

Hello my name is Charlie Firth, I am a furniture and product designer that has recently graduated from Bath Spa University. I come from a creative family who love design, and as a youngster I was always making something. My family travelled extensively and they introduced me to a world of the unique and different, to explore beyond the social norms. I didn't notice at the time but they have had a really big impact on me. As I got older I realised that I appreciated good design just as my parents do. I have been curious ever since to learn what sits behind design both practically and emotionally.

Whilst studying at university, Covid-19 surfaced. The impact of this was challenging and in practical terms I was forced in large part to complete my degree away from workshops not having the comfort of the universities facilities. The pandemic made me reassess my view on contentment, happiness and wellbeing.

As a result of Covid and the lockdown, I felt the urge to challenge my use of colour as a benefit in these difficult times. I wanted to design in order to make people smile and feel good again. I noticed the inherent impact colour could have within a space and how it could influence a viewer's emotional state. Finding methods of applying colour into everyday spaces to create energy, warmth, comfort, relaxation and stimulation.

FirthByDesign; is a bright and fresh design studio founded by Charlie Firth. Following the successful launch of his 'Umbra Lux' concept, he will introduce Umbra lux 'Furl' table at Clerkenwell Design Week.

With Its unique flexible design, the user is encouraged to playfully interact with its vivid transitional colour and transformative form. Once assembled the viewers perception and experience will continuously shift as they move around the piece.

This table displays the concept in its most basic form. Having the freedom to use different surface profiles and colours truly transforms its appearance.

Furniture is just the beginning of this concept. This structure can be fully scaled and use a variety of materials. Its flexible properties are only limited by your imagination.

Email- [firth.design22@gmail.com](mailto:firth.design22@gmail.com)

Website- [www.firthbydesign.com](http://www.firthbydesign.com)

Instagram- [firth.bydesign](https://www.instagram.com/firth.bydesign)

For any other images or questions feel free to contact me through my email - [firth.design22@gmail.com](mailto:firth.design22@gmail.com)