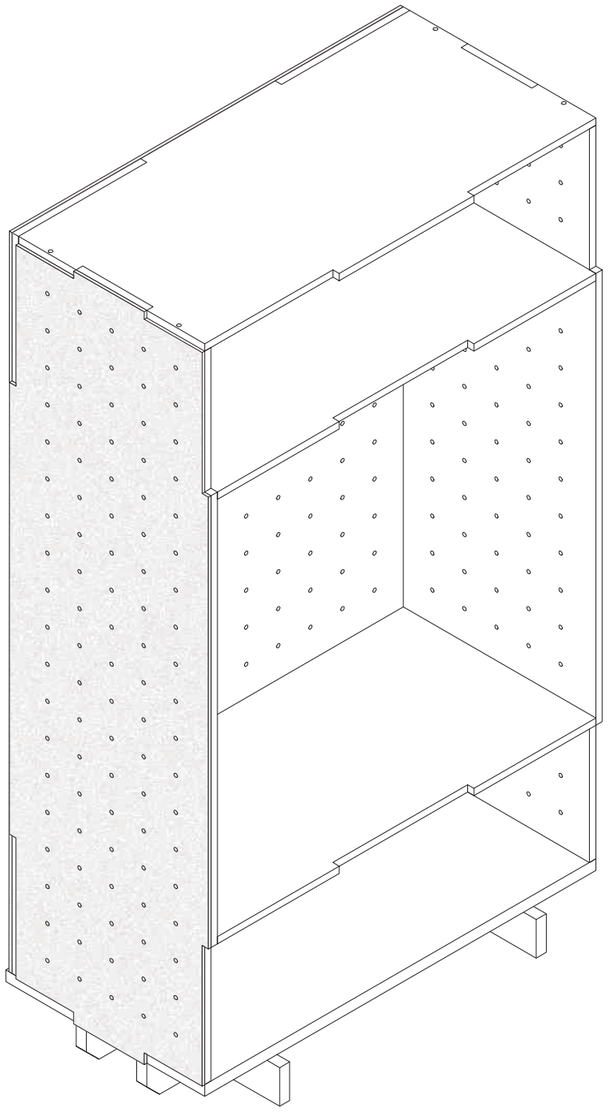
MODEL: BASE

components	units	dimensions	materials	finishing
costa	01	1171x1950x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
base	01	1171x595x30mm		
pé	02	652x495x30mm		
estabilizador lateral	04	254x100x30mm		

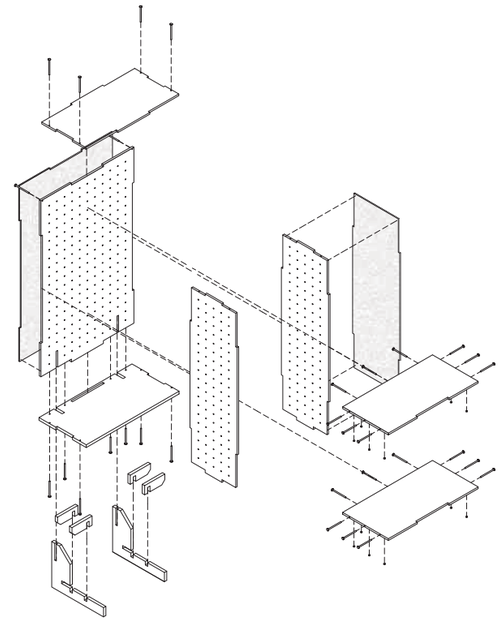




MODEL: BOOKCASE

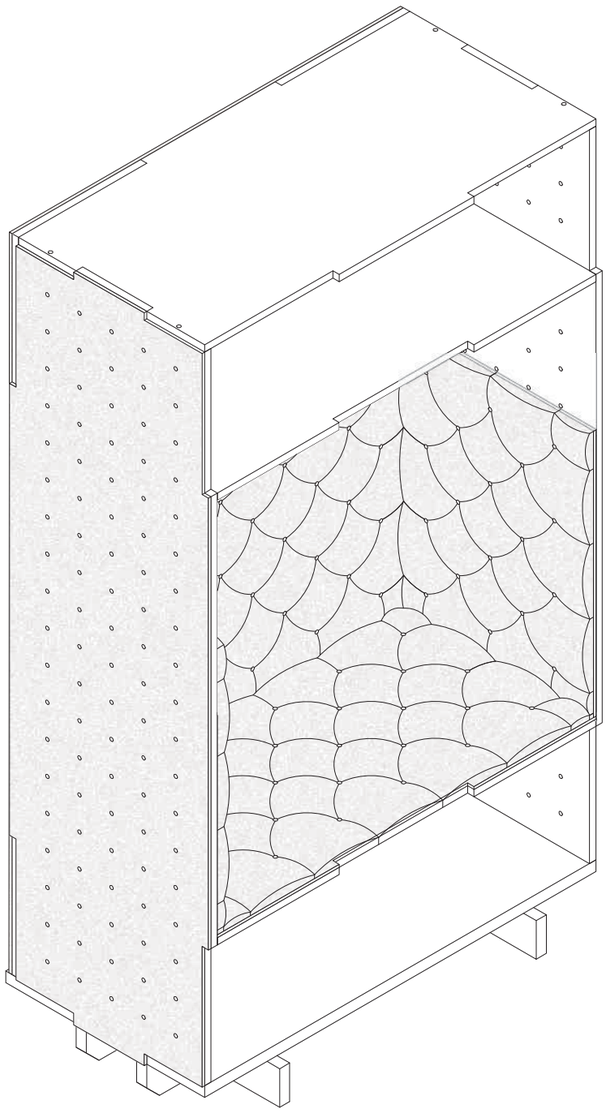


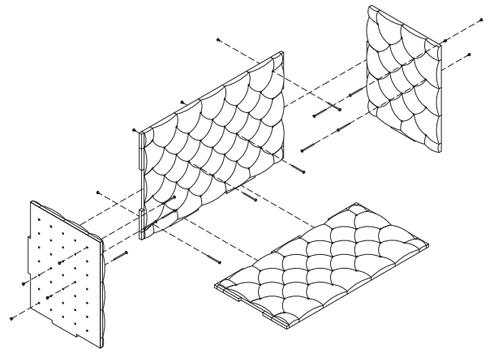
components	units	dimensions	materials	finishing
prateleira	02	1133x576x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
costa	01	1171x1950x19mm		
topo	01	1171x595x19mm		
base	01	1171x595x30mm		
lateral	02	595x1950x19mm		
pé	02	652x495x30mm		
estabilizador lateral	04	254x100x30mm		



MODEL: UPHOLSTERY

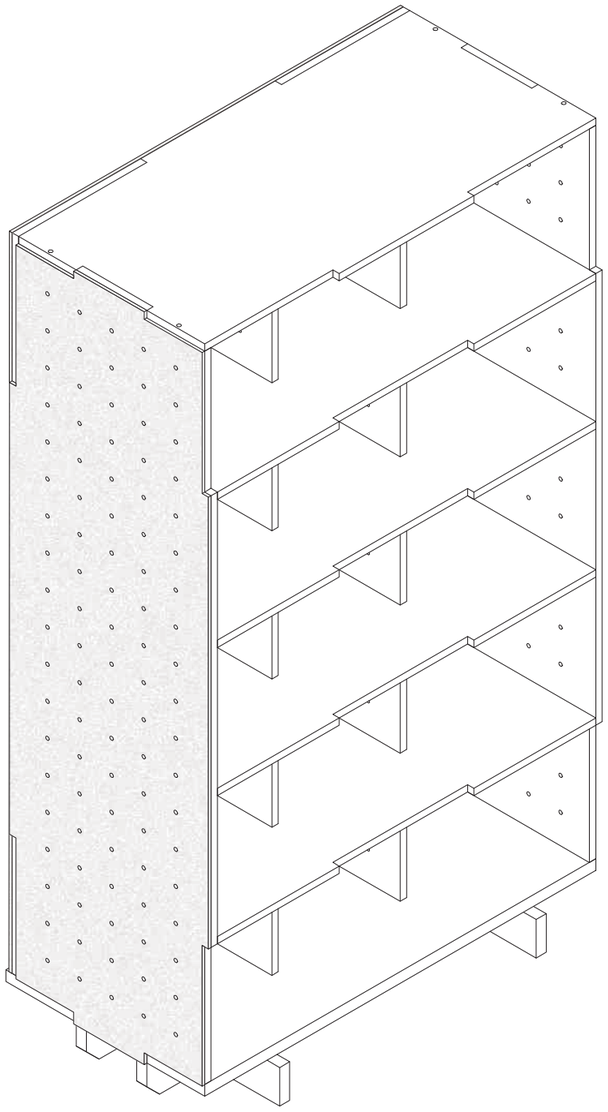
components	units	dimensions	materials	finishing
base	01	1133x576x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
costa	01	1133x730x19mm		
lateral	02	576x730x19mm		

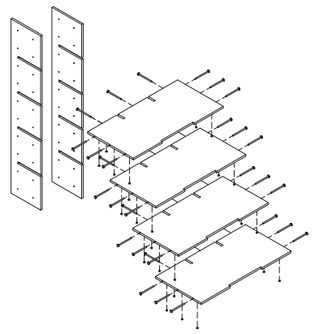




MODEL: ILHARGA

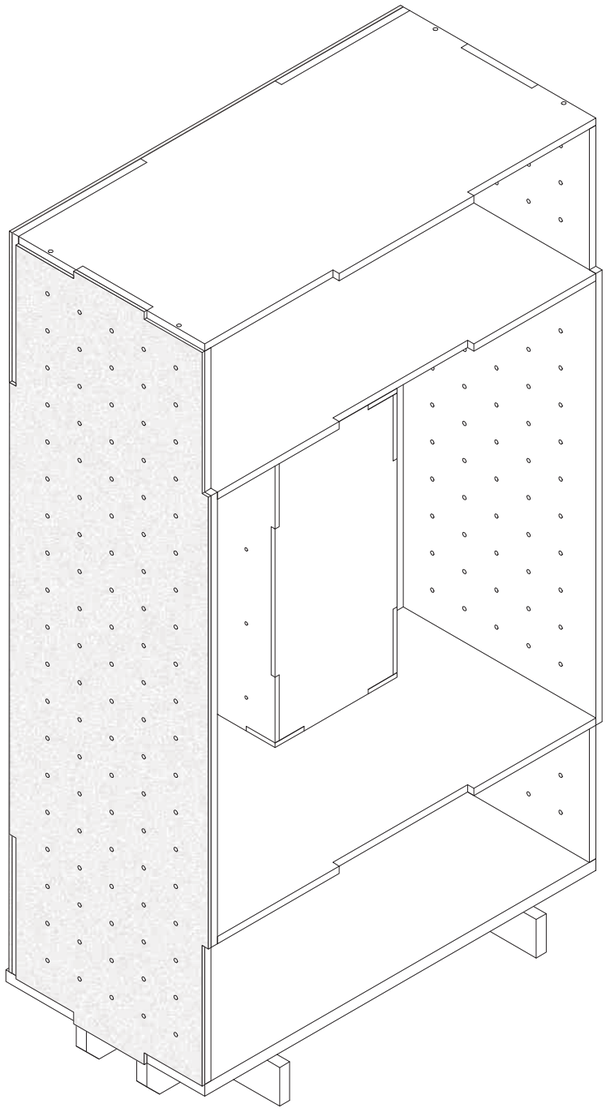
components	units	dimensions	materials	finishing
ilharga	02	375x1901x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
prateleira	04	1133x576x19mm		

