

calum simpson

AND FURNITURE DESIGNER - PRODUCT AND FURNITURE DESIGNER - PRODUCT





hi,

i'm calum, a new zealand born designer working across digital, product, and furniture.

my background in psychology and philosophy informs my approach to design: how people percieve, use and relate to objects and systems

having lived in new zealand, south korea, and italy, i have developed a sense of how culture influences behaivour and interaction

i started with ui/ux in seoul, and later expanded into product and furniture in milan.
today i focus on clear function, intentional form, and real use.

contact me: [email](#)



ALESSI



FENDI



porada

DESI

ALESSI

The product for
making wishes,
discovering answers,
and interpreting meaning.



THE BRIEF

‘design a domestic oracle’

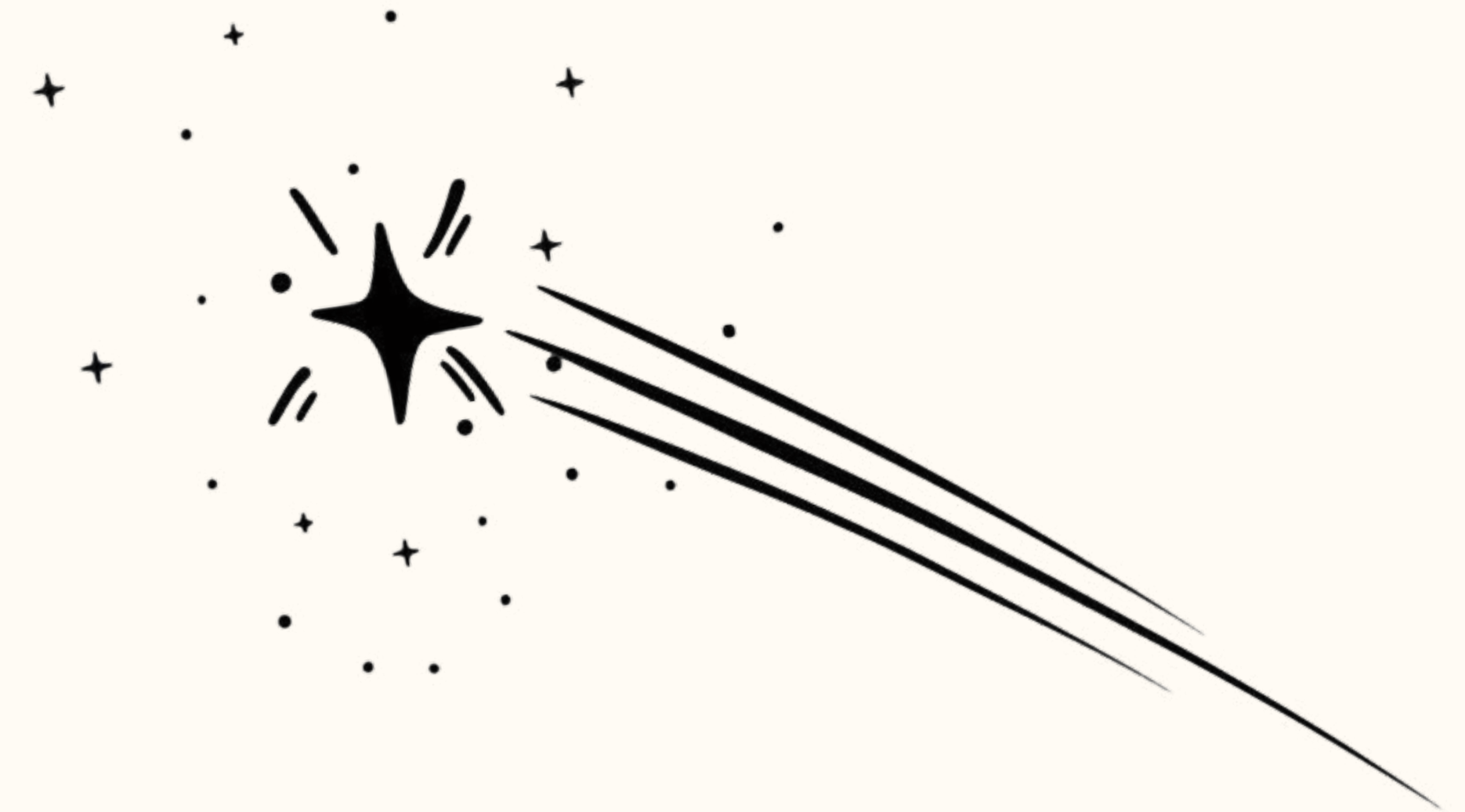
In an overstimulating and uncertain world, we seek moments of calm, meaning, and reassurance.

