

**MARKET PERSPECTIVE ON FURNITURE DESIGN**

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## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT.....</b>	<b>iv</b>
<b>DEDICATION.....</b>	<b>v</b>
<b>LIST OF TABLES.....</b>	<b>ix</b>
<b>LIST OF PLATES.....</b>	<b>X</b>
<b>ABSTRACT.....</b>	<b>xi</b>
<b>ABSTRAK.....</b>	<b>xii</b>

<b>CHAPTER</b>	<b>Page</b>
<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 FURNITURE AND HISTORY .....</b>	<b>4</b>
2.1 What is Furniture.....	4
2.2 History of Furniture Design/Styles.....	6
2.2.1 The Furniture of The Ancient And Medieval Periods.....	6
2.2.1.1 Egyptian Furniture.....	6
2.2.1.2 Mesopotamian Furniture.....	8
2.2.1.3 Minoan and Mycenaean Furniture.....	8
2.2.1.4 Greek Furniture.....	9
2.2.1.5 Roman Furniture.....	11
2.2.1.6 Byzantine and Early Medieval Furniture.....	11
2.2.2 The Furniture of The Rennaisancc period And The Reformation Era (15 <sup>TH</sup> -19 <sup>TH</sup> C).....	13
2.2.2.1 Gothic Furniture.....	13

2.2.2.2 French Baroque.....	14
2.2.2.3 English and American Colonial Baroque.....	14
2.2.2.4 Rococo Furniture.....	15
2.2.2.5 French Rococo.....	15
2.2.2.6 English Rococo.....	16
2.2.2.7 Neoclassical Furniture.....	18
2.2.2.8 French Neoclassicism.....	19
2.2.2.9 English Neoclassicism.....	19
2.2.2.10 Empire Furniture.....	20
2.2.2.11 Victorian Eclectic Furniture.....	21
2.2.2.12 Gothic Revival.....	21
2.2.2.13 Rococo Revival.....	22
2.2.2.14 Renaissance Revival.....	22
2.2.2.15 The Revolt Against Mass Manufacture.....	23
2.2.2.16 Arts and Crafts Furniture.....	23
2.2.2.17 Art Nouveau Furniture.....	24
2.2.3 THE 20 <sup>TH</sup> Century European Furniture.....	25
2.2.3.1 20th-Century European Furniture.....	25
2.2.3.2 Bauhaus Furniture.....	26
2.2.3.3 Art Deco Furniture.....	27
2.2.3.4 Scandinavian Furniture.....	27
2.2.4 The American 20 <sup>TH</sup> Century Furniture.....	28

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## **ABSTRACT**

The furniture can be said as an important element in life because it being used everyday and everywhere. Since then the designer of the furniture manufacturing company keep on creating something new towards furniture to fulfill the demand of consumer in the market. In designing the furniture, besides expressed the sentiment of an art on the furniture, designer must also add other element such as ergonomic and anthropometrics, the social status, the used of it and other things. From time to time furniture keeps on changing its look following modernization and in the modern world, there are a lot of design can be seen in market. In the market perspective, designer must have their own individual style yet share a common goal that is to create a beautiful furnishing at a price that lets as many people as possible to enjoy them.