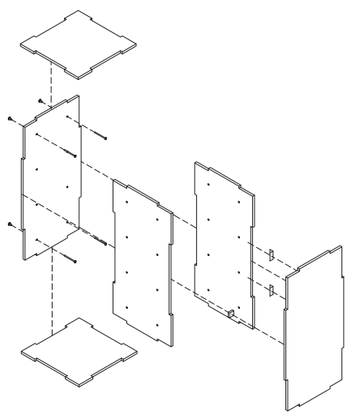




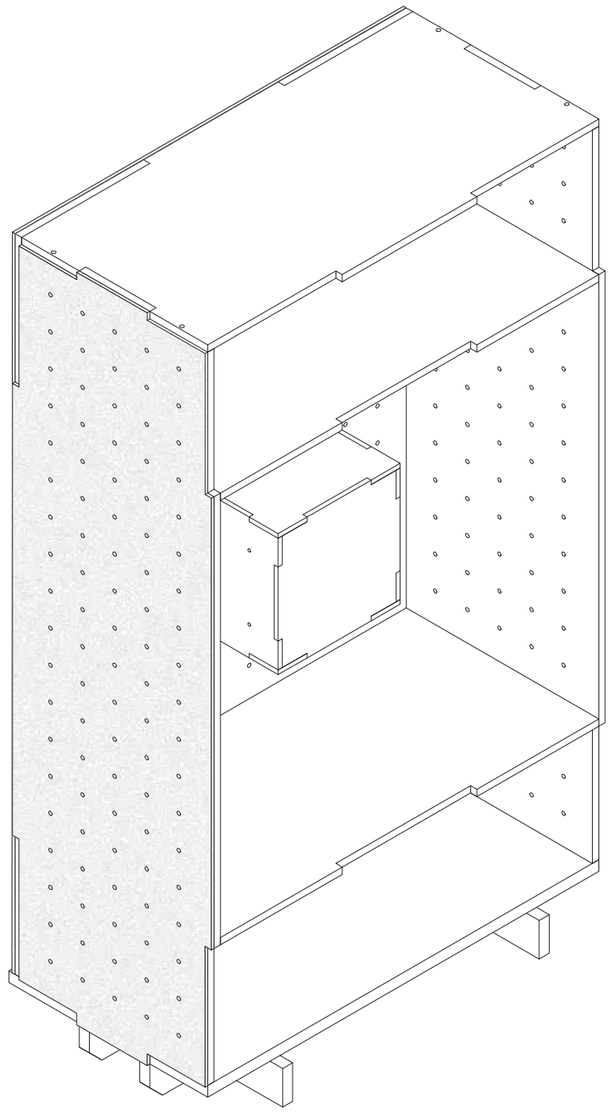
MODEL: CHAPEL

components	units	dimensions	materials	finishing
costa	01	365x749x12mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
topo / base	02	365x365x12mm		
lateral	02	365x749x12mm		
porta	01	365x749x12mm		

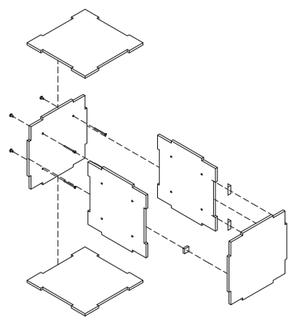




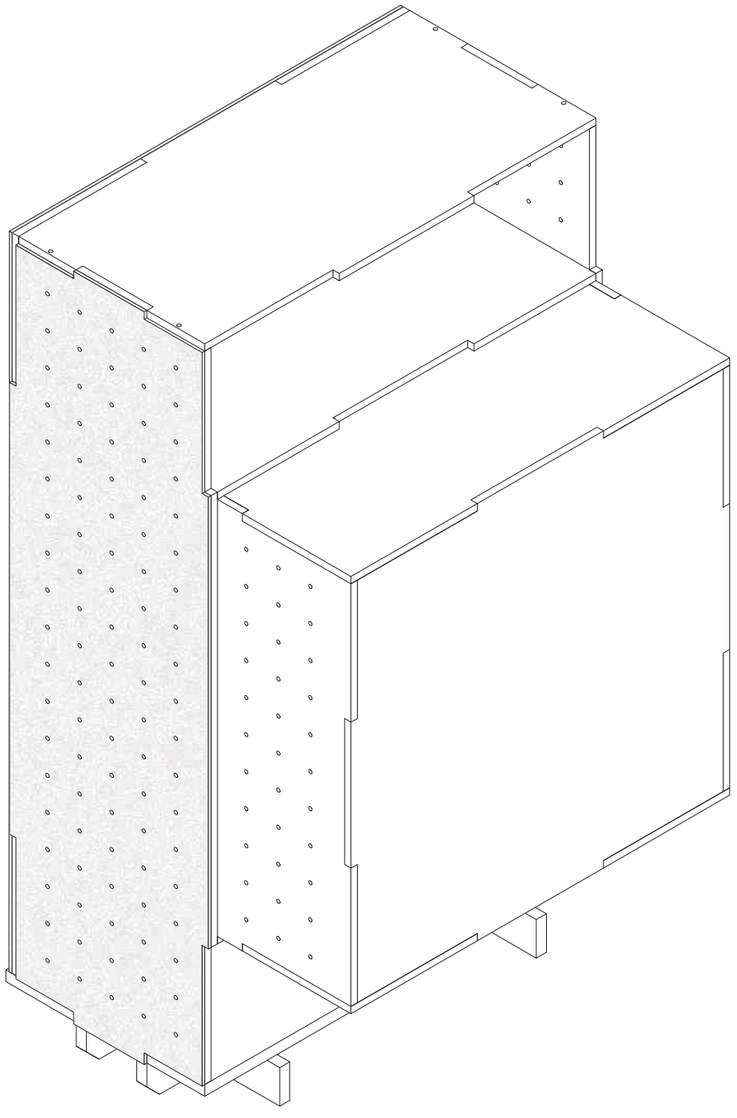
MODEL: LOCKER



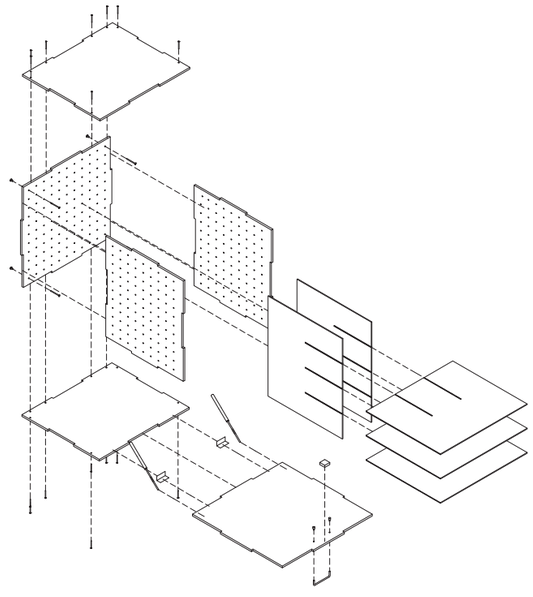
components	units	dimensions	materials	finishing
costa	01	365x365x12mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
topo / base	02	365x365x12mm		
lateral	02	365x365x12mm		
porta	01	365x365x12mm		



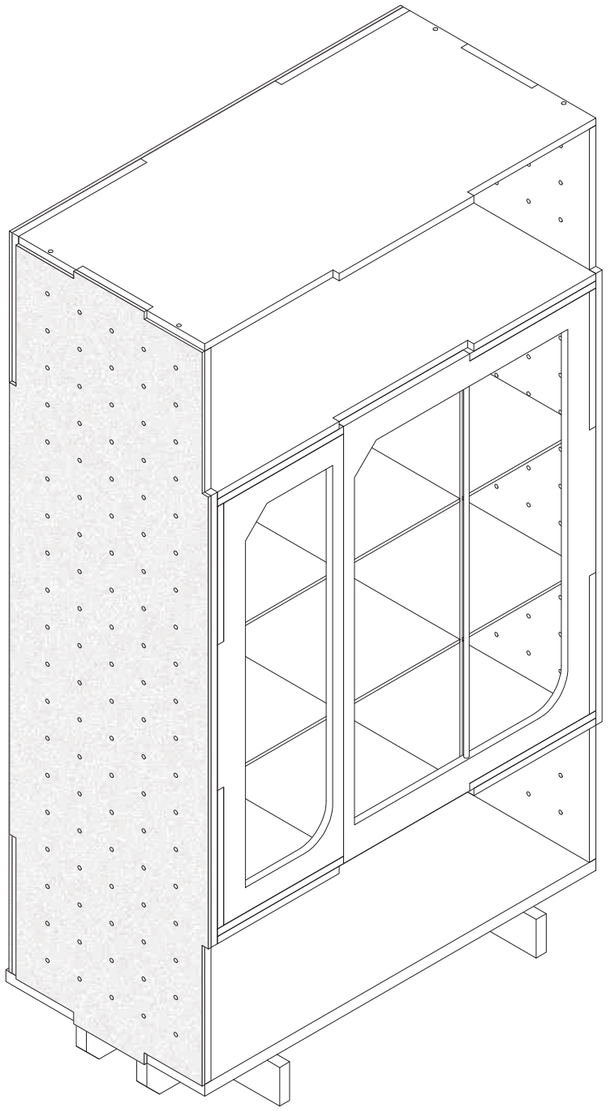
MODEL: SHOWCASE



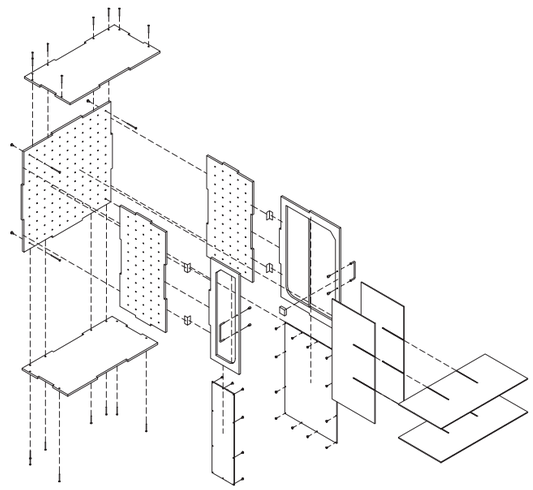
components	units	dimensions	materials	finishing
costa	01	1133x1133x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
topo / base	02	976x1133x19mm		
lateral	02	976x1133x19mm		
base expositiva	01	1133x1133x19mm		
prateleira interior horizontal	03	1094x928x10mm	policarbonato alveolar	polimento de arestas
prateleira interior vertical	02	1094x928x10mm		
puxador	01	79x202x∅10mm	tubo de cobre	polimento
travão metálico	02	35x∅12mm		



