

360°

Office Remix

Why the hottest trend in office design delivers lukewarm performance and what to do about it

Finding Focus

New Steelcase study proves visual privacy in the open plan helps people stay focused

Tech Talent Beacon

Data-driven tools put a company's culture in overdrive



Exploring
Innovation
at Work

Issue 76

360°

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Front Cover:

Turnstone Campfire Lounge
Moooi Perch Pendant Lights
Blu Dot Rule Long and Low Credenza
Coalesse Lagunitas Personal Table
Steelcase Flex Mobile Power
Thread Power
Urban Tree Core Side Table
Blu Dot Turn Side Table

**Inside Front Cover
(top to bottom):**

Steelcase Flex Basket
Orangebox Aspect
Coalesse Lagunitas Table
Turnstone Campfire Lounge
Orangebox Away from the Desk
Coalesse Free Stand
Vicarbe Season Mini

Back Cover:

Coalesse SW_1 Lounge
Orangebox Avi Chair
Turnstone Campfire Pouf
Turnstone Bassline Table
Vicarbe Up In The Air Table
Moooi Carpets Menagerie
FLOS Captain Flint Lamp
Thread Power

Have you noticed? Many of today's offices look more like a trendy café, a homey den or a playground than a place where work happens.

Whether described as "resimercial," "ancillary" or "anti-corporate," informal shared spaces are the latest way organizations are trying to woo talent. Yet, despite their investments, many of these spaces often sit empty.

This issue of 360 explores the trend and shares new research revealing what people really want: inspiring and productive spaces that help them get real work done. It's time for an office remix.

A 360 View

Why Some of the Coolest Spaces at Work Sit Empty

Offices around the world today look a lot more like a coffee shop or a boutique hotel than the rabbit warren of cubicles, private offices and conference rooms that people liked to poke fun at. Bringing baristas and bartenders into the workplace, along with cushy sofas, farmhouse tables and mismatched chairs is the hottest trend in workplace design. Whether you call it “residential,” “ancillary spaces” or “loose furnishings” the goal is the same: attract the best talent by offering a workplace with a relaxed vibe and hip sensibility. This decidedly “anti-corporate” approach to the workplace is intended to inject creativity and humanity into our culture and work process.

But there's a problem: a lot of the time they're not being used.

For all our complaining about traditional work environments, many of the coolest spaces sit empty. When presented with a range of spaces that look like stylish living rooms or whimsical play areas, our studies show that people don't choose the plush lounge chairs nearly as often as you might think (see Office Remix, pg. 33). The question is why?

The answer may be surprising to some—but people actually come to work to get stuff done. There's nothing wrong with injecting a little playfulness into work but not at the expense of being productive. People may like the coffee shop aesthetic, but they choose spaces optimized for work. Furnishings designed for watching television or curling up with a good book aren't the same as furnishings designed to support people working on laptops or collaborating with teammates. And sitting on bean bag chairs on the floor actually inhibits creativity and collaboration rather than enables it.

So does this mean the office will go back to looking like a maze of gray and beige? We don't think so. Offices can be designed to be relaxing and inspiring places to work where people can leave at the end of the day feeling a sense of accomplishment, as well as a sense of community. But this will require a fundamentally different approach to office design — one that thinks about the diverse types of spaces people need and how they get their work done — as well as how the space makes them feel.



Chris Congdon
Editor, 360 Magazine

Perspectives

Meet the people behind this issue

Mary Elaine Roush

Manager, Applications Design, Steelcase

“Most of the time, the primary driver for shared spaces is aesthetics. But organizations need to use every square foot in a meaningful way, so these spaces need to also be productive. People need more than a beautiful sofa and a coffee table. Whether it’s an informal meeting over coffee, a brainstorm session with a small group or heads-down focus work, these spaces need to be designed with performance in mind.”



Mino Vernaschi

Co-Founder and Managing Director, Orangebox

“Our products enable organizations to work in new, more collaborative ways and can help transform both the culture and efficiency of the organization. We see our job as bringing people—not furniture—together.”



Andrew Kim

Manager, Steelcase WorkSpace Futures

“People come to the office to work. Behavioral data suggests that they have a tendency to choose shared spaces that provide a certain level of performance. Two aspects that we found are important to users when choosing a shared space are some level of shielding and appropriate postural support for their work and tools.”



Bo Anderson

Product Manager, Steelcase

“People don’t want to sit along the perimeter of a room where outlets happen to be. We are more collaborative than ever before, and we simply won’t tolerate being tied down by building infrastructure.”



Caroline Kelly

Manager, Steelcase WorkSpace Futures

“We don’t need to say goodbye to the open plan or benching. We just need to equip it differently. Pockets of privacy created through shared spaces and furniture can transform existing floorplans from places of distraction to comfortable havens for employees to collaborate and focus in harmony.”

Hyun Yoo

Industrial Designer, Steelcase

“My aim is to create objects that are simple and delicate in line but scaled and proportioned to feel sturdy. It was incredibly gratifying to be able to address the design constraints of architects and engineers while also creating a device that gives people more control over how they work.”



Work Day

Ideas for a better day at work



Tackling That To-Do List

Need a little kick in the pants to complete that to-do list? You're not alone. According to David Allen, author of "Getting Things Done," the brain is built to create and problem solve, but it's a terrible filing cabinet. His tips for conquering every task:

Two-Minute Rule

Don't weigh down your mental load with minor tasks. If you can do it in two minutes, do it now.

Inbox Inventory

Every project taking up space in your brain belongs in your inbox, instead. Once a week, take inventory to prioritize which project(s) to tackle next.

Define Done

Whether it's when you can delete a task from your inbox or from your desktop, decide what "done" means for you. Then, identify the next action you need to take to get closer to "done."

We've Got the Blues

Workplace blues? They're going around. In fact, the World Health Organization (WHO) recently listed burnout, a result of stress, as a "workplace phenomenon," reminding us how important wellbeing is at work.

WHO says you might be experiencing burnout syndrome if you feel energy depletion, increased negative feelings about your job or less productive at work.

The good news? There are ways to feel better:



1 Walk This Way
There's no denying our body fuels our brain. Stanford University found that walking increases our creative output by an average of 60%. So, find time during each day when you can get moving.

2 Do Not Disturb
It's impossible to be "on" all the time. Much like our phones, our minds need to recharge on a regular basis. So, find a quiet place to breakaway or pop in your headphones to give yourself a little solace.

