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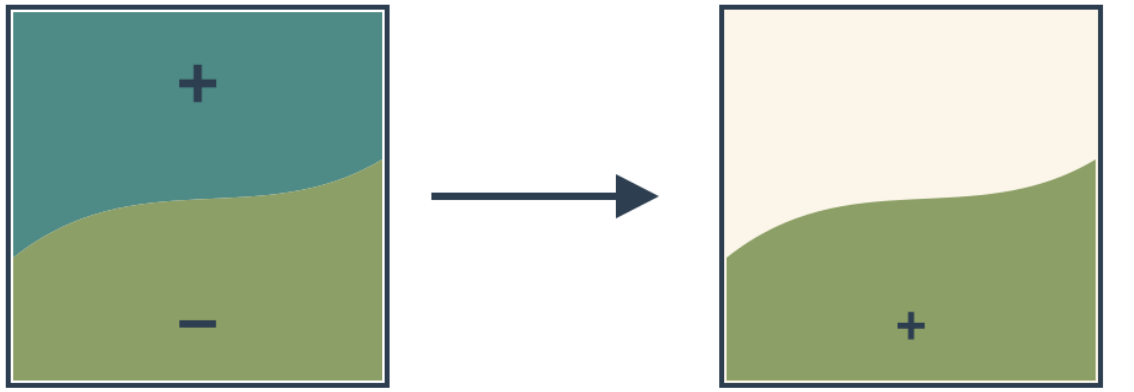
Designing Before Abandonment

Behavioral Fit and Use-Phase Circularity in Industrial Design

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Parawood: circularity built into the cut



One sheet, nested layers

The offcut becomes the next form



The layered piece

Positive and negative

The negative space cut from one layer becomes the positive form of the next.

Two forms from one cut

Material reuse happens during fabrication, not as recycling afterwards.

Waste reduced by design

Circularity sits in the geometry itself. We have since repeated this logic in other products.

But the bigger discovery was in use



Re-placed and reinterpreted

Owners hang it in different orientations. The three-dimensional surface shifts with light and angle, inviting reinterpretation over time.

Lived through touch

A buyer gave it to a blind recipient who was *“mesmerized,”* and kept running a hand over the surface.

None of this was about durability. It was about attachment, and an object that keeps inviting a relationship.

What if circularity began at the moment of choice?



Where circular design usually looks

The opportunity

Where circular design usually looks

The most circular product is the one we keep using, and we keep what fits us.

Not reuse or resale. A use-phase approach: designing fit at the moment of choice, so the product is genuinely used.

Fit can be designed, not left to chance

An emotional bond keeps a product in use longer (Chapman). Usually, that bond is left to chance.

Usually

The bond just happens. Spontaneous, hard to predict.



Designed fit

Anticipated from a person's profile, at the moment of choice.

In my doctoral research I worked with temperament, which closely relates to personality in adult contexts. My work suggests it is closely tied to whether something stays in use.

From hoping a bond forms, to designing for it.

A question for the furniture field

Not proof. An invitation to explore.



Fit is already known in adults

Consumer research has long linked personality to preferences, choices, and product meanings.



Furniture is a natural place for it

The buyer is an adult, and the piece lives in daily life for years.



Here, the loss is gradual

Fit, relevance, and attachment fade as homes, tastes, and lives change.

Could a better fit, at the moment of choice, keep pieces in use longer?

Honest limits, and an open invitation

The toy work is grounded in data. The furniture side, for now, is a hypothesis. The open questions are real:

- What is the right behavioral profile for a furniture buyer?
- How do we measure fit over years, not days?
- How do we design a bond that resists status-driven replacement?

The most circular product is the one we keep using. So let's design for the fit, at the moment of choice.

Thank you

I would be glad to continue the conversation on use-phase circularity in design.

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