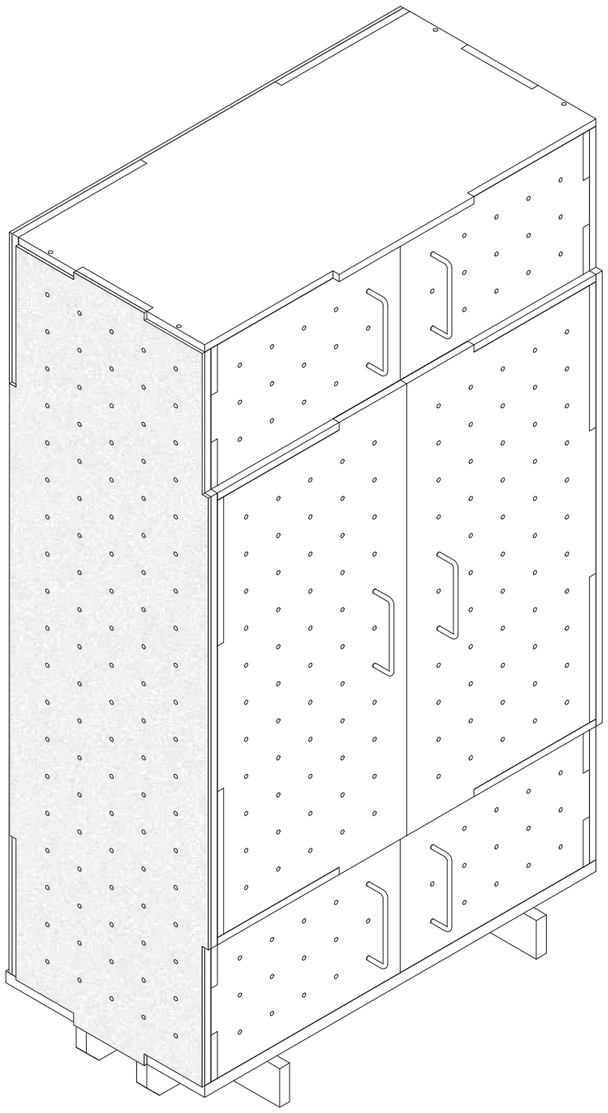
MODEL: SHOWCASE (FACETED)



components	units	dimensions	materials	finishing
costa	01	1133x1133x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
topo / base	02	576x1133x19mm		
lateral	02	576x1133x19mm		
porta menor	01	378x1094x19mm		
porta maior	01	755x1133x19mm		
tubo porta maior	01	965x∅12mm	cobre	polimento
prateleira interior	04	1095x528x10mm	policarbonato alveolar	polimento de arestas
puxador	02	9x202x∅10mm	tubo de cobre	polimento
travão metálico	04	35x∅12mm		
cobertura interior menor	01	276x994x10mm	policarbonato alveolar	polimento de arestas
cobertura interior maior	01	653x994x10mm		



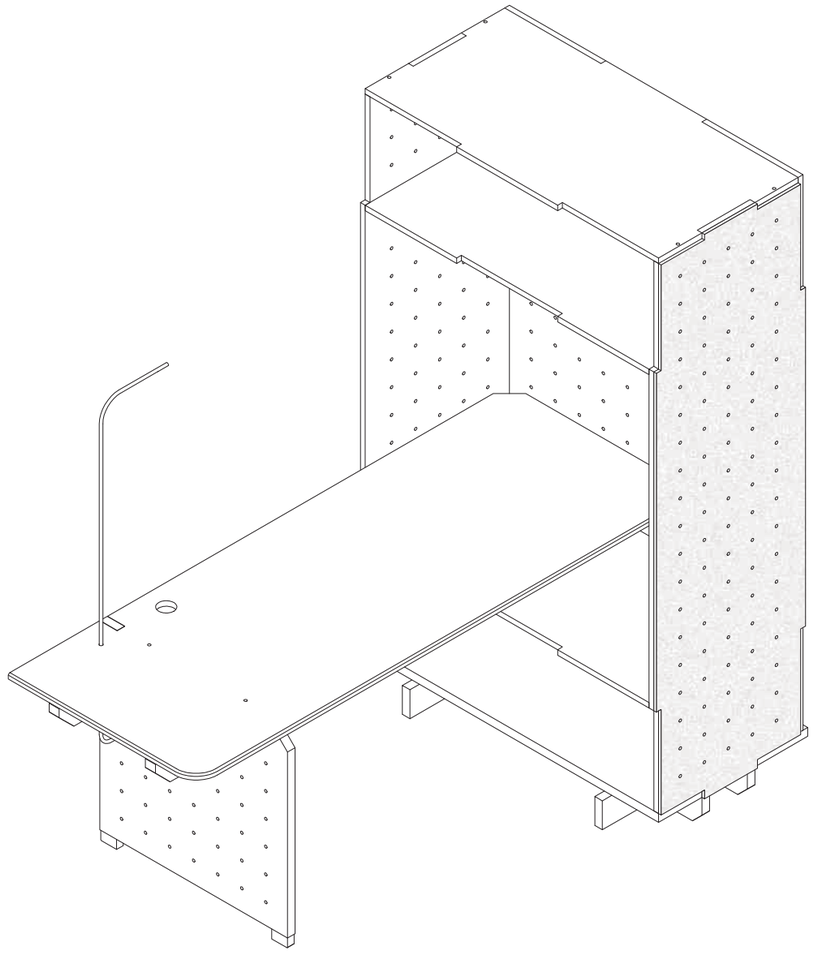
MODEL: DOOR

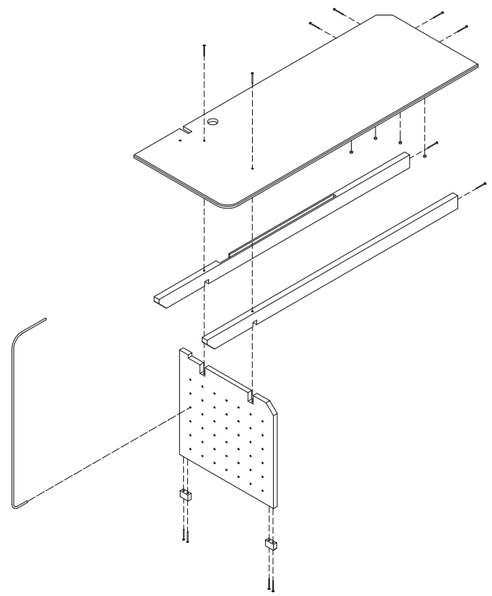


components	units	dimensions	materials	finishing
lateral maior	02	576x1133x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
porta maior	02	566x1171x19mm		
lateral menor	04	557x365x19mm		
porta menor	04	566x365x19mm		
puxador	06	79x202x∅10mm	tubo de cobre	polimento
travão metálico	12	35x∅12mm		

MODEL: TABLE

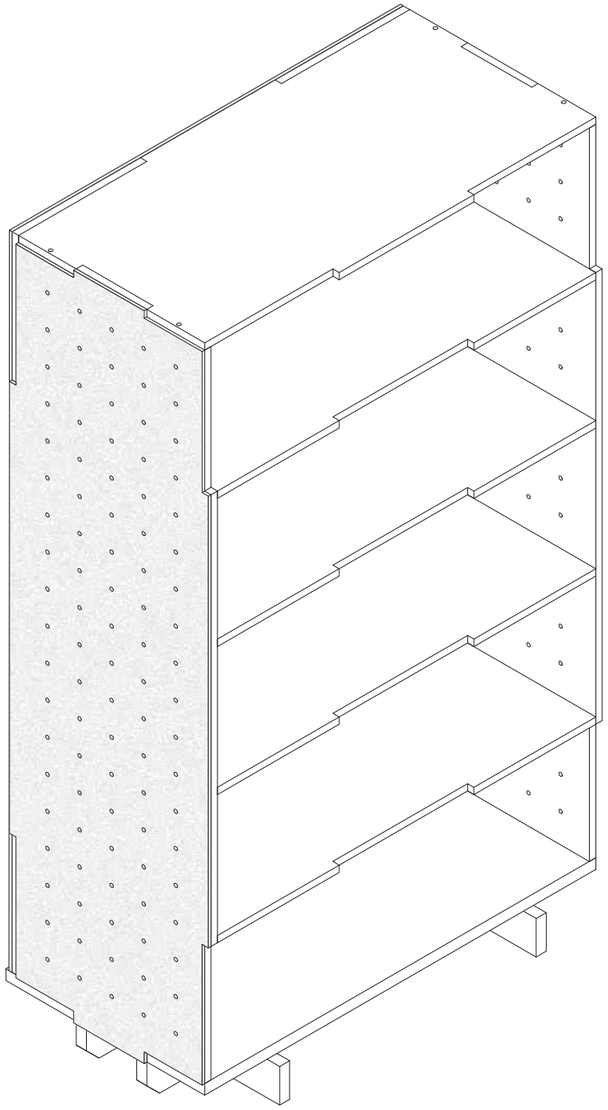
components	units	dimensions	materials	finishing
topo	01	2000x750x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
trave	01	2000x89x40mm		verniz
trave oca	01	2000x89x40mm		
perna	01	749x712x30mm		verniz (alto brilho)
pé	02	63x40x26mm		verniz
candeeira	01	323x1000x∅12mm	cobre	polimento

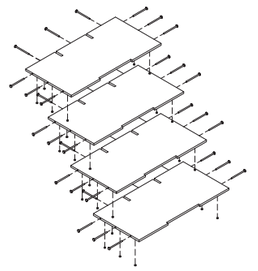




MODEL: SHELF

components	units	dimensions	materials	finishing
prateleira	04	1133x576x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)

