

## ABSTRACT

*Armchair is furniture that common used in living room along with a coffee table, sofa, and side table. The author do a collaboration with Modico Studio, a furniture manufacturer with an iconic modern concept based in Surabaya. So far, furniture development in companies is limited to consumer demand due to custom methods or furniture personalization. The application of the custom method makes the product exclusive and has a high selling price. One solution to overcome the problem of high selling prices is to create ready-to-use products with a mass production system. To create a product with a mass production system, it requires some analysis on certain aspects. These aspects are aspects of appearance and process in making mass production. Shape and form analysis is used to determine the color, texture, and shape of the armchair. In the process of making mass production, it is used to reduce lower production prices without compromising aesthetics and function.*

**Keywords:** *armchair, modern, mass production*