3 Talk It Out
At its core, work is a social endeavor. We're happier when we have meaningful relationships and a sense of belonging. So, make time for face time—meet a colleague for coffee or see who wants to grab lunch.

Perk Up

We've heard about unlimited vacation and dog-friendly offices, but with 79% of employees preferring added benefits to increased pay (Glassdoor Employment Confidence Survey 2015), some companies are getting creative.

Here are some of the more unusual perks we've heard about:



REI offers Yay Days, two paid days off per year for employees to go outside and get active.



Ben & Jerry's gives workers three free pints of ice cream every day, plus the chance to name new flavors.



World Wildlife Fund has Panda Days, which give employees every other Friday off.



Spotify covers the costs for egg freezing and fertility assistance.



Airbnb gives employees \$2,000 a year to travel anywhere in the world.



Things I Love

"Umami was designed from a question about what lounge meant for the next generation. I love the inspiration behind it, how the soft curves where the arm, back and seat converge reflect fresh snow piling up against a building and make you want to touch it."

Yuka Hiyoshi
Sr. Industrial Designer,
Steelcase



Bonding with Your Boss

What's the most shocking thing economist Lord Richard Layard has learned in his years of happiness research? The time of day people enjoy least is when they're with their boss. Sound familiar? Harvard Business Review has some tips on improving your rapport:

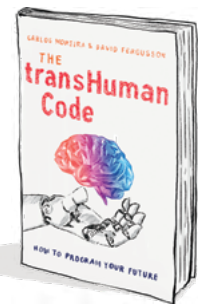
- 1 Align on goals**
Talk to your manager about their expectations and goals for you and make sure you're on the same page.
- 2 Empathize**
Before you balk at unrealistic expectations, try to see things from your manager's perspective, understanding the priorities and pressures on their list.
- 3 Focus on the positive**
Get over your boss's annoying habits and try to find the good in them—we all have something worth respecting.
- 4 Connect**
Get to know your manager on a personal level—what's their favorite sports team? Do they enjoy travel? What music do they like?

What We're Reading

The TransHuman Code: How to Program Your Future

Carlos Moreira & David Fergusson

Co-authors Moreira and Fergusson ask, "Are we building a better future for humanity with the help of magnificent technology or are we instead building a better future of better technology at the expense of humanity?" The *TransHuman Code* tries to center humanity in the emerging tension between a human-controlled or a machine-controlled world.



The Infinite Game

Simon Sinek

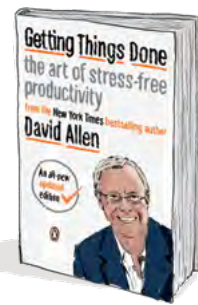
Do you know how to play the game you're in? In infinite games, like business or politics, the rules are changeable and there is no defined endpoint. There are no winners or losers in an infinite game; there is only ahead and behind. Sinek explores the struggles that organizations and leaders face when they play the infinite game with a finite mindset and why understanding this is a prerequisite for any leader who aspires to improve their organization.



Getting Things Done

David Allen

In today's world, yesterday's methods just don't work. Veteran coach and management consultant Allen shares breakthrough methods for stress-free performance. Allen's premise is simple: Our productivity is directly proportional to our ability to relax. Only when our minds are clear and our thoughts are organized can we achieve effective productivity and unleash our creative potential.

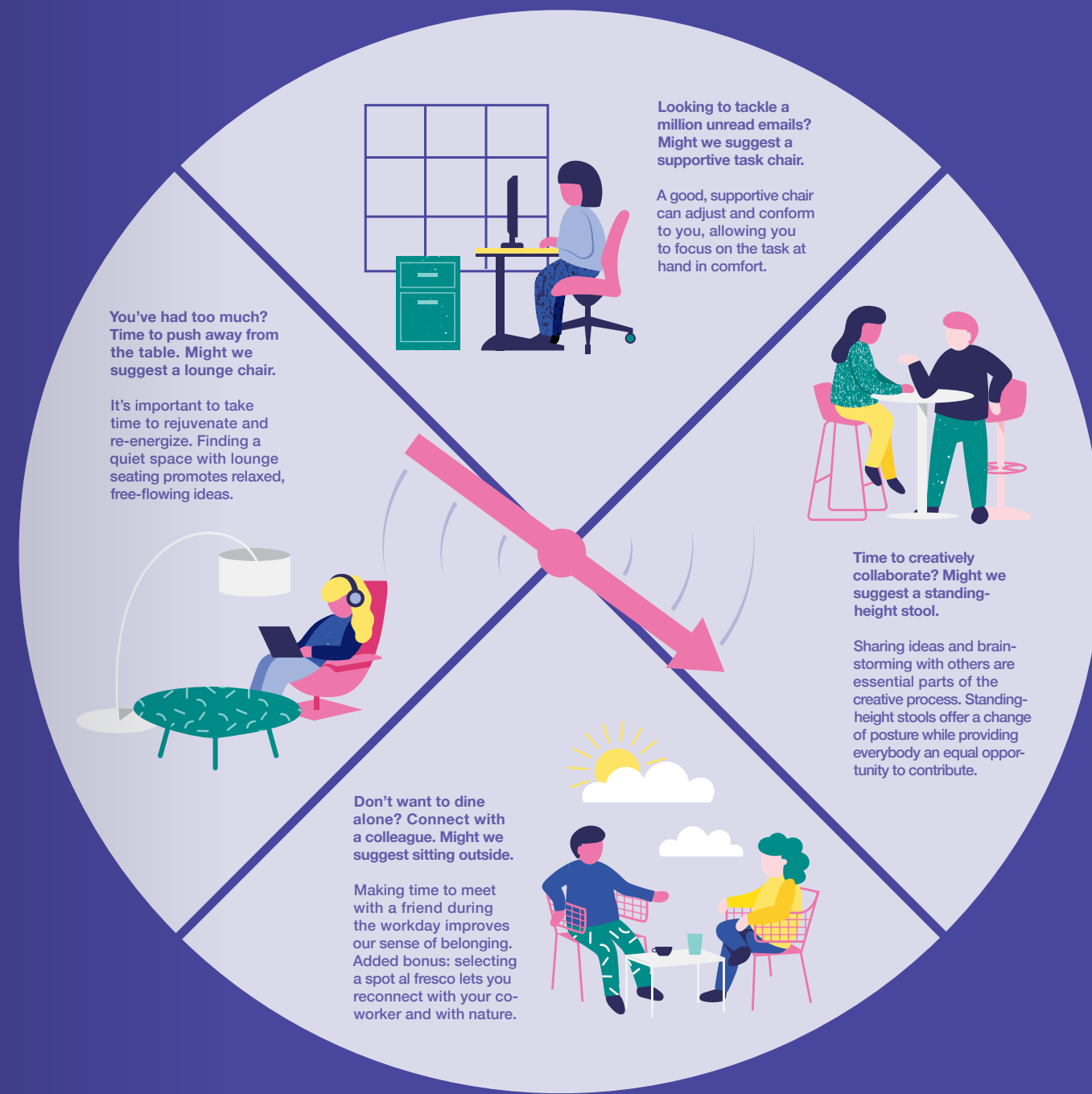


Want more from these authors? Don't miss our What Workers Want podcast episodes featuring Simon Sinek and David Allen.