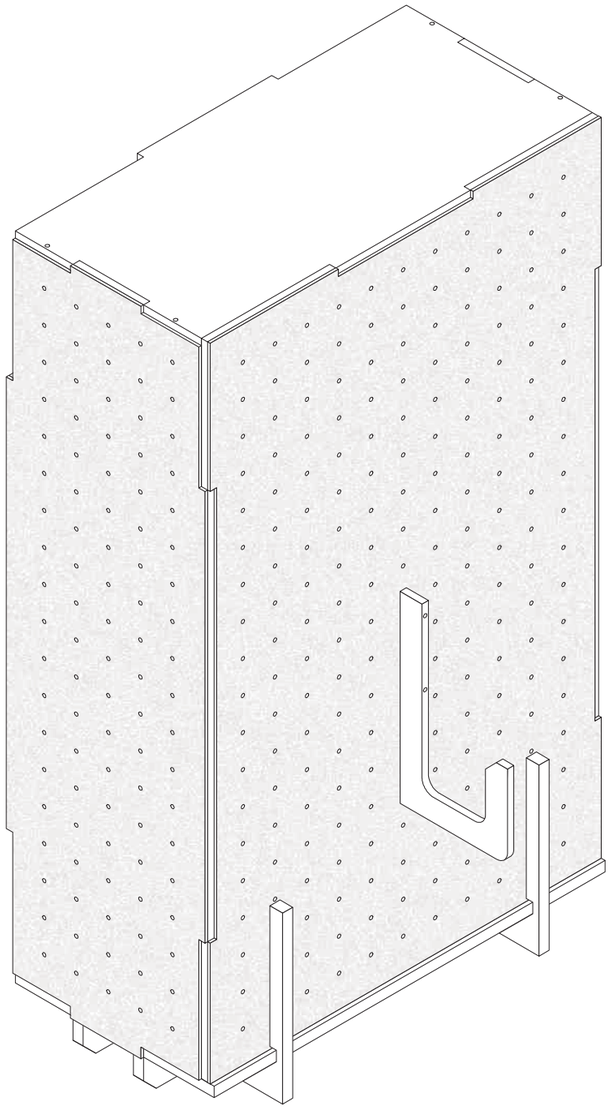


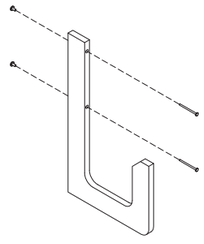


ACCESSORIES

ACCESSORY: BICYCLE HANGER

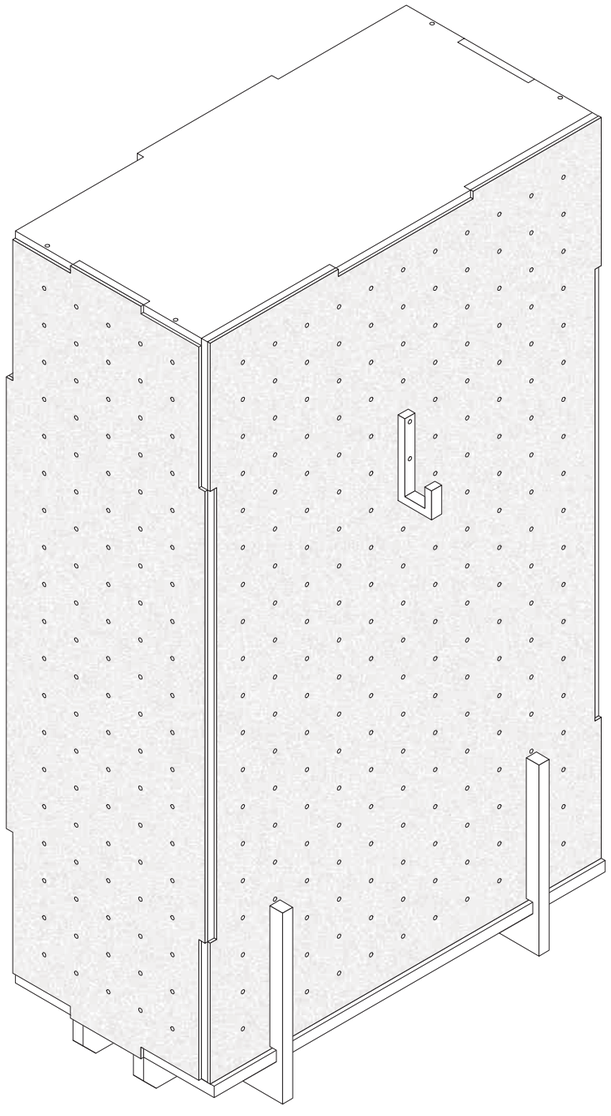
components	units	dimensions	materials	finishing
suporte 01	01	322x550x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)

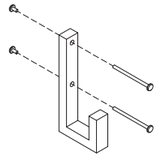




ACCESSORY: HANGER

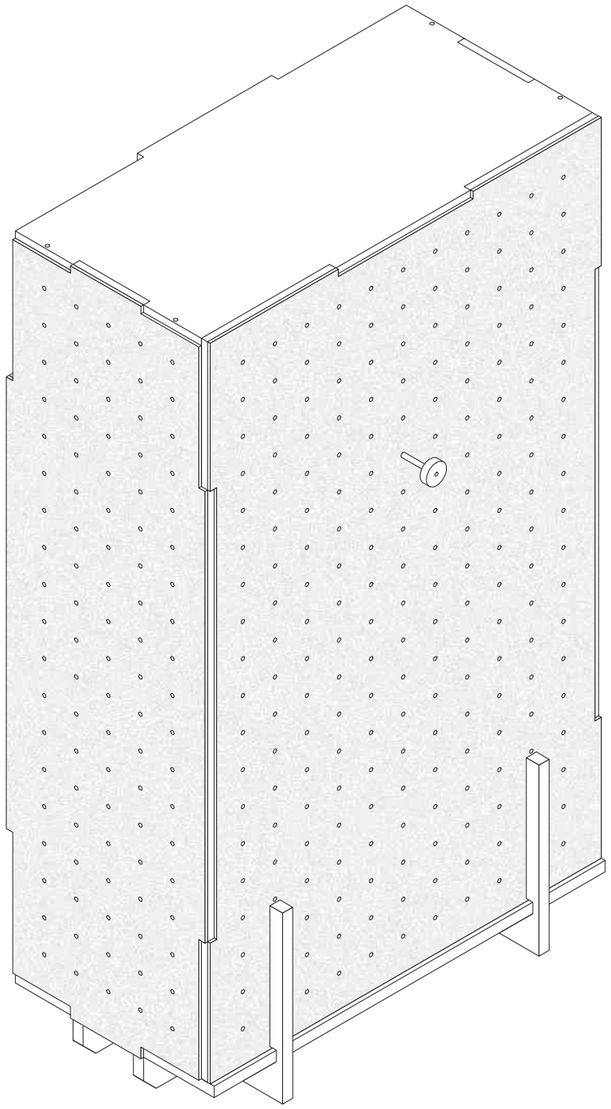
components	units	dimensions	materials	finishing
cabide	01	100x222x30mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)

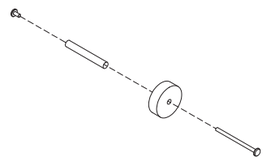




ACCESSORY: HANGER (ROUND)

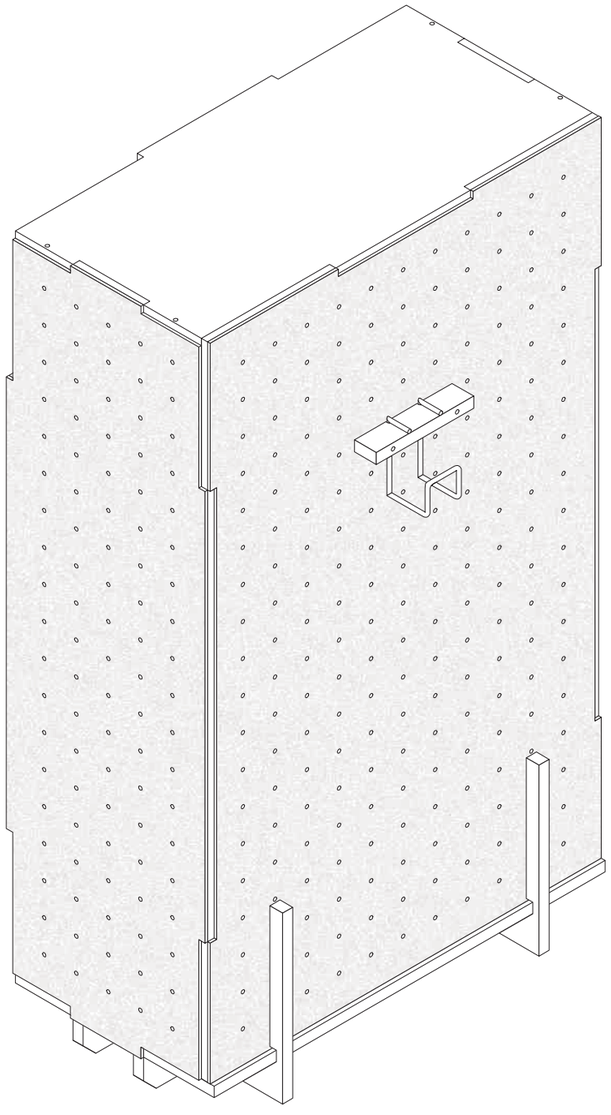
components	units	dimensions	materials	finishing
cabide redondo	01	60x60x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
cabide tubo	01	91x∅12mm	cobre	polimento

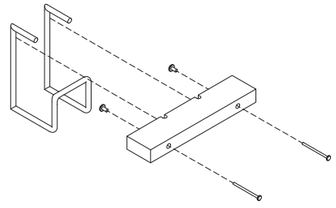




ACCESSORY: HANGER (METAL)

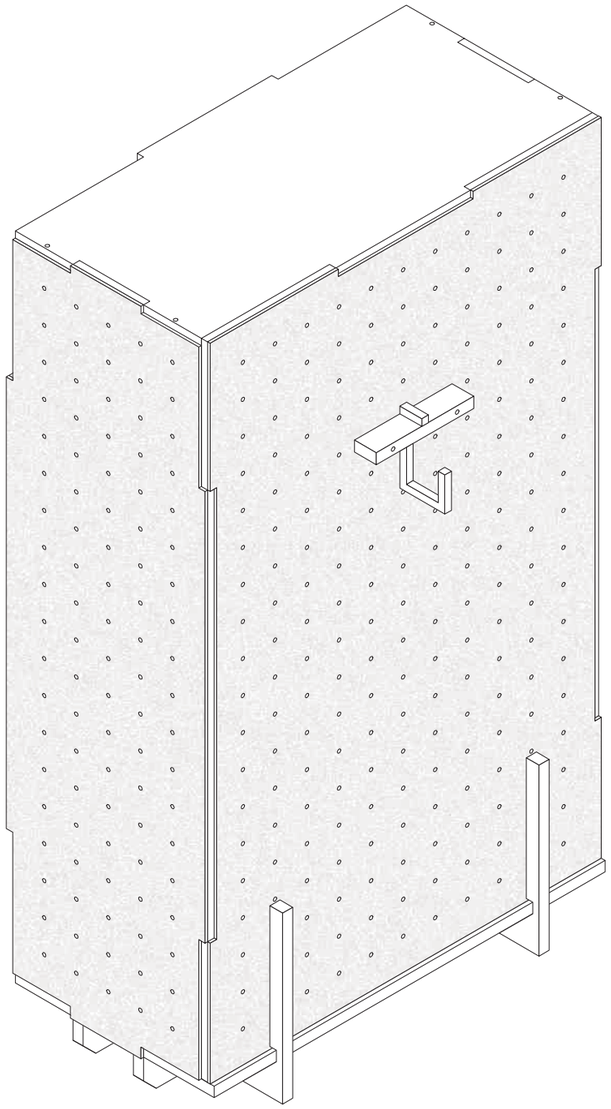
components	units	dimensions	materials	finishing
base	01	280x30x63mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
cabide metálico	01	120x195x100mm	cobre	polimento

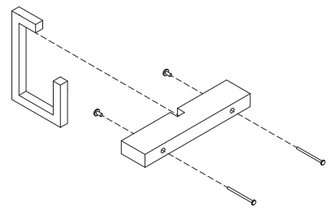




ACCESSORY: HANGER (WITH BASE)

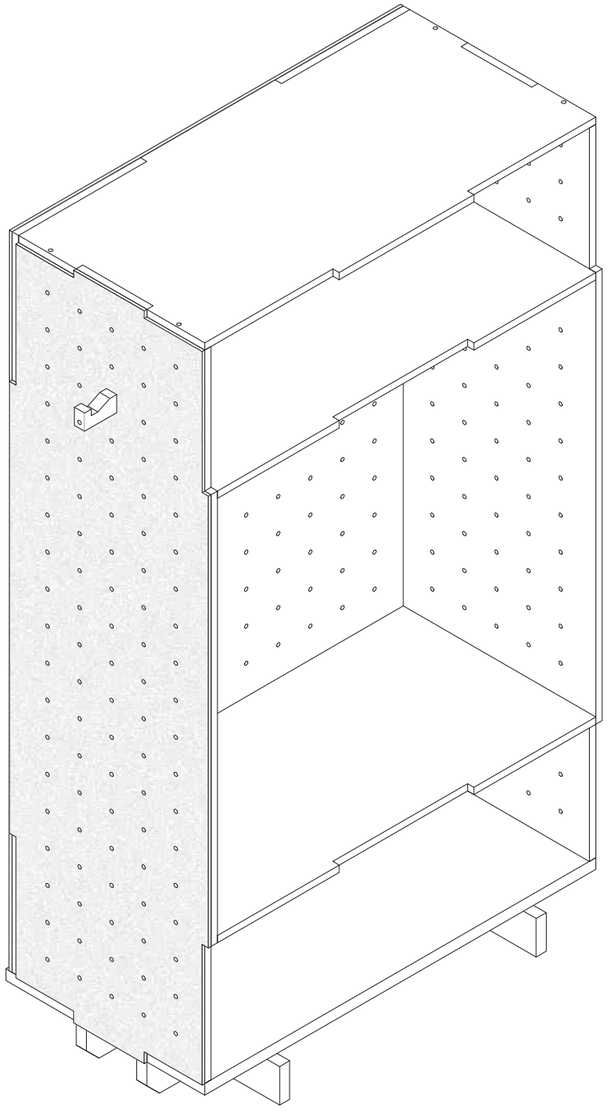
components	units	dimensions	materials	finishing
base	01	280x30x63mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
cabide com base	01	129x204x19mm		

