CASE STUDY / LIV GOODS

A STUDIO WEBER VENTURE

A little delight. *Every day.*

City living asks a lot of the things we own. A room becomes a workspace. Storage fills up. Life moves on. We began with a simple ambition: useful objects that leave room for change.

We designed LIV's products and entire brand around purposeful materials, adaptable forms, and everyday pleasure. Now we are launching and spinning off LIV Goods as a business of its own.



Flo shelving in a styled interior rendering. A place for the things that make a home your own.

PRODUCT DESIGN + BRAND DEVELOPMENT

STUDIO WEBER + ASSOCIATES

CURIOUS PLAY

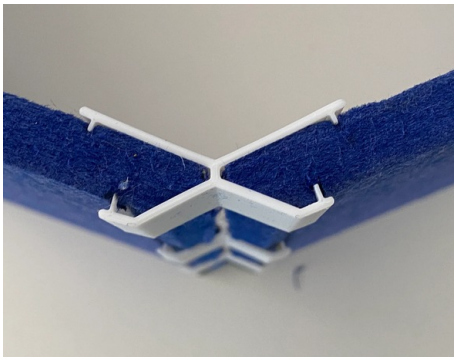
Let the material *lead the way.*

What can a flat piece of felt become? A wall, a hinge, a container, a door. We explored the material's ability to bend and connect, pairing its softness with the structure of wood.

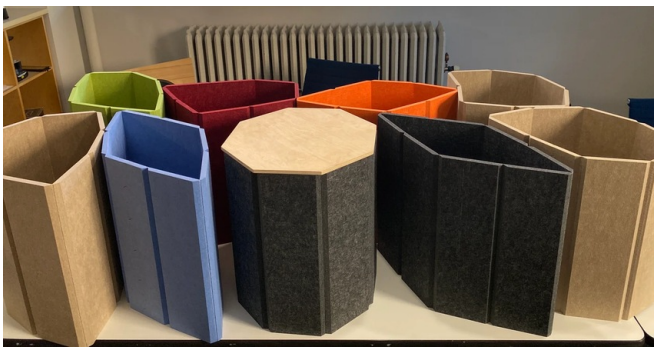
For Snafu, drawings describe the relationship between panel, base, and lid. Physical studies bring the connection into our hands. Color and form models extend the exploration across a family.



Snafu concept rendering: a flat panel, a wooden lid, and the assembled container.



A printed hinge joins two felt panels in a physical study.



Snafu models explore color, proportion, and form.

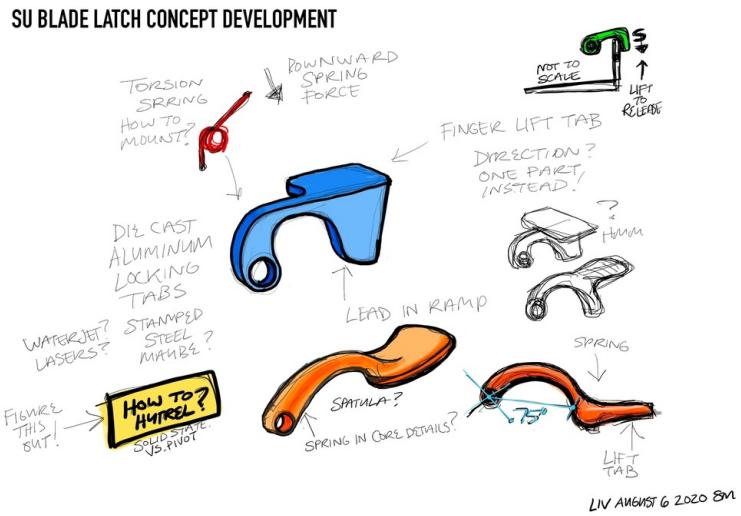


BUILD TO LEARN

The question is *in your hands.*

A sketch can suggest a movement. A working part lets us try it. Su's latch studies move from alternative gestures on the page to a metal mechanism we can handle and examine.

With Agate, we move between material thickness, panel connections, and the full cabinet. Building makes each question tangible: how parts meet, how they move, and how the whole object works.



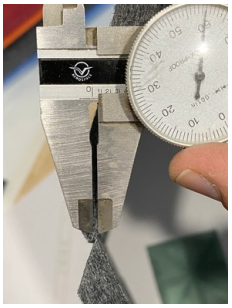
Su: latch concepts explore alternative forms and actions.



Su: a platform-and-latch prototype brings the moving parts together.



Agate: flat panel and fold studies.



Measuring the felt.



A full-size cabinet prototype.



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DESIGNING FOR CHANGE

Room to *change.*

Flo gives an everyday object more than one useful arrangement. Its open frame and shelves can extend across a wall, creating a system that can change with the room around it.

The experience lives in the connections, too. Hinges, pins, and shelf supports make the larger arrangement possible. We design the act of assembly with the same care as the finished form.



Flo: an open structure with room to expand.



A compact arrangement study.



A hinge and connecting pin.



Positioning a shelf.



A WHOLE BRAND

A family of products.
A brand of its own.

Snafu, Su, Agate, and Flo share a way of thinking: intentional components, visible construction, and more possibility in ordinary things. The products differ, but the values connect them.

We developed the identity alongside that family. LIV gives the work a common voice: serve people, make urban living easier, and design for continued use. Product and brand become one idea.



Snafu: felt and wood.



Su: carry and reach.



Agate: a softer approach to storage.

FINDING A VISUAL VOICE



Early identity explorations.



Wordmark study.



The LIV identity.

Less complication. More possibility. A little delight.

