



**Project:** CONCRETE EXPLORATION

**Date:** 11<sup>TH</sup> May 2017

**Location:** Konstfack Degree Exhibition,  
Stockholm, Sweden

**Designer:** Nadia Zabihi

**Description:** "A meeting between handicraft and Concrete Canvas. My name is Nadia Zabihi and I'm currently studying Industrial Design at Konstfack University in Stockholm, Sweden. My curiosity for materials and interest for concrete has led me to explore the possibilities of Concrete Canvas as my bachelor degree project. My aim was to show a new side of the material and my exploration resulted in a minimalistic furniture collection consisting of a plant pedestal, 2 tables and a bench.

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In January 2017, Konstfack University design student, Nadia Zabihi began working with Concrete Canvas® GCCM\* (CC) as the material of choice for her bachelor degree project, which would be exhibited at her university in Stockholm, Sweden, just four months later on 11th May.

Nadia used a total of approximately 4m<sup>2</sup> to produce her four furniture design pieces, from a batched roll of CC5™. It took around three weeks to produce the furniture, with long days spent in her studio; however, the process, from idea to completion, took 3 months, and much more of the batched roll was used getting to know the material and experimenting with ideas and methods for constructing the furniture.

Read on to find out more about Nadia's work, her design and production process, and to see more of the finished pieces.



Unrolling the CC after delivery



Nadia cut the CC using hand tools



Nadia cut long strips of the CC for one of her pieces



Experimenting and getting to know the material



Working on a woven wall art piece



Welding frames for the pieces



Starting the bench



Finished table top (behind) and bench in progress (front)



Hydration was given using a watering can



Nadia and the finished table top



Edges of the small table clamped to keep shape following hydration



Planter pot hydrated and clamped to allow the CC to set



Nadia's decision to work with CC came from previous experience of working with concrete for earlier university projects, as well as a curiosity for developments of the material. During her research, she came across CC and was fascinated by its thinness, flexibility and how it fools the eye when hardened. As a designer, she saw a lot of creative potential in CC and was eager to find out how she might be able to use it.

Nadia began the production process by experimenting with the material; by cutting samples, hydrating, colouring, stitching and manipulating the material, she discovered how it could be used. She then experimented further with larger pieces until she had the final pieces she exhibited for her degree project. To complement the CC, she welded frames for the pieces out of steel. Hydration was given to the CC using a watering can, and was repeated after one hour to ensure thorough the CC was thoroughly hydrated and the pieces were sturdy enough to be used as intended.

During the exhibition, Nadia received incredible feedback about her designs, with countless people asking if they were for sale. Nadia did sell one of the designs, the woven wall art piece, to a keen exhibition attendee. Not only did Nadia get a lot of media attention from newspapers, social media influencers and even the Stockholm Furniture Fair, but her exhibition pieces were also voted the favourite and most inspiring project by her fellow students, winning her the Student Union Scholarship.

***"I would definitely use CC again. I see a lot of potential in the material and my creative mind is still coming up with ideas. The imagination is the only limit."***

*Nadia Zabihi*



Images courtesy of Nadia Zabih and Jeanette Seiflin