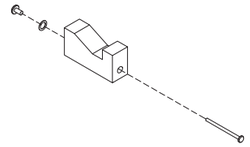




ACCESSORY: HANGER (INDIVIDUAL)

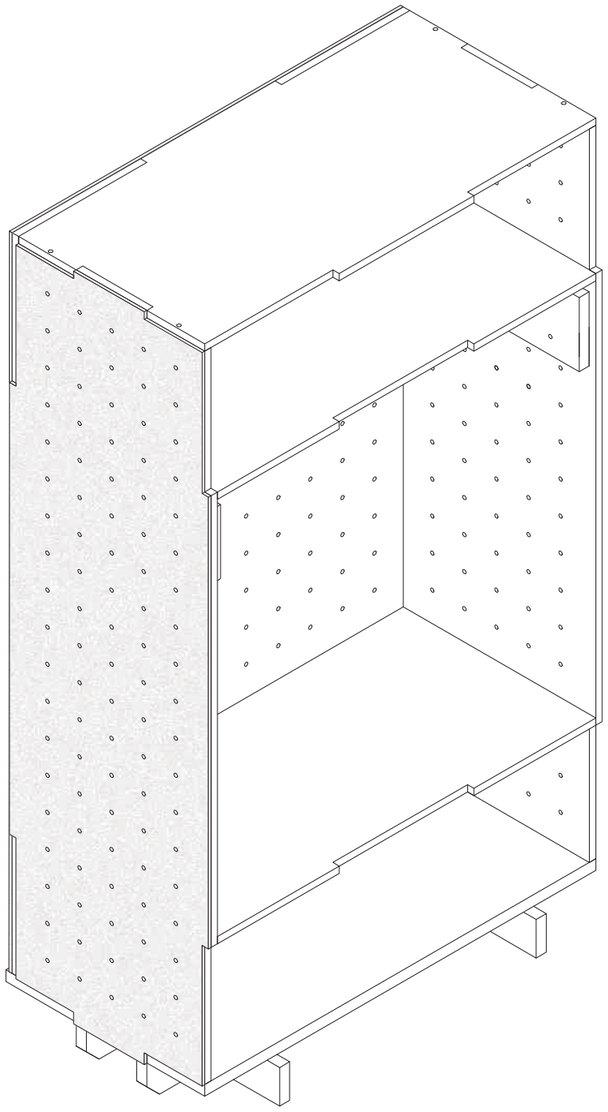
components	units	dimensions	materials	finishing
cabide individual	01	96x47x30mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)

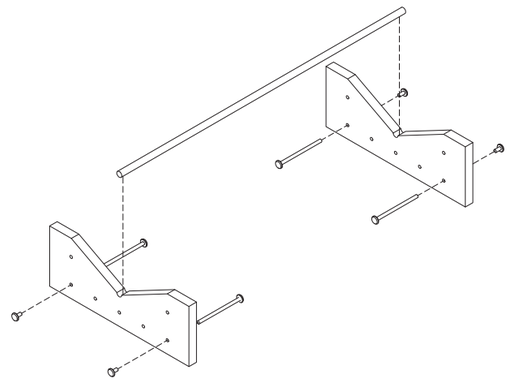




ACCESSORY: HANGER (ROD 01)

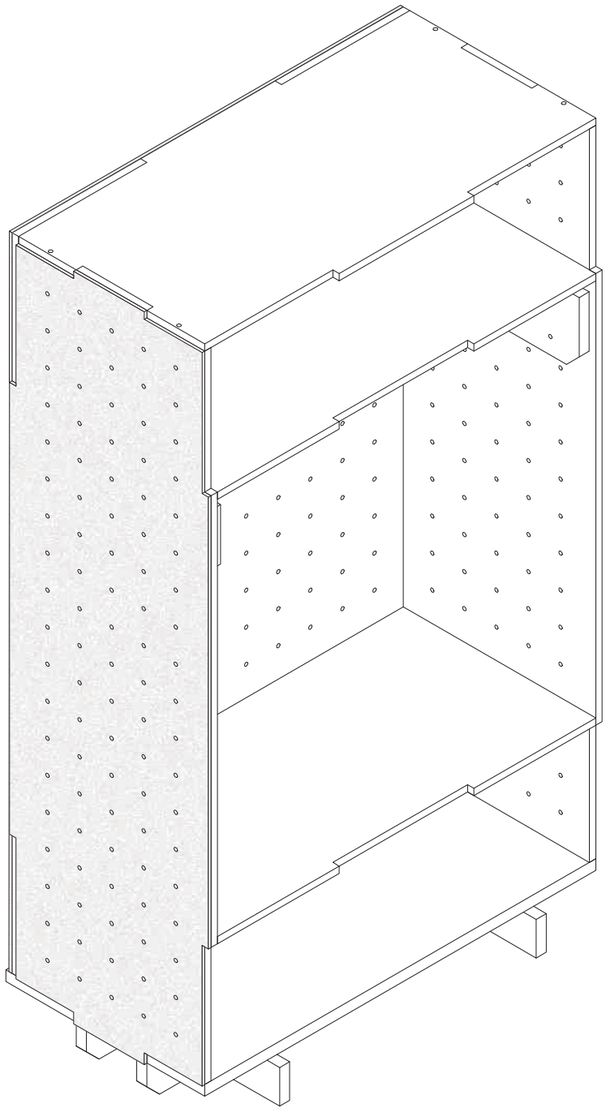
components	units	dimensions	materials	finishing
suporte varão	02	555x208x30mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
varão	01	1133x∅20mm	tubo de cobre	polimento

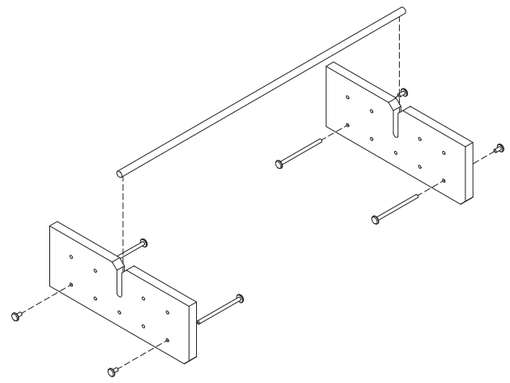




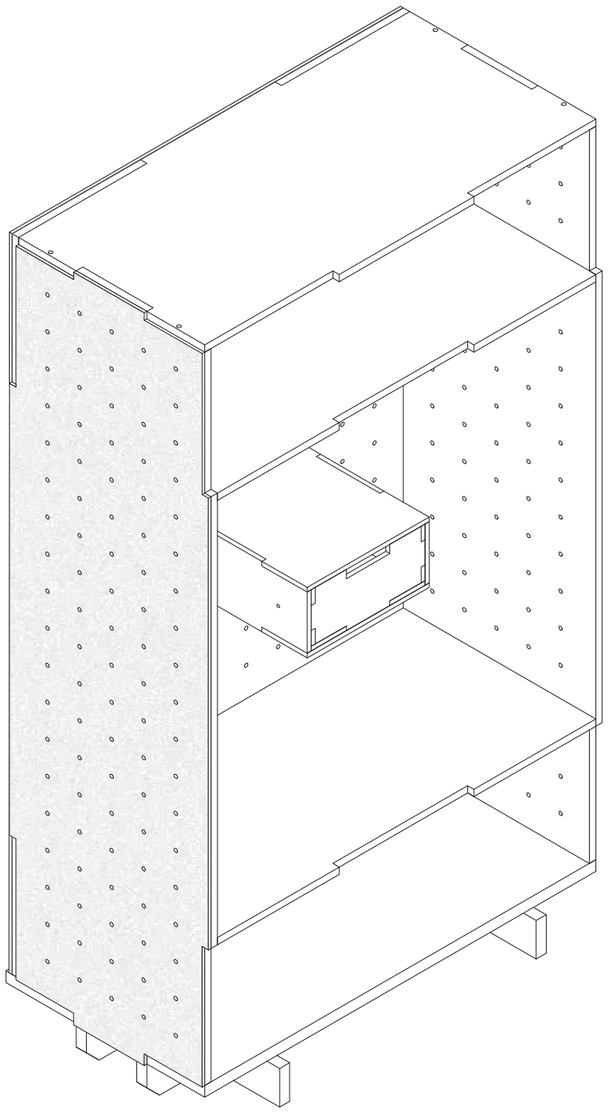
ACCESSORY: HANGER (ROD Ø2)

components	units	dimensions	materials	finishing
suporte varão	02	555x208x30mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
varão	01	1133xØ20mm	tubo de cobre	polimento

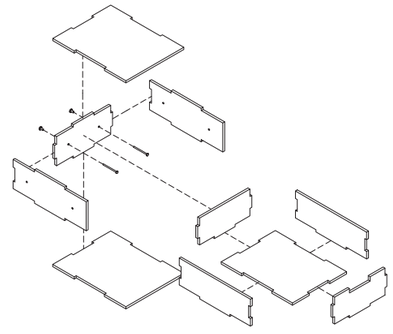




ACCESSORY: DRAWER

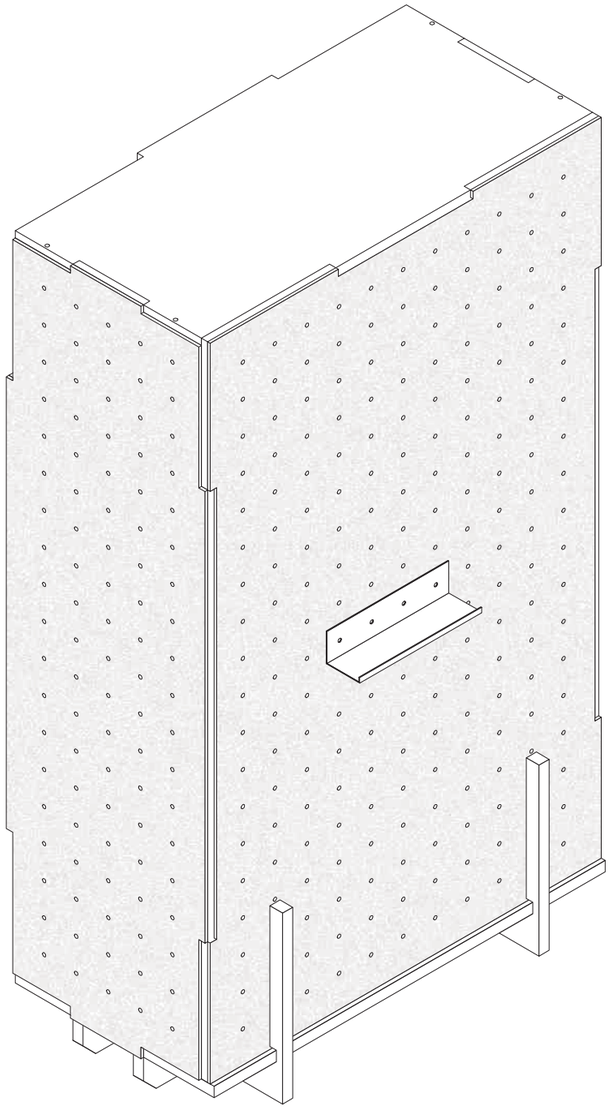


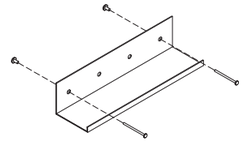
components	units	dimensions	materials	finishing
costa exterior	01	365x183x12mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
topo / base exterior	02	365x461x12mm		
lateral exterior	02	461x182x12mm		
costa interior	01	341x155x12mm		
base interior	01	335x443x12mm		
lateral interior	02	443x155x12mm		
frente interior	01	335x155x12mm		



