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**title: The influence of the consumer on the final form of the product.**

**subtitle: Customization and sustainable design issues on the example of selected projects of the Tabanda group.**

The aim of the work is to show that the phenomenon of customization not only finds more and more space in the area of furniture design and production, but is one of the important activities aimed at modern goods production and consumption. The ongoing customization makes it possible to produce goods that are more friendly, more durable and relatively cheaper than individual products. Such products meet the needs and preferences of the user to a greater extent and are characterized above all by the flexibility in their composition.

The furniture industry in relation to the customized products, due to the limitation of production resulting from the ordering of "tailor-made" furniture, does not need large stock levels. It does not require the production of unnecessary elements, is conducive to the logistics organization and is often associated with modern technologies. All these elements are model guidelines of the idea of sustainable design. Nevertheless, the production capacities of small and medium-sized companies do not allow full implementation of these ideas. It should be said that although both approaches take on more and more importance in the field of furniture making, their full implementation is impossible to meet in the present economic and social realities.

Both concepts therefore play the role of marketing attractor to a greater extent than a fully realizable production strategy. Often, their use is overly emphasized and imposed on the end customer only to generate interest in a potential product.