

# Metaphor Concept of Creativity Process with Narrative Approach in Stool Design

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**Abstract--** This research describes how the application of the metaphoric concept in stool design with a narrative approach method. The study was based on the results of the work of UNIKOM students in the furniture class in 2016. The research took place for 4 months. Starting from the pre-elementary design stage to the prototype design. The problem of this research is how the work stages of the students using the narrative approach method to create a stool through the concept of metaphor and what factors can create the form according to the narration. This research used participatory method. Some of the student's work became the object of research. Stages in the design process were narrative creation that serves as the basic idea of design, elaboration of narration, translation of narrative elements in stool design with metaphoric forms, working drawings, and prototype designs, followed by feedback from users. The research result shows that with the concept of metaphor, students can create unexpected forms. Stages in the design process become more focused on form problems. Narrative element factors can be the determinants of the creation of forms such as character figures, timing, story content, and supporting properties. The concept of metaphor is a tool in the process of creation that translates narratives into the idea of stool design forms. The created form is an original idea of students, and students can explore with imagination through narrative and metaphorical concept.

**Keywords—**Narrative, Metaphor, Stool Design

## I. INTRODUCTION

“The use metaphor as a channel to architectural creativity has been architects throughout the century. It has been found to be powerful channel, more useful to the creator than to user or critics. ....” (Antoniades, 1992, P:30), “ and Antoniades mention in the same page “.... metaphor can be helpful in achieving the “new” at many points in the building and the design/conceptual process [1]. Based on the statement above that metaphor becomes an alternative in the process of creating designs, especially creating new forms.

This research is based on 22 prototypes produced by students of UNIKOM's interior design study program who take Furniture I courses. The purpose of this course is to create simple sitting facilities that emphasize the exploration of forms and simple construction of a stool. This study aims to explain the design ability through narrative translation in design stools and also metaphoric capabilities in design. This matter becomes important because the basis of design is creativity and originality. The ability of metaphora is obtained from the narrative approach.

Yinzhu, Xiaochan Yin, Xiaoyong sho, explain about the Metaphora approach in designing furniture in Modern Era, there are two categories about the metaphor, metaphor of similarity of signifier and metaphor of signified. But the research that has been done is research that uses predetermined themes, Chinese song “Jixiangsanbao” (in English means the lucky family of three) themes. So the prototype that has been produced is more limited. [2]. H. casakin also explained the use of approaches to metaphor design in the studio compared to conventional methods. He wrote that Metphora is a tool to solve design problems. He did not explain the metaphorical approach with the narrative approach.[3-6]. Same research as H. Casakin ; Richard Coyne, Adrian Snorgrad, David Martin, conclude that 1) There is a close relationship between design and metaphor that provides insights in to effective design education; (2) metaphor operates through privilege, directing concern and the identification on difference; and(3) design involves the generation of action within a collaborative environment in which there is the free play of enabling metaphors. They not mention the design process with narrative approach [7]. Robert Tully explained about narrative imagination: design imperative. He mentioned that narrative imagination has to play in design education and design in general and also he said that it could intentioned to encourage the highest degree of creativity and innovation from our future generations of students and graduates we must begin to enable the narrative imagination to take them on previously un-imaginable journeys of discovery. He only describe that the narrative imagination can enhance creativity but he did not explain about the metaphor in the narrative imagination. [8]

Previous studies on metaphora design and narrative design were carried out separately, but the studies explained that both were very important in the design creativity process and did not specifically address the design of sitting facilities. This study aims to look at the process of translating narratives into sitting facilities using the metaphor method. In addition, it also explains what forms students choose based on their story choices.

## II. METHODS

### A. Methods

This research used literature study to explain about metaphors and narrative through definition terminology. The next step is observation stage about student process in making

sitting facility through narrative approach. In this stage, researchers help and assist student in making story and translate in to siiting facility design.

**B. Sample**

This research used 22 stool design from 22 student from class of DI-1 and DI-2, odd semester in academic year 2017-2018. The sample consists : 1) Pre-elemanary Design 2) Prototype .

**III. RESULTS AND DISCUSSION**

Stool design with a narrative approach produces a variety of unique forms, depend on the selection of story themes. The selection of stories freely without certain themes causes students to make their own stories. The selection of stories is based on the background of students' daily life and their preferences. There are 22 stool design in 8 themes ( Table I – VIII).