ACCESSORY: METAL SHELF

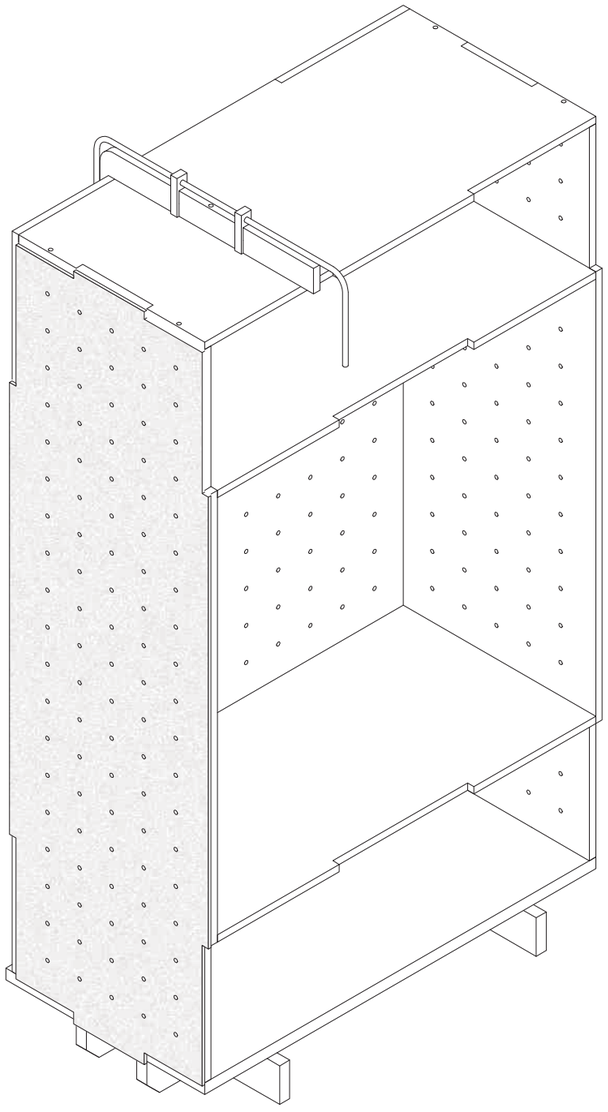
components	units	dimensions	materials	finishing
prateleira metálica	01	365x85x100mm	cobre	polimento

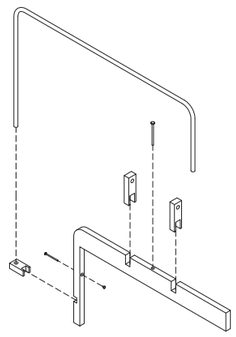




ACCESSORY: LIGHTNING

components	units	dimensions	materials	finishing
suporte	01	639x354x19mm	MDF colorido (valchromat), azul	verniz (alto brilho)
fixador maior	02	30x100x19mm		
fixador menor	01	30x57x19mm		
candeeiro	01	452x756x∅12mm	cobre	polimento

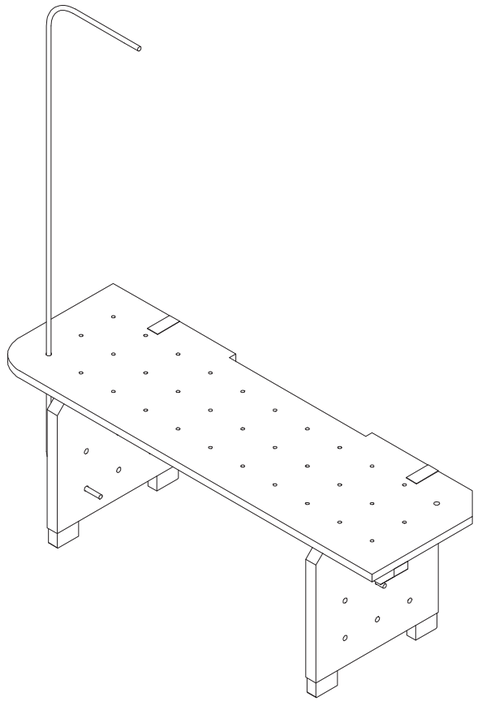


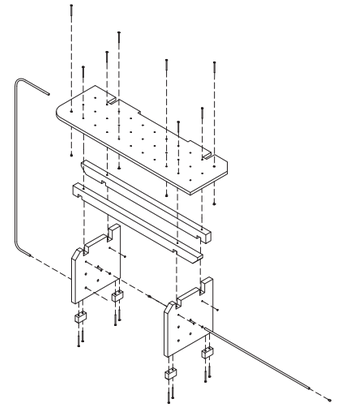


VARIANTS

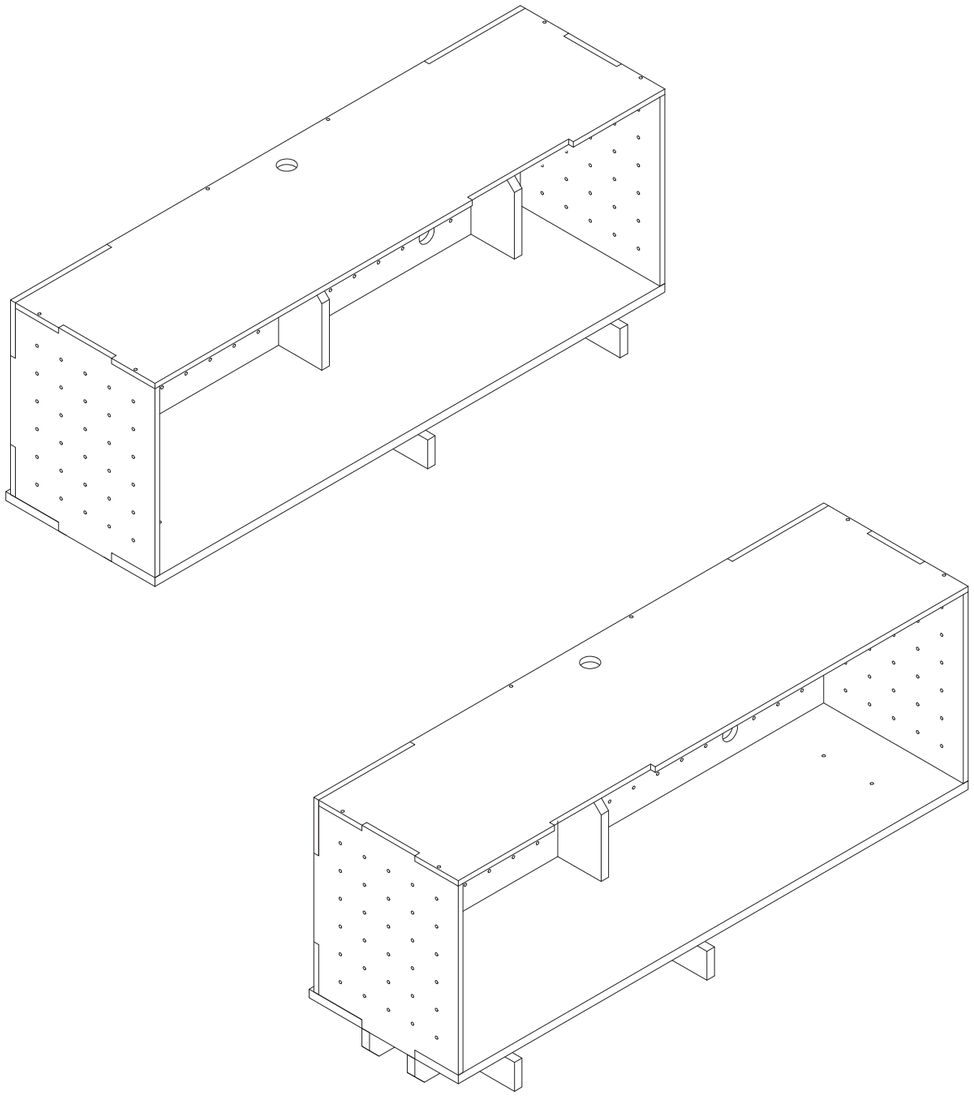
VARIANT: BENCH

components	units	dimensions	materials	finishing
topo	01	1120x360x19mm	madeira proveniente de florestas sustentáveis	verniz (alto brilho)
perna	02	360x360x30mm		
estofo	01	1120x360x19mm		
trave	02	995x60x40mm		verniz
pé	04	63x40x26mm		
tirante	01	831x∅12mm	cobre	polimento
candeeiro	01	323x1000x∅12mm		
travão metálico	02	35x∅14mm	tubo de cobre	polimento

