



VOXEL SOFA BY BJARKE INGELS GROUP

World renowned architect Bjarke Ingels' company BIG has developed the ultimate modular sofa system for Common Seating.

Frame was thrilled to be asked to create a film that visualises the minimal elegance as well as the flexible, customisable nature of this furniture piece. The creative concept at the heart of the film derives from the voxel - a three dimensional pixel that represents a value in a three dimensional grid.

The voxel forms the core idea behind the design of the sofa itself - allowing elements to move, flip and adapt to each other.

The fully CG film gradually evolves from featuring hard architectural surfaces to the soft surfaces of the Voxel Sofa. We intended to demonstrate the modular system whilst providing inspiration for customers intending to design their own sofa.



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