

# Zalora Indonesia Office Furniture Design During the Covid-19 Pandemic

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## ABSTRACT

The Covid-19 pandemic is still not over and has threatened the lives of the world community, including Indonesia. Community activities that are currently starting to increase are feared to pose a new risk of transmission, especially in the offices. Therefore, it is very important to apply social distancing in the office environment to prevent and avoid the risk of rapid virus transmission. By applying a modern minimalist style that dominated by dark gray, black, and white colors, this design aims to produce furniture that is effective, adaptable during this pandemic, and of course in accordance with the image of Zalora's office. One way that can be applied by designer is the use of partitions on each work desk in order to avoid and reduce direct interaction between workers so that workers can continue to carry out office activities comfortably and safely. The results of this furniture design are expected to be useful for users, relevant, and able to adapt in the midst of the Covid-19 pandemic also when the pandemic has ended.

**Keywords:** Adapt, Covid-19 Pandemic, Minimalist, Modern, Relevant

## 1. INTRODUCTION

The Covid-19 pandemic is still not over and has threatened the lives of the world community, including Indonesia [9]. The addition of new cases is still consistent, which seems to be dominated by the addition of new cases in big cities where the economic center of a country is located [7]. Community activities that are currently starting to increase are feared to pose a new risk of transmission, especially in the offices [9]. According to Anton Sitorus, Director of Research Consultancy Savills Indonesia, offices are one of the most affected sub-sectors. In this case, some fields of work still force people to continue their work outside, carry out activities as they should, and work as before this pandemic [5]. In fact, viruses and bacteria can spread more quickly in the workplace because of the wider pattern of interactions between co-workers and clients [4]. Furthermore, the lack of discipline in implementing health protocols in offices has led to an increase in positive cases of Covid-19 [1]. Not only in the offices, the impact of contagion of Covid-19 is also dangerous for families [4].

According to dr. Rachmat Sentika, one of the causes of family anxiety in Indonesia is because the information about this disease outbreak is uncertain and some offices still require their employees to continue their works in the office [9]. In some ways, Covid-19 has accelerated change in the workplace [8]. The community in the office environment is expected to pay attention to the risk of transmission, such as reducing or avoiding large gatherings and limiting mass attendance to a maximum of 20 people in a large event.

Therefore, social distancing is one of the most important protocols to be implemented in the office environment to prevent and avoid the risk of rapid virus transmission [1]. In addition, all offices and other workplaces must start paying attention to health protection for their workers by ensuring office space that is in accordance with health protocols and office furniture that can adapt during this pandemic [5].

Most furniture certainly has its own trends that are influenced by lifestyle [3]. Moreover, this pandemic has brought enormous changes to the lives of many people, including in furniture design. Abbasource's Chief Community Officer, Indra Febriansyah, added that this year many designers will make furniture that is more functional and does not have many decorative elements. Meanwhile, for the use of materials, only a few materials are used [2].

Designer designed this furniture, especially this office desk by considering the current social problem, which is Covid-19. This design aims to produce furniture that is effective, able to adapt during this pandemic [3], and of course in accordance with the image of Zalora's office. One way that can be applied by designer is the use of partitions on each work desk in order to avoid and reduce direct interaction between workers so that workers can continue to carry out office activities comfortably and safely. The designer hopes that the result of this furniture design can be useful during the pandemic or when the pandemic has ended and in accordance with the Zalora Indonesia office so that its employees can continue to carry out their office activities safely and comfortably in accordance with applicable health protocols and not experience obstacles [5].

## 2. BACKGROUND

This furniture design uses a design method according to Rosemary Kilmer which divides the design process into 2 stages, analysis and synthesis. At the analysis stage, the problem will be identified, dissected, studied, researched, and analyzed. Later, the designer will produce an idea proposal regarding the steps to solving the problem. In the synthesis stage, the designer processes the results of the analysis process to produce a design solution which is then applied to the design [6].

In the design process according to Rosemary Kilmer, there are several stages based on the design mindset chart.