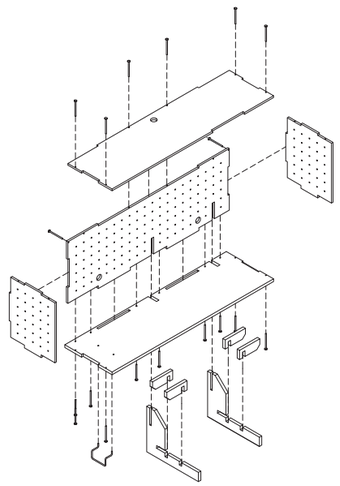




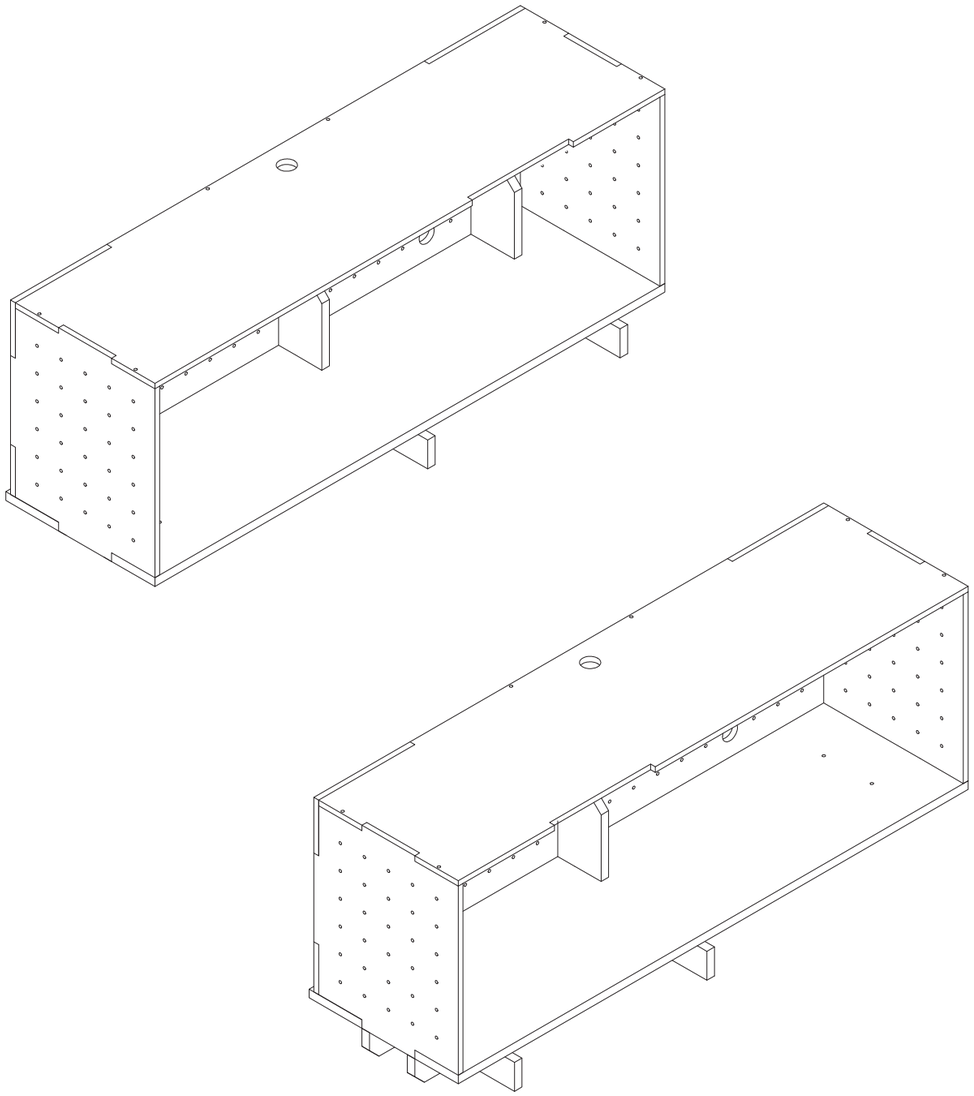
VARIANT: SIDEBOARD (VERSION 01)



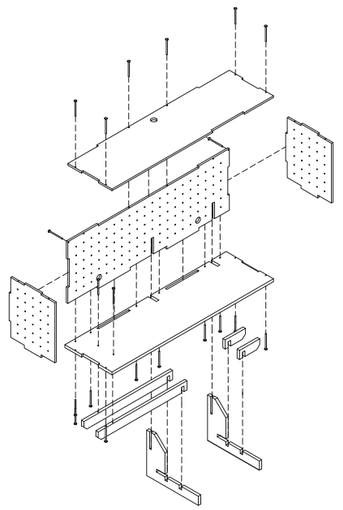
components	units	dimensions	materials	finishing
costa	01	2035x702x19mm	MDF colorido (valchromat), azul	verniz (alto brilho)
topo	01	2035x576x19mm		
lateral	02	576x702x19mm		
base	01	2035x595x30mm	MDF colorido (valchromat), amarelo	
pé	02	652x495x30mm		
estabilizador lateral	04	254x100x30mm		
estabilizador inferior	01	206x130x100mm	cobre	polimento



VARIANT: SIDEBOARD (VERSION 02)

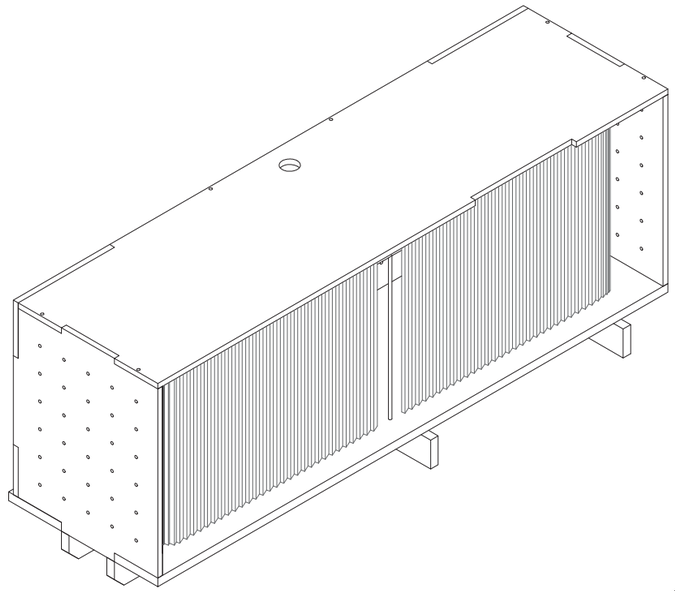


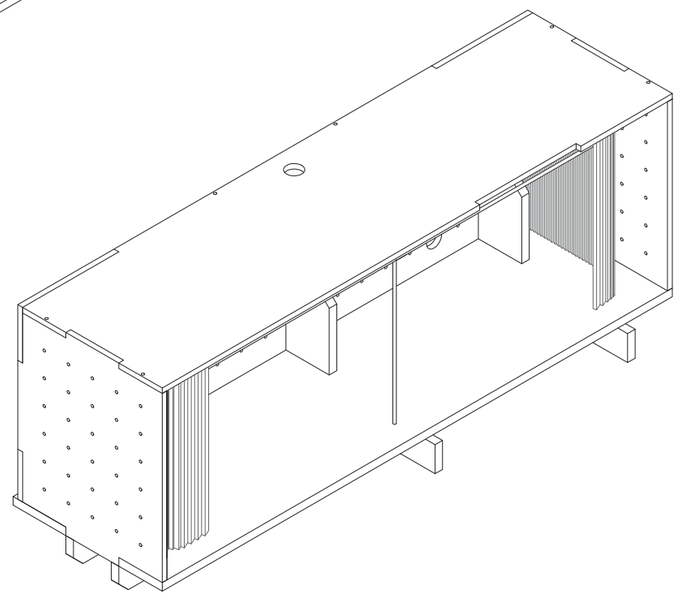
components	units	dimensions	materials	finishing
costa	01	2035x702x19mm	MDF colorido (valchromat), azul	verniz (alto brilho)
topo	01	2035x576x19mm		
lateral	02	576x702x19mm		
base	01	2035x595x30mm	MDF colorido (valchromat), amarelo	
pé	02	652x495x30mm		
estabilizador lateral	02	254x100x30mm		
trave	02	119x100x30mm		

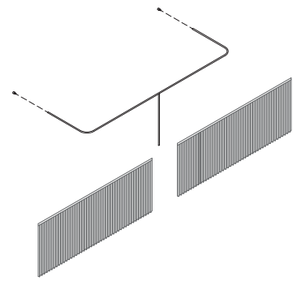


VARIANT: SIDEBOARD (CURTAINS)

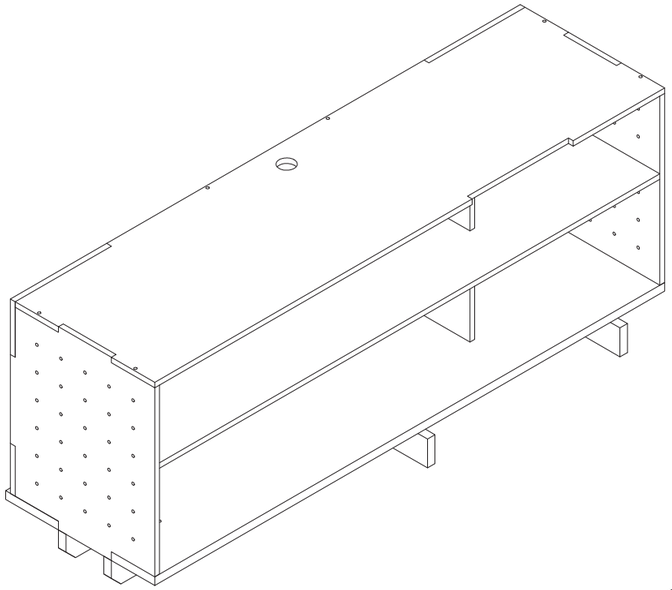
components	units	dimensions	materials	finishing
tubo horizontal	01	1844x497x∅10mm	tubo cobre	polimento
tubo vertical	01	575x∅10mm		
cortina	02	1356X570mm	tecido	plissado
travão metálico	02	35x∅12mm	tubo cobre	polimento

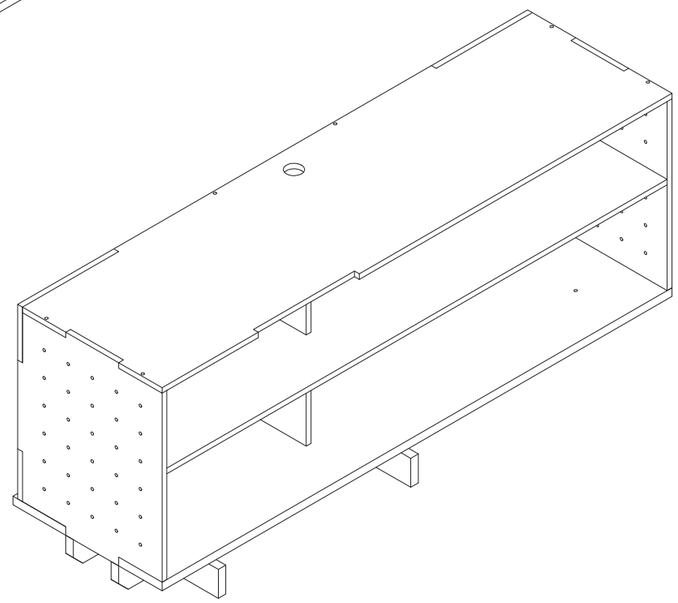




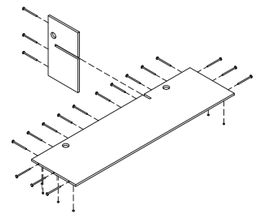


VARIANT: SIDEBOARD (SHELF)