Have a Seat

There's no doubt your day is busy—there's a lot on your plate. And, as you connect, focus or just take a breather, make sure to pick the right place to

support your body and refuel your brain. So, if variety is the spice of life, make sure you've given your seating menu some careful consideration.



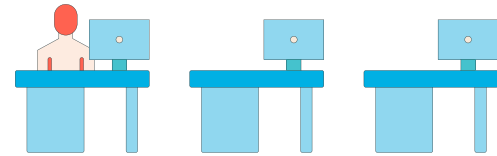
Trends 360

Going Beyond Average With Inclusive Design

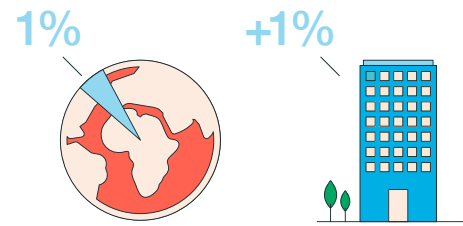
Designing workplaces for “the average person” used to be philosophy aimed at satisfying most of the people, most of the time. But that also excluded a lot of people who didn’t fit the average. People at work expect—and deserve—diverse options that allow them to have the same opportunities as everyone else. The emerging field of inclusive design offers strategies for everyone at work to achieve their potential.

Autism at Work

A growing number of prominent companies—SAP, Hewlett Packard Enterprises, Microsoft, Ford, Deloitte and Caterpillar, to name just a few—have programs or pilots underway to hire and accommodate people with autism. These companies recognize that people on the autism spectrum often have special skills and perspectives that represent untapped possibilities for both organizations and people on the spectrum.

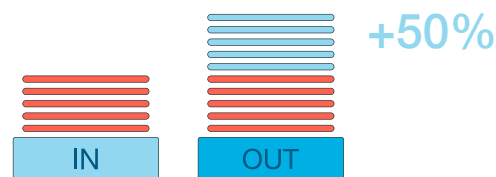


The European Union estimates a **shortage of 800,000 IT workers by 2020**, specifically in fields including data analytics and IT services implementation—jobs with tasks that fit well with the unique abilities of some neurodiverse people, which includes those with autism, dyspraxia, dyslexia and attention deficit hyperactivity disorder (ADHD).¹

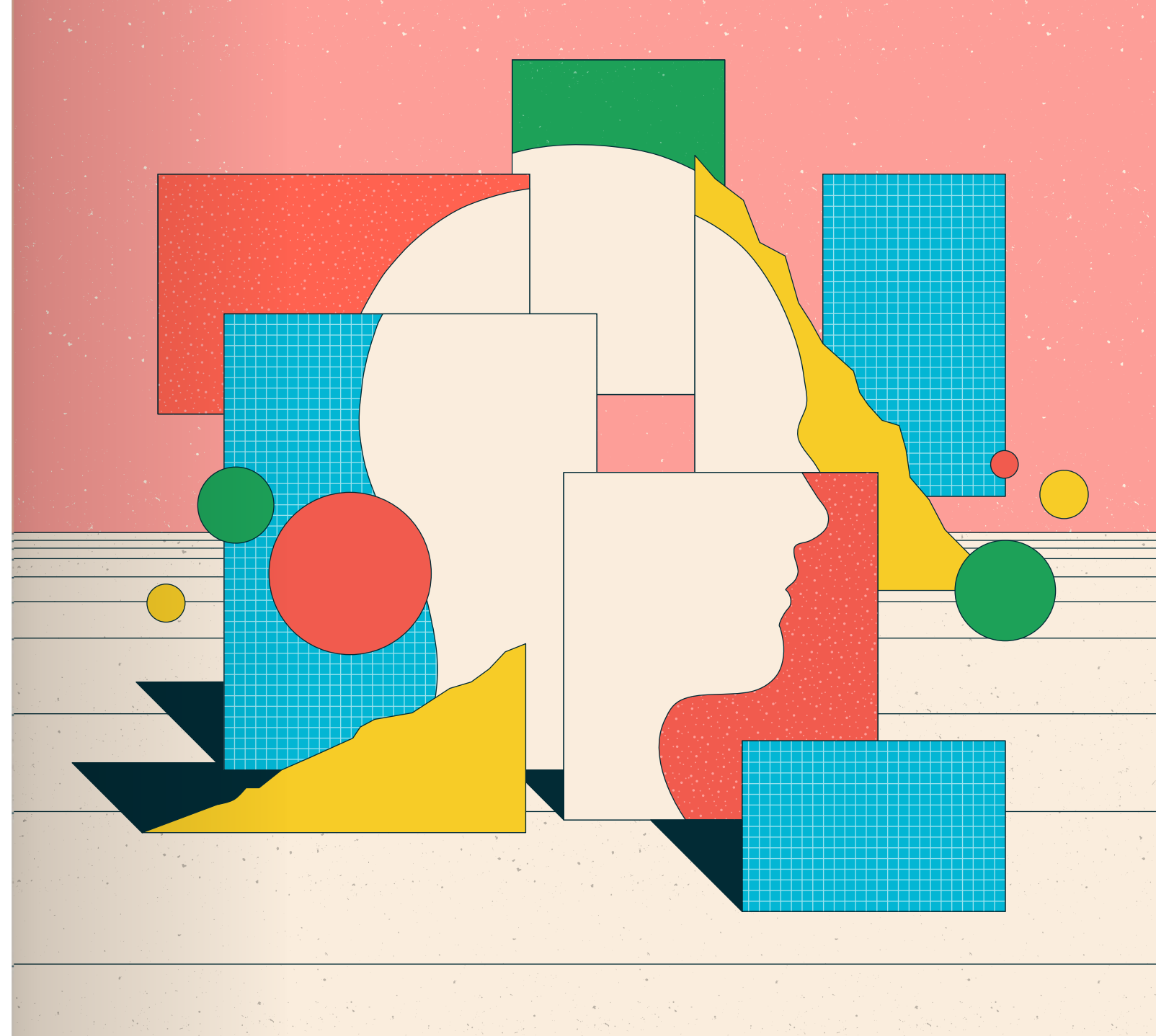


German software company SAP has announced an intention to make 1% of its workforce neurodiverse by 2020—a number representative of the approximate percentage of people with autism globally.²