The domestic oracle’s job is to gently guide its user through a personal and symbolic ritual within the home.



THE IDEA

An object to hold up and speak a wish into...



...which would provide symbolic and meaningful responses.

THE PRODUCT

7

Upon lifting DESI, a shooting star prompts the user to **make a wish**.

AI-generated images and words form constellations for **receiving the answer**.

The user interprets the meaning, completing the ritual, ready to **begin the experience again**.



DESI | ALESSI

THE TECHNOLOGY

Handle heat sensors within ceramic shell for intentional activation

LED screen behind micro-perforated ceramic shell for seamless starscape

AI CPU imbedded within for context specific and adaptive text and image responses

Charging base for intentional product resting and frictionless ritual building



CICLO FENDI

An indoor capsule collection
inspired by roman monuments



CONCEPT

Ciclo embodies the life cycle of a monument.
Raised in strength,
it yields to time.

It never loses presence,
only stance.
It comes to rest as a relic,
before being reborn.

The cycle begins again.

ACROSS TIME BEAUTY IS REBORN



CICLO | FENDI

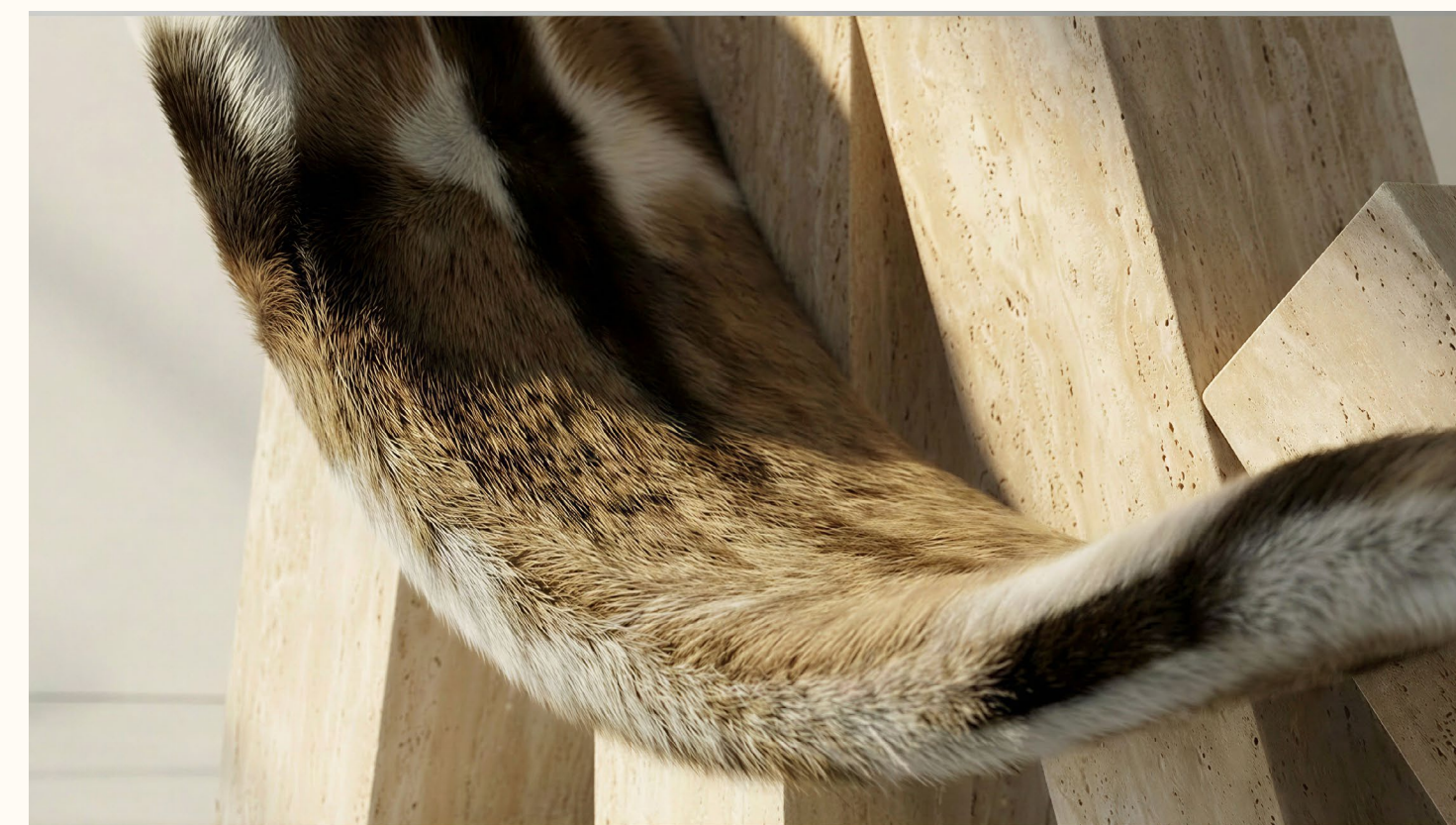
ORDO



Ordo is the **beginning**.
Vertical travertine pillars stand upright
to support suspended leather shelves.

CICLO | **FENDI**

VOLO



Volo starts the **decline**.
A South African Oryx fur floats
between monumental relics of travertine.

CADO



Cado is the moment **before grounding**.
Two leather and one fur slab verging
on collapse express strength and fragility.

CICLO | **FENDI**

FINO



Fino is the time of **rest**.
Precisely joined travertine and tigrato marble
express the beauty of stillness.

ROMA



Roma is the **rebirth**.
Rising above its decline, emitting a soft ambient glow
through giallo antico marble.

perla

porada

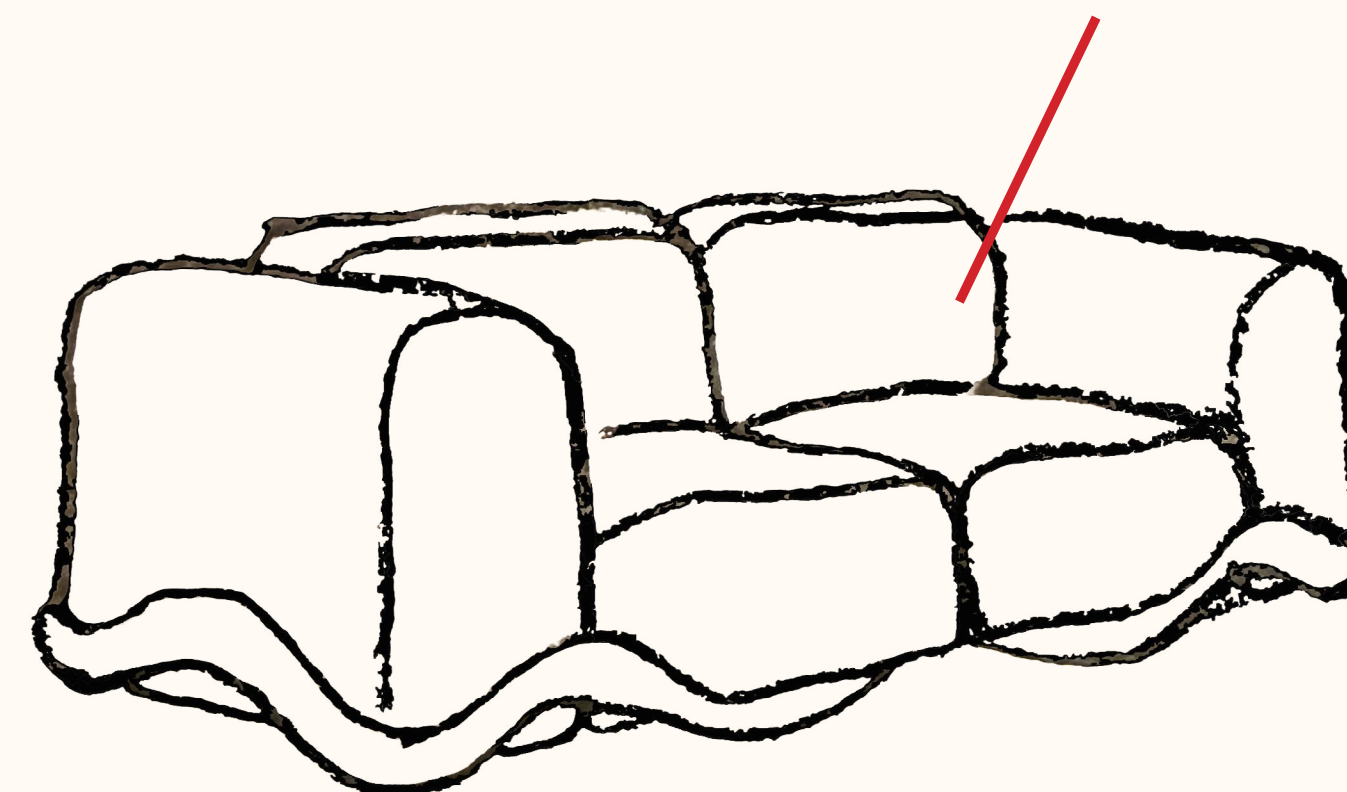
A sofa designed to showcase
Porada's signature wood bending.