TABLE I. - ANIMAL

Design Title	Narration Idea	Description
 <b>Dolphin Stool</b>	Dolphin	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : A dolphin that helps a poor fishing family.</li> <li>• <b>Reason</b> : the student chooses dolphins because she likes cute dolphins.</li> </ul>
 <b>Deer Stool</b>	Deer and Turtle	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the arrogant deer againts his friend, a turtle.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>
 <b>Duck Stool</b>	Duck	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the gorgeous duck, elangance duck.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>
 <b>Spider Stool</b>	Spider	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about man journey in the forest, and fight a giant spider</li> <li>• <b>Reason</b> : this story is based only on her imagination</li> </ul>
 <b>Baby Bat</b>	Bat	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The adventure of Indiana Jones travel in to the forest and so many cave. He meet many animal, including a horde of bat.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>

 <b>Merak Stool</b>	Peacock	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The elegance of peacock, spread her beauty wings and colourful.</li> <li>• <b>Reason</b> : this story is based only on her imagination</li> </ul>
 <b>Crocobit</b>	Crocodile and rabbit	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the fight between crocodile and a rabbit,</li> <li>• <b>Reason</b> : this story is based only on her imagination</li> </ul>
 <b>Octagram Stool</b>	Ant	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the ant who work in the nest. They build a nest so hard. They serve the ant queen.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>

TABLE II. -MUSIC

Design	Narration Idea	Description
 <b>Saxophone stool</b>	Saxophone	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about girl who like saxophone. She like it so much.</li> <li>• <b>Reason</b> : this story is based only on her imagination</li> </ul>

TABLE III. ADVENTURE

Design	Narration Idea	Description
 <b>Altosaurus stool</b>	Mountain	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The journey in to the mountain. The climber saw the beautiful scenery.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>
 <b>Cinammon Stool</b>	Mountain	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The journey in to the mountain</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>

TABLE IV. DAILY ACTIVITY

Design	Narration Idea	Description
 <p><b>Istoolnia</b></p>	Insomnia	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the man who can not sleep. There is so many thing in his mind.</li> <li>• <b>Reason</b> : this story is based on his daily routine.</li> </ul>
 <p><b>Labyrinth Stool</b></p>	Traffic Jam	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about traffic jam every day, He so mad about the traffic jam, so he try to find another way to avoid the traffic jam</li> <li>• <b>Reason</b> : this story is based on his daily routine.</li> </ul>
 <p><b>Shocking Stool</b></p>	Shocking	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the man who have nightmare in the parking lot. He scared and try to escape from the officer.</li> <li>• <b>Reason</b> : this story is based on his daily routine.</li> </ul>
 <p><b>Rapunzel Stool</b></p>	Dreaming	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about the girl that dream about rapunzel.</li> <li>• <b>Reason</b> : this story is based on her daily routine.</li> </ul>

TABLE V. PERSONALITY

Design	Narration Idea	Description
 <p><b>Diamond Shard Stool</b></p>	The Cruel Woman	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The arrogant woman, she so rich but does 'nt has empathy to each other</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>
 <p><b>Aesthetics Stool</b></p>	The Good Guy	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about a guy who has good heart.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>

 <p><b>Lady Boy Stool</b></p>	Lady Boy	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The two character, that live in one person, female and male.</li> <li>• <b>Reason</b> : this story is based only on her imagination</li> </ul>
 <p><b>Percussion Stool</b></p>	Talented Girl	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about girl who has may talent, musician, make up artis, smart, sewing.</li> <li>• <b>Reason</b> : this story is based on her life, a true story.</li> </ul>

TABLE VI. KINGDOM

Design	Narration Idea	Description
 <p><b>Team Work Stool</b></p>	Deceive The King	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The are two man, who deceive the king with team work.</li> <li>• <b>Reason</b> : this story is based only on his imagination</li> </ul>

TABLE VII. SUPERVILAIN FANTASY

Design	Narration Idea	Description
 <p><b>Joker Stool</b></p>	The Joker	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : The story about character the Joker.</li> <li>• <b>Reason</b> : he like Batman, and the super vilain The Joker</li> </ul>

TABLE VIII. HUMANITY

Design	Narration Idea	Description
 <p><b>Hoe Stool</b></p>	The Farmer	<ul style="list-style-type: none"> <li>• <b>Synopsis</b> : the story about the farmer who work in his rice fields with hoe</li> <li>• <b>Reason</b> : this story is based only on his imagination.</li> </ul>

A. Indetification Of Metaphors

According to Anthony C. Antoniades in “Poetics of Architecture, Theory of Design” ,that metaphor can identify three board categories [9]:

1. *Intangible Metaphors*, those in which the metaphorical departure for the creation is a *concept*,

*an idea, a human condition, or a particular quality ( individuality, naturalness, community, culture)*

2. *Tangible Metaphors*, those in which the metaphorical departure stems strictly from some visual or material character ( a house as a castle, the roof of temple as the sky )
3. *Combine Metaphors*, those in which the conceptual and the visual as a ingredients of the point of departure, and the visual excuse to detect the virtues, the qualities, and the fundamentals of the particular visual container.