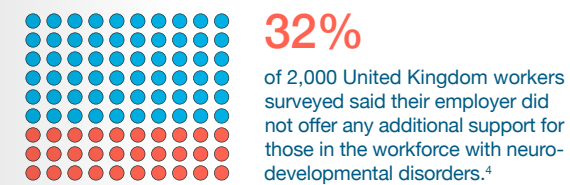
Within six months, workers with autism in the JPMorgan Mortgage Banking Technology division were doing the equivalent work of people with three years’ experience—and were even **50 percent** more productive.³



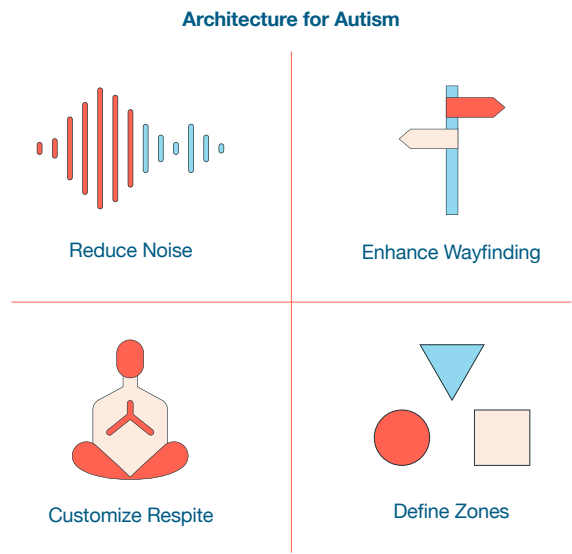
Sources: (1) Autism Works: A Guide to Successful Employment Across the Entire Spectrum, Adam Feinstein (2) Harvard Business Review (3) jpmorganchase.com (4) Employee Health, Wellbeing and Benefits Barometer 2019 (5) An Architecture for Autism, Magda Mostafa, Ph.D. (6) Westward Newsletter (7) http://trehauscowork.com (8) The Jewish Forward, South Florida Sun Sentinel (9) Coworking Resources (10) Fast Company (11) The New York Times (12) http://popnrest.com (13) Nikkei Asian Review



Employing people with autism calls for some often-minor adjustments to the work environment. And yet, many companies don’t recognize the need or what steps to take.



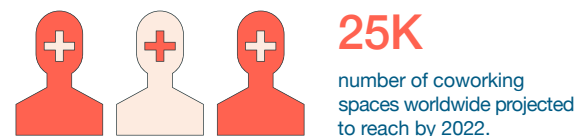
The Autism ASPECTSS™ Design Index is the world’s first evidence-based set of autism-specific design guidelines. Among its suggestions for creating autism-friendly spaces are noise reduction, clearly defined zones, logical spatial sequencing and wayfinding, and customizable spaces for respite.⁵



Finding Community in Coworking

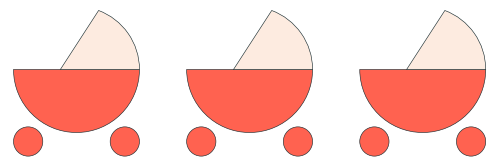
The number of coworking spaces worldwide is projected to reach 25,968 by 2022, an increase of 42%, according to the Coworking Resources Global Coworking Growth Study 2019. The coworking business model is about office space as a service, but the appeal is also about social interactions, especially for mobile workers and people who are part of today's growing gig economy.

While many coworking facilities are designed to be one-size-fits-all, a growing number now cater to specific groups who are looking for a close-knit work culture and who have needs that typical spaces don't address.



“The coworking spaces I visited felt overly masculine and didn't exactly provide the tools and connections that I, as a woman, needed to be a successful entrepreneur.”⁶

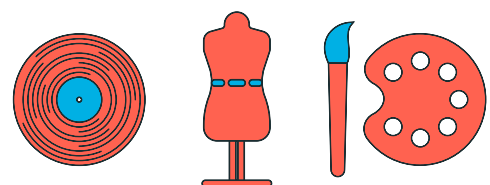
Women-only coworking clubs are popping up in cities throughout the world. “The coworking spaces I visited felt overly masculine and didn't exactly provide the tools and connections that I, as a woman, needed to be a successful entrepreneur,” says the founder of one in Denver.⁶



Trehaus, the brainchild of four working mothers, is the first in Singapore to offer childminding facilities within a coworking environment. In addition to hot desking and dedicated workstations for working parents, Trehaus offers children the chance to explore various activities in a play space. Kids aged 2-3 years can join Trehaus Playschool, which runs a range of learning activities in English and Mandarin.⁷

“Just being Jewish and working with other Jewish people, there's a sense of community.”