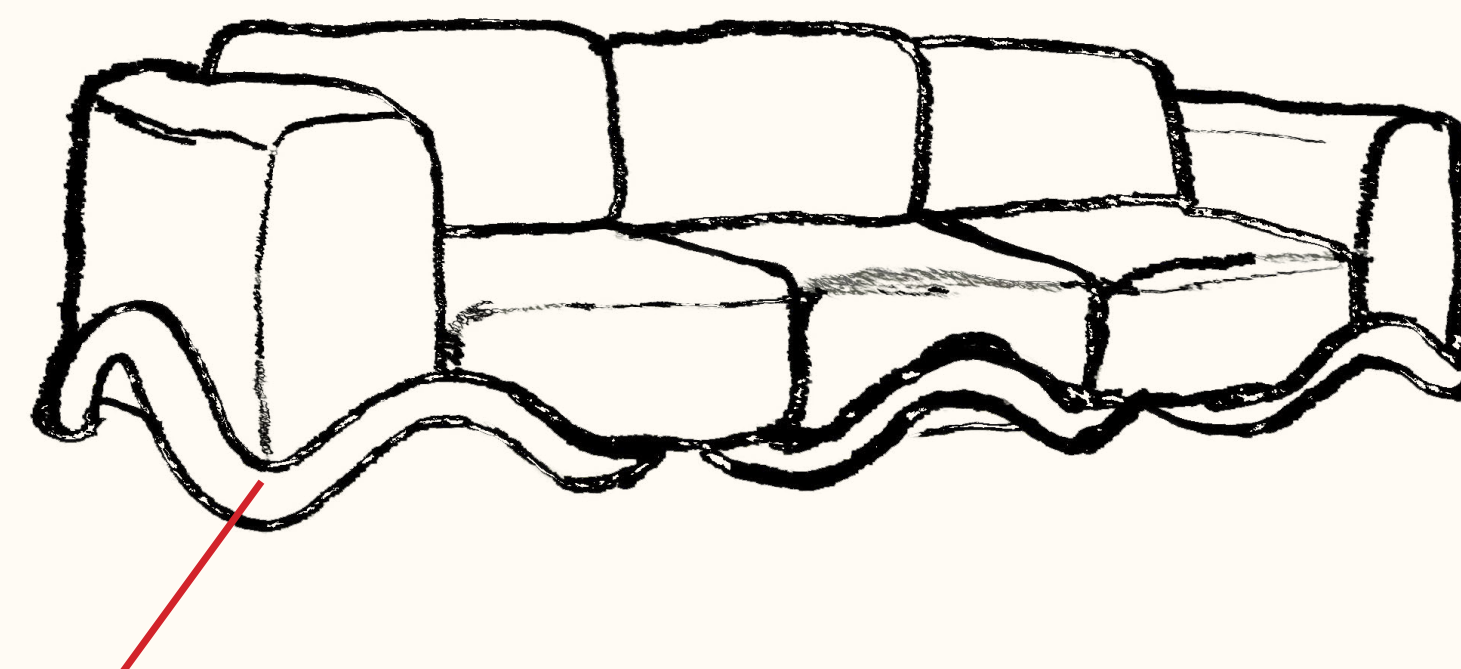
concept



flesh of bouclage upholstery



YOU ARE THE PEARL!



a strong shell of steam-bent wood

perla | porada

renders



perla | porada

mode of use



perla | porada

calum simpson

PRODUCT AND FURNITURE DESIGNER



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