



BALANCE

Name : BALANCE

Category : ACC/Fitness

Equipment **Materials :** Metal

Designed by : Frank Chou Design Studio

Brand : FRANK CHOU COLLECTION

Year : 2022

Description :

Even though the idea of fitness has been increasingly valued and pursued, there is still lots of obstacles to conquer and it requires strict self-discipline and long-term insistence for the majority of people. Our starting point for Balance is to precisely target those who are not doing exercise, and imperceptibly, lead them into daily work-out. It is not just a product design, but a design for behaviour guidance.

From this, Balance is not subject to a stereotypical dumbbell, but a decoration piece or sculpture, so that it is able to be naturally integrated into various daily life scenes, such as on a nightstand, in the study, on the table top, etc. And then, it could be grabbed or picked up subconsciously, as while taking a glance, people won't be aware of a serious dumbbell standing by. In this way, it reminds people: let's get a start, even just from standing up and taking a walk first.

By means of a geometric deconstruction and reorganization of the Roman Columns, Balance is piled into a modern sculptural dumbbell. It looks like a lopsided shape; however, we have tested and balanced through internal structure to keep its physical gravity to the center absolutely. Satisfying the aesthetic shape meanwhile, we still maintain the experience of using dumbbells.