Jewish coworking spaces are newsmakers in several U.S. cities as well as Melbourne, Australia. “Just being Jewish and working with other Jewish people, there's a sense of community and already connection,” says the member of one in Chicago. “It's more kibbutzy,” is how its founder describes the relationship.⁸



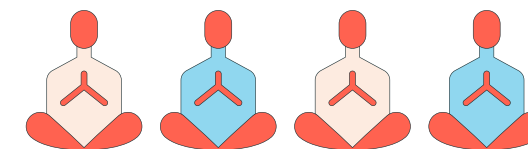
In London, Arebyte provides coworking space for artists and creatives, with a range of studios to appeal to animators, fashion designers, DJs, musicians, digital media artists, fine artists and more.⁹

Six U.S. cities now offer coworking spaces just for seniors, a generation that's living and working longer than ever. Here it's all about feeling at ease, learning and being productive. “It's a subtle thing, but when you're 75 years old and you walk into a space, it should feel comfortable there,” says one New York City member.¹⁰

Waking Up to the Need for Rest

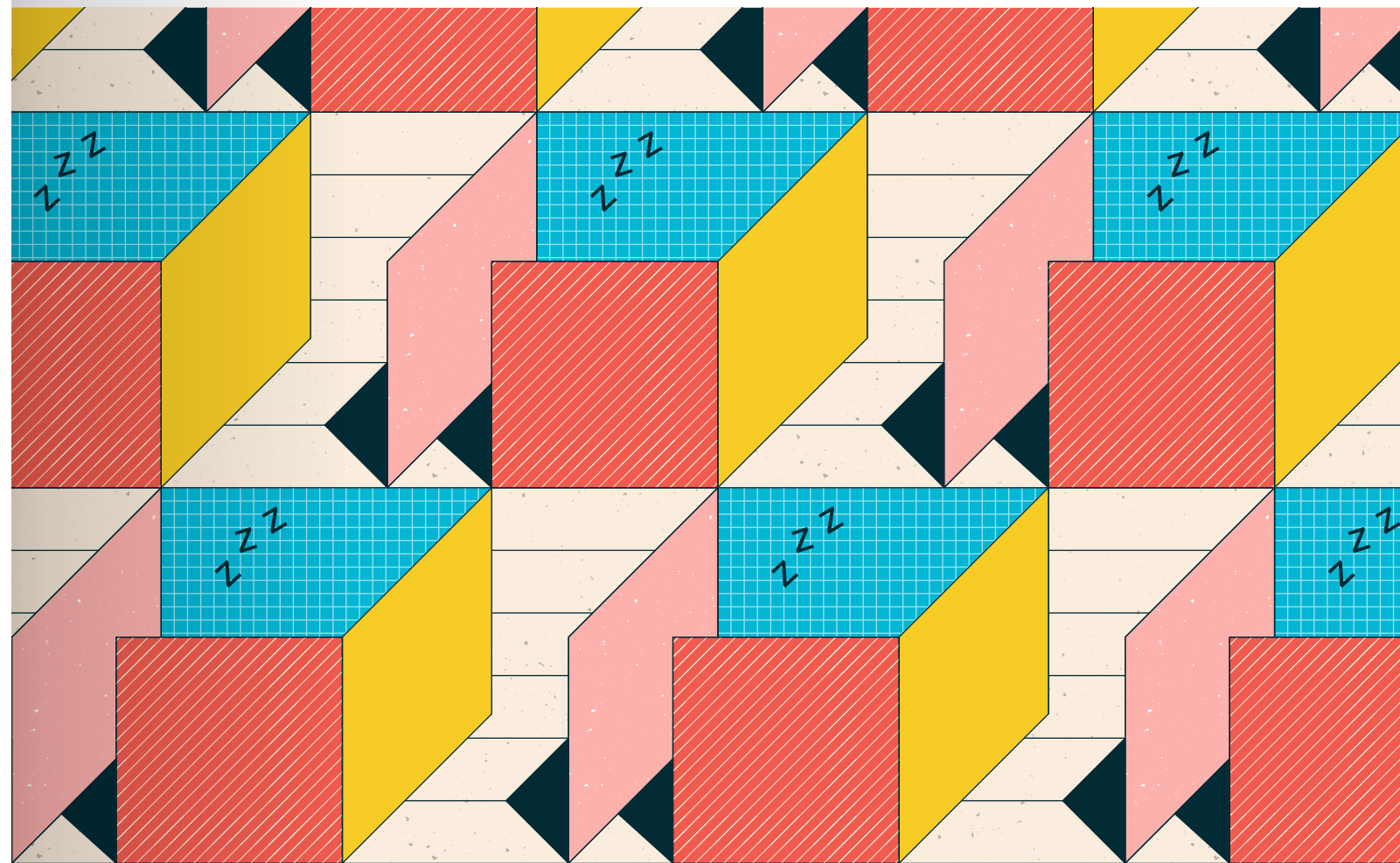
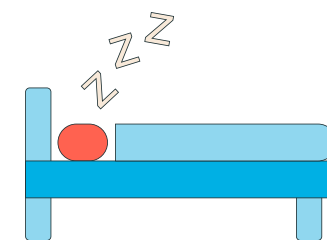
While some people still have a traditional 9-5 work schedule and get a solid eight hours of sleep at night, the rise of a less predictable and more blended work-life schedule has led people to look for moments of rest outside the conventional time and place. Studies also show that a brief nap helps our brains think more clearly. Some offices have started incorporating places for rest and rejuvenation, but some people hesitate to use them, fearing perceptions of slacking. Recognizing the need, new urban enterprises offer experiences that make it as easy to go out for a nap as it is to go out for lunch.

In New York, the city may never sleep, but you can just by dropping into any number of co-sleeping businesses that offer private power naps, such as The Dreamery, a service from Casper, which also sells its mattresses and other sleep aids right around the corner. “Rather than viewing sleep as ‘lost time’ away from work and socializing, we are beginning to recognize that prioritizing sleep is necessary to achieve optimal productivity and wellbeing,” notes a scholar for The National Sleep Foundation.¹¹



In London, Pop & Rest (P&R) is a startup that provides private and peaceful spaces to recharge. While there, you can take a power nap, do breathing and meditation exercises, have a therapy session, work peacefully on a comfy mattress, or just relax.¹²

Nestle Japan has opened a nap cafe in Tokyo where customers can have a cup of coffee and doze for 30 minutes, then wake up feeling refreshed as the caffeine kicks in.¹³



The New Office

New solutions for creating places where people want to work

Designing with Pods

Pods are a popular way to add privacy to the open plan. But, how do you know which pod is right for you?

Whether you need to take a quick phone call, find a place to recharge or hold a small group brainstorm session, pods have quickly become a popular and easy way to provide people with varying levels of acoustic and visual privacy. Out in the open, finding space to focus or collaborate without distractions can sometimes feel impossible.

Pods of all sizes are redefining how to design in the open plan. When thoughtfully incorporated into the workplace, pods can help you break away and find the privacy you need.

IRYS Pod

Steelcase's pod portfolio offers a range of spaces that provides privacy and supports varying work modes.





Accommodate a variety of user needs by providing a range of pod sizes, including phone booths for private conversations and larger pods that give smaller groups comfortable seating to collaborate without interruption.