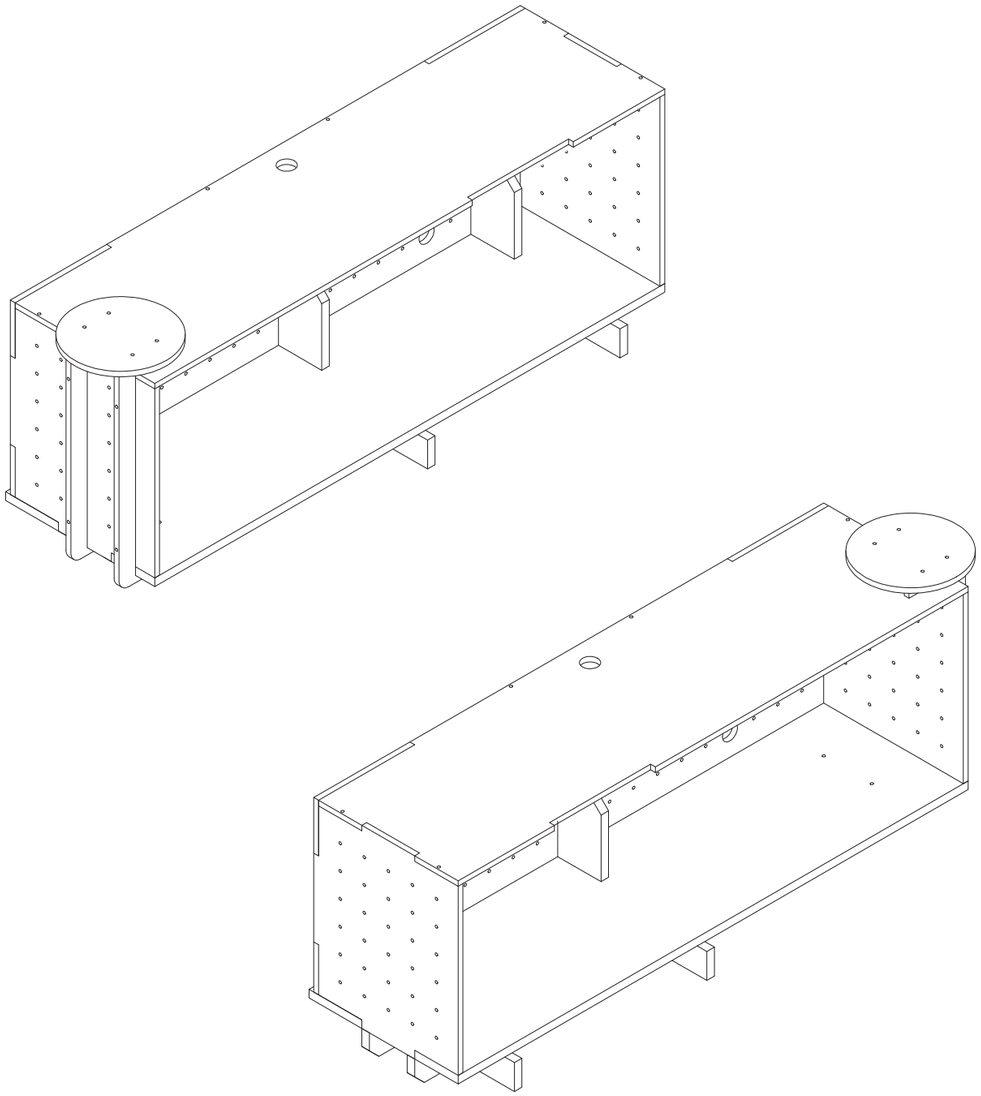


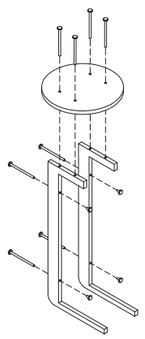
components	units	dimensions	materials	finishing
suporte	01	354x765x19mm	MDF colorido (valchromat), azul	verniz (alto brilho)
candeeiro	01	445x1300x∅12mm	cobre	polimento
fixador maior	02	30x100x19mm	MDF colorido (valchromat), azul	verniz (alto brilho)
fixador menor	01	30x57x19mm		



VARIANT: SIDEBOARD (POT HOLDER)

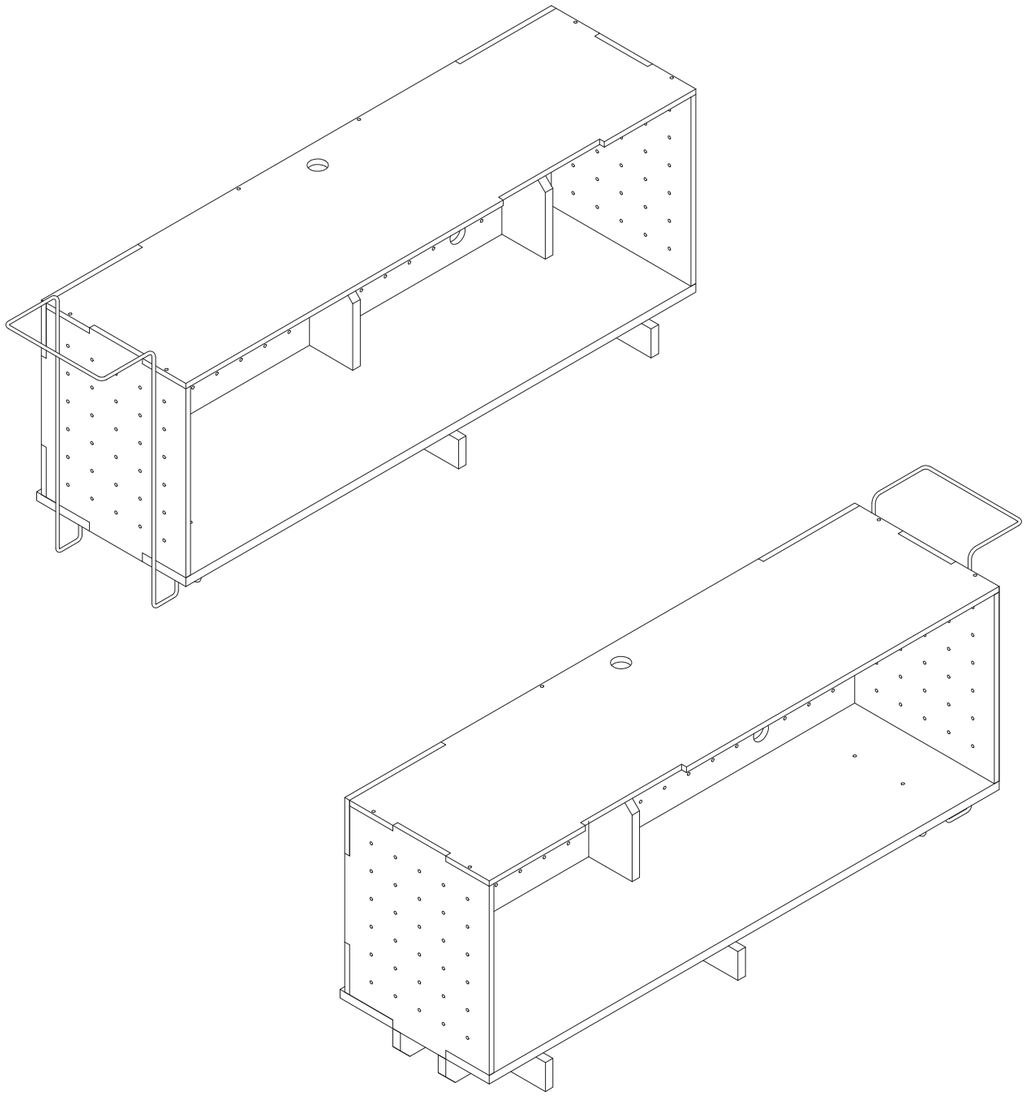
components	units	dimensions	materials	finishing
suporte	02	354x765x19mm	MDF colorido (valchromat), amarelo	verniz (alto brilho)
base	01	365x365x19mm		

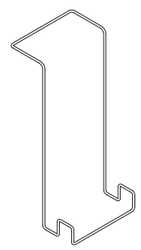


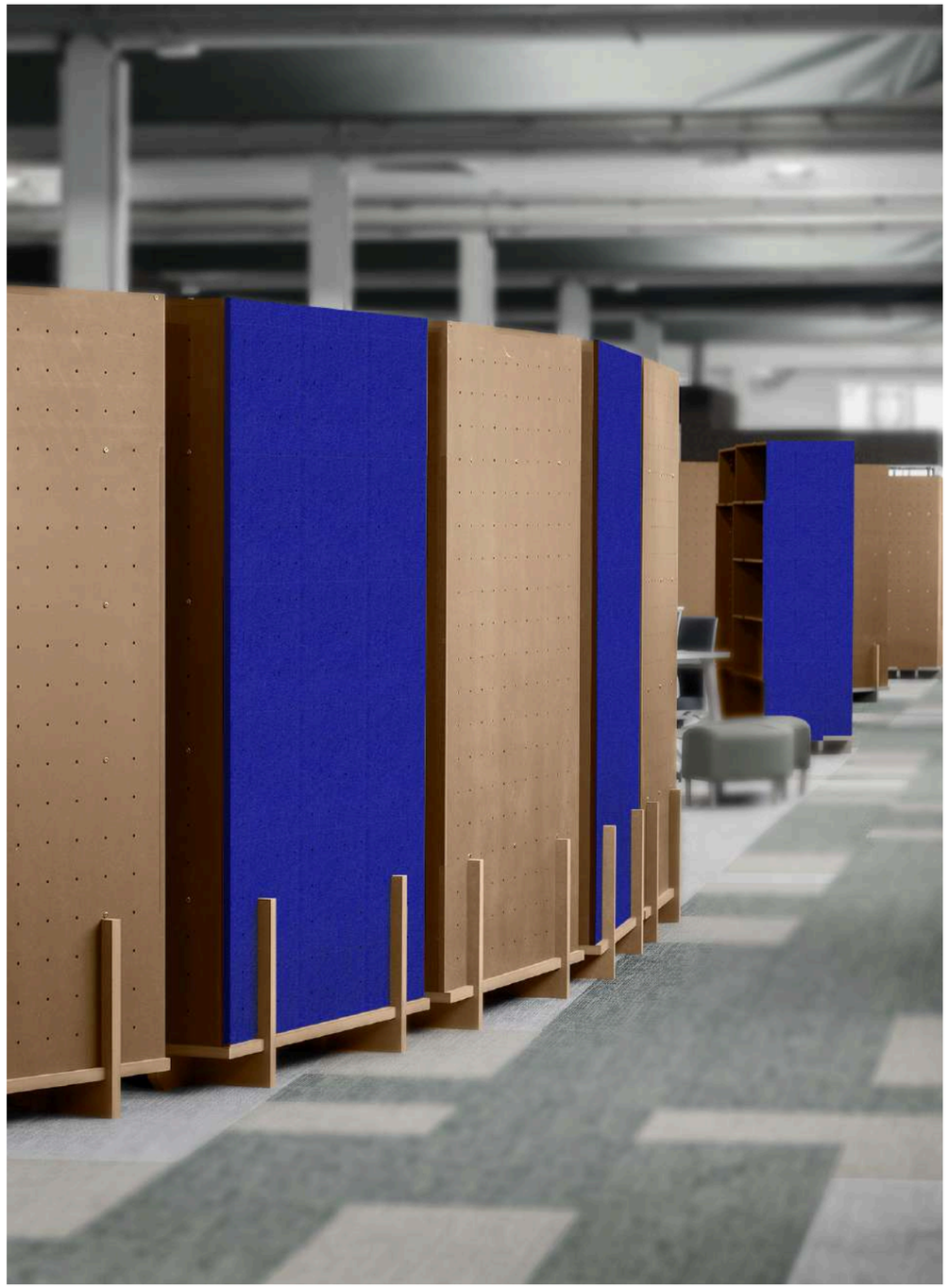


VARIANT: SIDEBOARD (METAL SUPPORT)

components	units	dimensions	materials	finishing
apoio	01	394x899x192mm	tubo de cobre	polimento







AWARDS

ARQUÉTIPO 22-23 . EDIÇÃO 3

Winner PRÉMIO INOVAÇÃO N41º

Winner MASTER PRÉMIO INVESTIGAÇÃO N41º

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