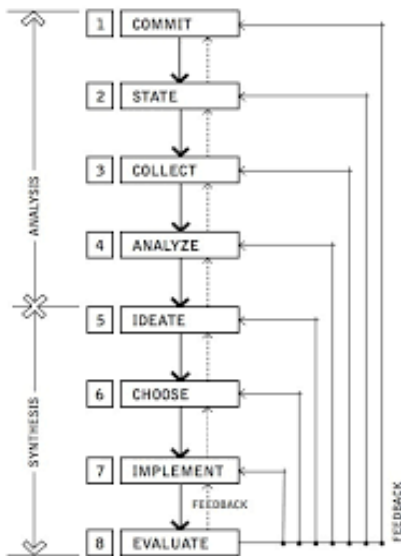


Figure 1 Design Mindset Chart

The following is an explanation of the design stages listed in the design mindset chart above [6]:

- a. **Commit (accept the problem)**, at this stage, designer accepts all the problem and commits to the design project. In this furniture design, the main problem that is obtained and used as the basis for the design is the Covid-19 pandemic which is currently endemic.
- b. **State (define the problem)**, at this stage, the designer defines the problem by creating a background from the problem that is the basis of the design, namely the design of furniture that is relevant and adaptable in the midst of the Covid-19 pandemic.
- c. **Collect (gather the facts)**, at this stage, the designer will collect field data and supporting facts so that the results of the design will be appropriate and relevant to the existing field.
- d. **Analyze**, at this stage, the designer analyzes the problem from the field data and facts that have been collected. From this analysis will produce concept maps which will later become the parameters of the design.
- e. **Ideate**, designers generate ideas in the form of schematics and design concepts. Designers can also develop concepts by making other design alternatives.

- f. **Choose (select the best option)**, is the stage of selecting the most suitable and optimal design alternative with the background, design concept, and through predetermined criteria.
- g. **Implement (take action)**, is the stage of channeling selected ideas through 2D or 3D drawings, as well as supporting presentations.
- h. **Evaluate (critically review)**, the designer will review the design that has been produced.

The following are the parameters of Zalora's office furniture design:

- a. The table surface must be able to accommodate office items, such as laptops, files, etc.
- b. The material used on the table must be easy to clean so as to minimize the spread of viruses and provide comfort, such as not reflecting light so it does not dazzle, etc.
- c. Use dividers or partitions on each office desk to reduce the spread of viruses while providing privacy for users.

## 3. RESULT AND DISCUSSION

Based on the problems that have been observed and analyzed, designers have come up with design ideas that match what Zalora's office needs, such as implementing the use of partitions on every office desk to prevent the spread of viruses so that workers can work safely and comfortably, as well as furniture produced can adapt and be relevant in the midst of this Covid-19 pandemic [4].

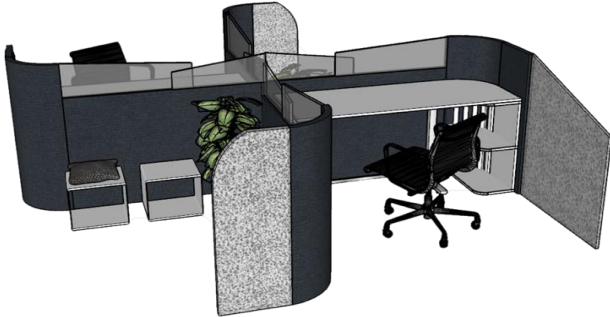
### 3.1. Design Concept

These design ideas certainly cannot be separated from the references that designers get through internet media. The following are designer references that have been compiled in the form of a moodboard:



Figure 2 Moodboard

Furniture design is adjusted to the image of Zalora's office which is dominated by black and white colors which give a neutral, strong, elegant, soft, and simple impression. Therefore, the designer applies a modern minimalist style to the design.



**Figure 3** Windmill Working Station

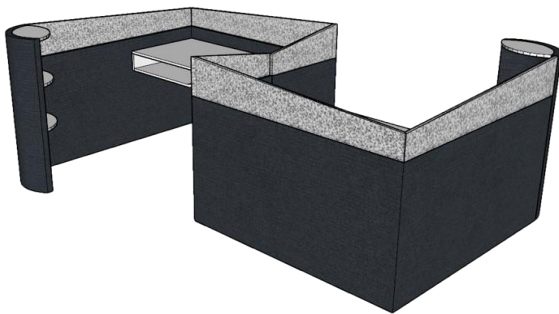
It is circular in shape and looks like a fan. Hence, the designer named it as Windmill Working Station. On the work desk, there are several workers' needs, such as open drawers for workers' belongings, leg supports, and the table surface is designed to have a wide area so that workers can work and place office equipment comfortably. On the other side of the desk there is an area for workers to relax and rest for a while. In addition, each side of the workbench is partitioned to reduce the spread of viruses and direct contact between workers [1].