MADE TO MOVE

Built on casters, SnapCab pods are highly mobile, allowing you to move and reconfigure your office layout as often as you need.

BREAK AWAY

Place pods like this SnapCab phone booth in close proximity to your team workspace so members can break away without going too far.



FRESH AIR

By applying a reflective or cloaking film on this IRYS pod you can eliminate distractions and increase the level of visual privacy in your pod.

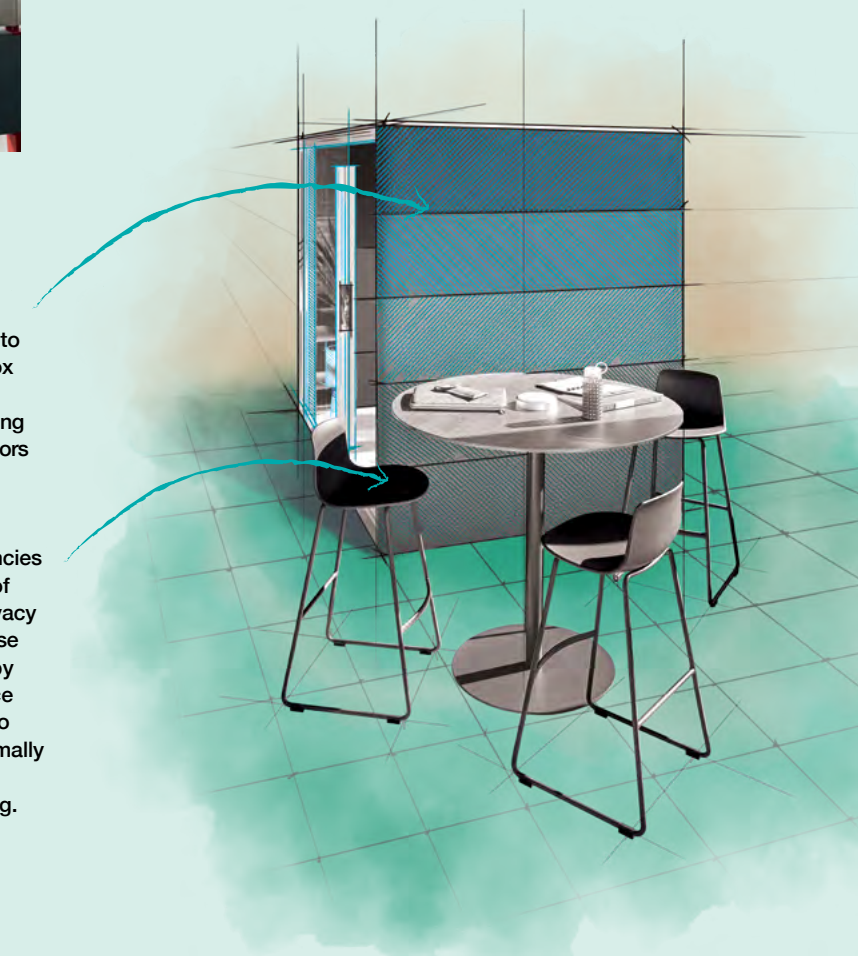
Customize your space with this Orangebox pod by opening the louvered roof for additional light and air flow or closing it when your conversation requires more privacy.



Interchangeable panels allow you to refresh Orangebox pod walls at will, swapping, changing and refreshing colors and fabrics for a new aesthetic.

Consider adjacencies to offer a range of postures and privacy for users to choose from. This nearby touchdown space allows workers to collaborate informally or perch before their next meeting.

To find out which pod is right for you, take the "Find the Right Pod for You" quiz (www.steelcase.com/steelcase-pods-quiz/) or visit steelcase.com/pods.



Q&A

Simon Sinek's New Game

Photo by
Andrew Dolgin

You may know Simon Sinek from his TED Talk—the third most popular of all time. Or you may know him from his best-selling books “Start with Why” and “Leaders Eat Last.” He’s built a career out of helping people find their *why*. Now, Sinek is going beyond *why* to help organizations navigate the future. His newest book “The Infinite Game” challenges many conventional notions considered foundational to business. He spoke to 360 Editor Chris Congdon to explain the difference between the finite and infinite game and why so many leaders get it wrong.

360: What took you down this path of exploring an infinite game?

Simon Sinek: The original articulation of a finite and an infinite game was introduced by a theologian named James Carse in the 1980s. He proposed that if you have at least one competitor, you have a game and there are two types of games—finite and infinite.

The finite game is composed of known players, fixed rules, and an agreed upon objective like baseball or soccer. We play by the rules, at the end we declare a winner and the game is over. There's a beginning, middle and end. An infinite game is defined as known and unknown

players. The rules are changeable, and the objective is to stay in the game as long as possible.

360: So, you can't win an infinite game?

SS: Exactly. When I learned about this, I realized how many infinite games we are always players within. There's no such thing as winning in marriage or friendship or global politics. There's definitely no such thing as winning in business. The players come and go. You might go bankrupt, a new company may be formed, but the game continues without you.

It occurred to me that the vast majority of leaders don't actually know the game they're in. They talk about

being number one, being the best and beating their competition. All of which are impossible. What I learned is that if you play with a finite mindset in an infinite game, there are few very consistent and predictable outcomes including the decline of trust, the decline of cooperation and the decline of innovation.

360: Having a competitor can be pretty motivating. What's wrong with wanting to beat the competition?

SS: The word competitor sets up the wrong dynamic. The idea of competition is to win. The problem is, the metrics we choose and the timeframes we choose are arbitrary. You can choose any metric you want and claim you are the winner. But, when we become too fixated on beating our competition, sometimes we make reactionary decisions.

It doesn't actually advance innovation because we're looking to react to what they're doing rather than advance a cause or something bigger than ourselves. If you are number one, then it puts you in an entirely defensive posture where you're now trying to protect your position, which definitely hurts innovation.