Based on the three categories above, 22 seat prototypes can be classified into the third category, namely Combine Metaphors (Table IX). This is because the use of the narrative method is classified as intangible, while the forms that appear directly are classified as tangible.

TABLE IX. METAPHORS CATEGORIES OF 22 STOOL PROTOTYPES

Themes	Title/ Design	Metaphors Categories		
		Tangible	Intangible	Combine Metaphors
Animal	Dolphin Stool	-	-	V
	Deer Stool	-	-	V
	Duck Stool	-	-	V
	Spider Stool	-	-	V
	Baby Bat Stool	-	-	V
	Merak Stool	-	-	V
	Crocobit Stool	-	-	V
Music	Octagram Stool	-	-	V
Music	Saxophone Stool	-	-	V
Adventure	Altosaurus Stool	-	-	V
	Cinnamon Stool	-	-	V
Daily Activity	Instoolnia	-	-	V
	Labyrinth Stool	-	-	V
	Shocking Stool	-	-	V
	Rapunzel	-	-	V
Personality	Diamond Shard Stool	-	-	V
	Aesthetics Stool	-	-	V
	Ladyboy Stool	-	-	V
	Percussion Stool	-	-	V
Kingdom	Team Work Stool	-	-	V
Super Vilain Fantasy	Joker	-	-	V
Humanity	Hoe	-	-	V

Narration can describe as:

- A sequence of events
- Telling the Story

- A small description of the most ordinary living scenes
- The narrative is also multi-layered, ranges from a whole city or just the simples scenes of people’s daily life the narrative is deprived from the people’s experiences and memories.

Conceptually, narrative becomes a very important tool that aims to direct the creation of subsequent forms. While the use of metaphor is the final determinant in the creation of a form of stool design.

### B. The Difference in Similarity Categories of Metaphors

According to Study on the Application of Metaphor in Modern Furniture Design [10]

...”Metaphor is considered to be a rhetorical device. Using metaphorical expression, designers can communicate functional semantic by using symbolic meaning of similar symbols. Metaphor establishes relationship between two symbols through the similarity in either form (signifier) or meaning (signified). Therefore metaphor can be divided into two categories according to the difference in similarity:

#### 1. Metaphors of Similarity of Signifier

Metaphor of similarity of signifier stands for the association in form.

#### 2. Metaphors of Similarity of Signified

Metaphor of similarity of signified stands for the association in meaning. In this type of metaphor there is a similarity between implied meaning and extensive meaning.

TABLE X. METAPHORS OF SIMILARITY OF 22 STOOL PROTOTYPES

Themes	Title/ Design	Metaphors of Similarity Categories	
		Signifier	Signified
Animal	Dolphin Stool	V	-
	Deer Stool	V	-
	Duck Stool	V	-
	Spider Stool	V	-
	Baby Bat Stool	V	-
	Merak Stool	V	-
	Crocobit Stool	V	-
Music	Octagram Stool	V	-
Music	Saxophone Stool	V	V
Adventure	Altosaurus Stool	-	V
	Cinnamon Stool	-	V
Daily Activity	Instoolnia	-	V
	Labyrinth Stool	-	V
	Shocking Stool	-	V
	Rapunzel	V	V
Personality	Diamond Shard Stool	V	-
	Aesthetics Stool	-	V
	Ladyboy Stool	-	V
	Percussion Stool	-	V

Themes	Title/ Design	Metaphors of Similarity Categories	
		Signifier	Signified
Kingdom	Team Stool Work	-	V
Super Villain Fantasy	Joker	V	-
Humanity	Hoe	-	V

#### IV. CONCLUSION

Designing with a narrative approach with the metaphors method can be one of the strategies to solve design problems, especially with problems of form and originality. The narrative approach allows design to be richer in form and unlimited. However, if it is not well organized it will be a wild, uncontrolled design. Therefore, the selection of the narrative must be in accordance with the function and purpose of the sitting facility.

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