The materials used in the design are dominated by dark gray and white colors, and the designer prioritizes materials that are easy to clean so as to facilitate maintenance and avoid viruses that settle in the workbench area. Here are some of the materials used by the designer:

- Translucent Resin Crushed (Gray);
- Translucent Glass (Gray);
- TACO HPL, TH 002 AA, Premier White;
- TACO HPL, TH 1252 FA, Astral Ordin;
- Metal (Silver).

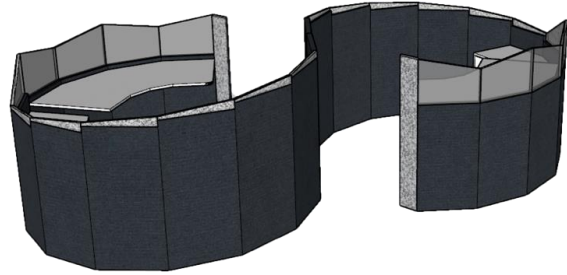
**3.2. Design Alternative**

In the process of designing furniture, designers develop several alternative forms of furniture with their own uniqueness. Here are some alternative forms of the furniture:



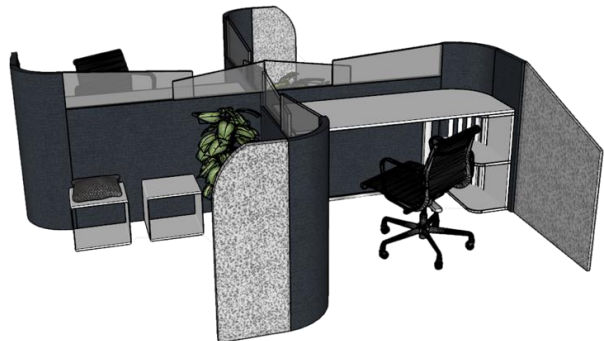
**Figure 4** Alternative Furniture Design 1

The shape of the furniture in this first alternative is inspired by the Zalora office logo which features the letter "Z". Spacious desk surface designed to accommodate a lot of office supplies and equipment. There is an open drawer at the bottom of the table surface to put other office supplies. The designer also added an oval shaped multilevel shelf located in front of the office desk. This office furniture is designed for individual use to avoid direct contact between workers.



**Figure 5** Alternative Furniture Design 2

The shape of the furniture in this second alternative adapts the shape of a circle so that the resulting furniture doesn't seem monotonous. These two pieces of furniture combined at first glance look like the letter "S". The shape of the table surface follows the furniture frame well. There is an open drawer next to the desk to put employee necessities. This office furniture is designed for individual use to avoid direct contact between workers.



**Figure 6** Alternative Furniture Design 3

In this third alternative, designer want to produce furniture that is different from usual. Inspired by the shape of a fan, designer maximized this furniture by adding a sitting area to each work area so that the furniture looks more attractive and fun. Spacious desk surface designed to accommodate a lot of office supplies and equipment. There is an open drawer next to the desk to put employee necessities. This office furniture is designed for individual use to avoid direct contact between workers.

From the several alternative forms of furniture above, the designer chose the 3rd alternative as Zalora office furniture design because it fits with the concept that the designer has designed.

#### 4. CONCLUSION

Based on the results of the analysis and design discussion, it can be concluded that this Windmill Working Station is designed by considering the current problem as well as the basis of furniture design, the Covid-19 pandemic by prioritizing the use of partitions on each side of the office desk and a place for workers to relax in order to avoid the spread of the virus so that workers can carry out office activities comfortably and safely in accordance with health protocols.

The results of this furniture design are expected to be useful for users, relevant, and able to adapt in the midst of the Covid-19 pandemic and when the pandemic has ended.

#### 5. CLOSING

Praise and gratitude the authors pray to God Almighty because the design of office furniture and the writing of this journal can be completed properly thanks to His inclusion to the author during the design and writing process until finally the author can produce a work desk design that is relevant and capable adapting to the Covid-19 pandemic. In addition, the author also does not forget to express his gratitude to his parents and friends who have guided, supported, and prayed for the author during the process of making this paper.

Writing this paper is far from perfect. Therefore, criticism and suggestions are very much expected for learning and writing improvements in the future.

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