A healthier way to think about competition in the infinite game is to think of worthy rivalries. Another organization or player that is in the game and is worthy of comparison. That

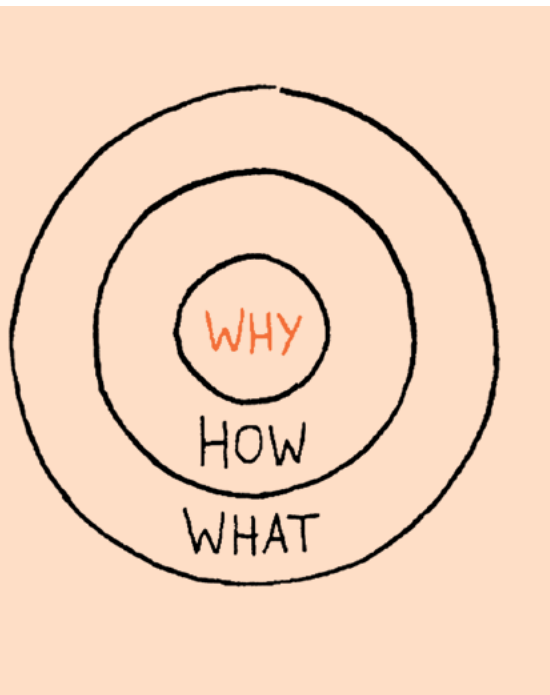
“There are a few very predictable outcomes when you play with a finite mindset, including the decline of trust, cooperation and innovation.”

player is as good or better than you at some or many of the things you do, so they become a benchmark. You absolutely do push yourself to improve, but the only true competitor in an infinite game is yourself.

360: You talk in your book about needing a “just cause.” What do you mean by that?

SS: A just cause is a vision of the future, so far into the future, so idealized we will never actually get there, but we will die trying. A just cause is what gives our life and our work meaning. Organizations sometimes call it a vision or mission or brand. Who cares what we call it?

Sinek's Golden Circle model challenges organizations to allow their purpose or “why” to ultimately guide what they do and how they do it.



360: In business, it's common to hear that the reason a company exists is to return value to our shareholders—our investors. As an adult, I see the benefits to investing. Why is that not a just cause?

SS: Money is not a cause. Money is a result. That definition is largely based on the work of Milton Friedman, the Nobel Prize winning economist, who in the 1970s theorized the purpose of business is to maximize profits within the bounds of the law. This notion of shareholder supremacy was fully embraced in the 80s and 90s. The problem is, it takes a very simplistic view of business that money is the only thing that matters. Business is more dynamic than that. There are human beings involved. What about ethics? Ethics is a much higher standard than the law.

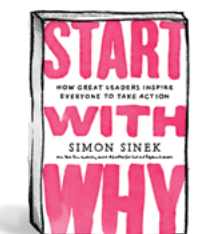
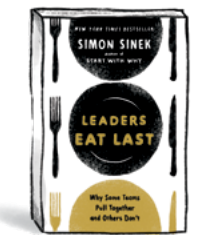
Having a just cause, a reason that's bigger than making money, is actually a good way to run a business. Companies that do these things actually outperform the other companies over time.

360: We're seeing a macro shift to a fast-paced style of teamwork to help companies innovate and grow. That takes a lot of trust. What are conditions organizations can embrace to build more trust?

SS: You know you have trusting teams when people feel psychologically safe enough to say, “I made a mistake,” or, “I'm

struggling at home and it's affecting my work,” or, “You've promoted me to a position, and I don't know what I'm doing. I need more training,” without any fear of humiliation or retribution. If a leader is not committed to creating an environment for trusting teams, you have a group of people who are showing up to work every single day—lying, hiding and faking. They're hiding mistakes, pretending they know how to do things they don't. And over the course of time, things will break.

At the end of the day, we are social animals and we need each other. We're better together. In those conditions, that environment must be set by the leader. It's much like having children. You don't get to choose your children. And sometimes you don't get to choose your team. And regardless of who your children are, and who your team is, you have to trust them, and love them. It drives me nuts when leaders say, “You have to earn my trust.” No, it's the complete opposite. People are not required to trust you, you are required to trust them. And you (leader) must earn their trust. When we work to create an environment in which people feel psychologically safe to be themselves, the result is teamwork so powerful, so compelling, we literally love our teammates.



“Having a just cause, a reason that's bigger than making money, is actually a good way to run a business.”

Read about how Sinek relates his latest book to his first, “Start with Why” at steelcase.com/simonsinek. And hear our conversation with the author by visiting our *What Workers Want* podcast archives at steelcase.com/podcasts.



Work Untethered

Flexibility, mobility, choice and comfort are expectations of today's workforce. As teamwork increases and people are connecting more frequently, and often more spontaneously, informal, casual meeting nooks, cafés, lounges and outdoor spaces are becoming popular destinations for work and replacing more traditional work environments. Organizations have recognized that high-performing individuals and teams need a broad range of spaces to fuel creativity and innovation and are on the move continuously throughout their day.

Movement is good, but there is one glitch: We often leave the power that everyone needs stuck in walls and floor boxes. So, people and teams—one by one and at the most inopportune times—either need to find another

place with accessible power to work, or remain stuck without a working device. Even with longer battery life on many devices, people tend to wait until it runs low before thinking about where to recharge. Workflow is disrupted and people grow increasingly frustrated. But what if the future of power is mobile? What if it could easily move wherever people want to be?

“People don’t want to sit along the perimeter of a room where outlets happen to be,” says Bo Anderson, Steelcase product manager for computer support and power. “We are more collaborative than ever before, and we simply won’t tolerate being tied down by the building infrastructure. Teams and individuals need the freedom to work in a range of spaces, but access to power limits where they can go and prevents teams from getting their work done.”

Keep working where you are

This insight became the genesis of Steelcase Flex Mobile Power. Steelcase partnered with Anker, a global leader in charging technology, to create Flex Mobile Power and its proprietary home docking station. The goal: bring enterprise-level mobile power to the workplace. We saw that people want to move their furniture more often, based on the type of work their team is doing. They’re also spending more time than ever in group work, and so we wanted to accommodate multiple users and make power easily accessible to everyone as they need it—that is, reroute power to the devices that needed it the most,” Anderson explains. “And we had to figure out a way for people to take power with them throughout the day, wherever they wanted to be, without the tangle of cables and cords that ties them down.”

Each Steelcase Flex Mobile Power unit charges multiple devices simultaneously, detecting which device is running on the lowest power and directing the most energy there, so all team members can keep working.

Another insight: “Just as battery life is getting longer, devices are getting smaller and thinner,” notes Anderson, “with more laptop manufacturers standardizing on the USB Type-C connector. USB-C allows a great deal of power through a very thin connector. We have more devices, we have lower wattage requirements. We designed Flex Mobile Power very intentionally with three USB-C ports and one USB-A port, no outlet.”

Unlike USB-A ports, which will top out at between 12 to 15 watts in the best-case scenario, a USB-C device has smarts in it. “It has the intelligence to do a handshake between the device and the charger to safely provide the appropriate amount of power.” The same USB-C port can charge a phone at 10 to 15 watts, says Anderson, but if that USB-C port has enough power behind it, it can charge a laptop up to 100 watts. And it negotiates along that path to be able to provide the right amount of power at the right time for any device plugged into it.

The first of its kind enterprise-level, high-capacity mobile power solution allows workplaces to become more fluid and for teams to work wherever they need to.

Steelcase Flex Mobile Power brings true mobility to the workplace.

West Elm Work Belle Sectional
Coalesse Lagunitas Personal Table



Just grab and go. Steelcase Flex Mobile Power is lightweight and portable—easy to take with you when you’re on the move at work.

Bolia New Mood Table
Vicarbe Quadra Chair



7 days of power	21 smartphone recharges	60,000 milliamp hours
3 people charged all day	2.5+ laptop recharges	117 watt charging output

Extremis Hopper Table
Blu Dot Hot Mesh Chair

Charging performance depends on device configuration. Actual results may vary.



“Flex Mobile Power can power three MacBook Pros from dead to full—that’s how powerful it is,” Anderson says. “And our charging system can recharge five units in less than eight hours. Both are optimized for the workday. I think this is a great example of how our development team can innovate around a true customer need and create something truly distinctive.”

Steelcase Flex Mobile Power brings true mobility to the workplace. It’s easy to grab, go and get things done. Still, it’s a first step, says Anderson. “The new planning paradigm has to allow for new types of spaces, untethered to the power grid and easily changed. As technology develops and we see changes in how devices and products get along, we’ll be presented with more interesting opportunities for mobile power.”

Steelcase partnered with Anker, a global leader in charging technology, to create Flex Mobile Power and its proprietary home docking station.

Flex Mobile Power, the first of its kind enterprise-level, high-capacity mobile power solution, allows workplaces to become more fluid and teams to work wherever they need to.



Steelcase industrial designer Hyun Yoo was inspired by her love of ceramics when designing Steelcase Flex Mobile Power.

“We wanted to create something people would be attracted to but not distracted by.”

Unexpected Artistry

“Simple, delicate, with a sense of poetry” is how Steelcase industrial designer Hyun Yoo describes the ceramic vessels she began slip casting several years ago as a way to rediscover her artistic voice outside of work and explore new shapes and materials.

She never imagined her artistic explorations would become the inspiration for a mobile power solution. We asked Yoo a few questions about the project and her creative process.

360: How did your personal work in ceramics intersect with this project?

Hyun Yoo: My colleagues had seen some of my ceramicware and admired it. My aim is to create objects that are simple and delicate in line but scaled and proportioned to feel sturdy. I applied the same principles to Flex Mobile Power. It was incredibly gratifying to be able to address the design constraints of architects and engineers while also creating a device that gives people more control over how they work.

360: We hear you were sold on the idea of mobile power before this project even started?

HY: I was working on a design project in Munich,

consolidating our offices and groups of people into a multifunctional workspace and showroom. With the changing landscape and nature of construction, we really struggled to find a place where we could collaborate and get power where we wanted. It became difficult and expensive and was extremely frustrating.

360: What kind of parameters were established for the Mobile Power project at the outset?

HY: The shape had to allow a person to easily carry the device through doors, ideally in one hand while also carrying a laptop and a cup of coffee. But it also had to be large enough to hold enough power to allow a person or small team to get through the



day without having to recharge. We wanted to create something people would be attracted to. But we didn't want it so distinct that if you saw many of them in the office they would become a distraction. In the end, I think we achieved a sophisticated appearance...a soft and silky finish...and a certain tactility with the added embossed pattern. We thought the handle should maintain its pill shape when resting but respond slightly to the user when picked up.

360: Were there any stumbling points along the way?

HY: The size of the unit and conduit rings increased over the life of the project, but we embraced

each new requirement. Rather than try to hide the large rings, we decided to treat them as elegant brass touch-points in the design. The home tray—where the units are stored and recharged when not in use—evolved in a lovely way, too. Thinking about the unit as tableware inspired a truly elegant and distinctive product.

Before joining Steelcase in 2006, Hyun Yoo studied art and furniture design at UCLA (B.A.), the Rhode Island School of Design (M.F.A.), and the slightly less conventional Northwest School of Wooden Boat Building in Port Hadlock, Washington—where she learned, among other things, how to confidently eyeball a “fair curve.”

Prototype Evolution
Inspired by beautiful ceramics, Flex Mobile Power evolved into a sophisticated piece with a soft and silky finish.



Office Remix

Definition:

It's all about choosing the right things and combining them in new ways to create beautiful, harder working spaces with a fresh twist.

In This Story:
Page 34
Designing High Performance Spaces

Page 51
Eliminating Complexity

Page 58
Bringing the Vision to Life

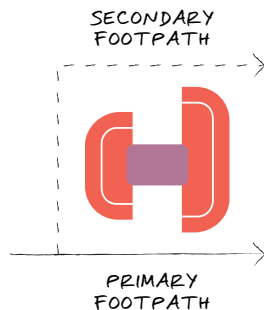
Designing High Performance Spaces

Why the Hottest Trend in Office Design Delivers Lukewarm Performance and What to Do About It

Walk into many offices today and you might think you're in a trendy cafe or boutique hotel. To attract the best and the brightest many companies are creating an "anti-office"—a more relaxed and energetic environment that contrasts with the more formidable and conventional approaches organizations favored in the past. To capture the vibe created by Silicon Valley and high-tech startups, some have strayed into gimmicky touches like merry-go-rounds and slides that feel more like a playground than a workplace. And the furnishings, right out of the pages of design magazines, that would look great in your living room are everywhere—not just in the lobby.

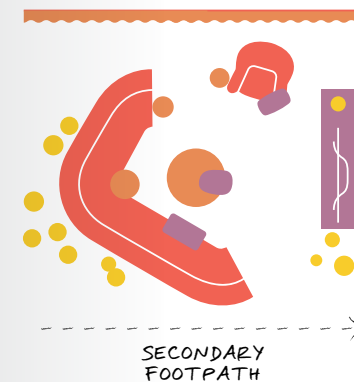
These casual shared spaces—referred to in a variety of ways (resimercial, ancillary, lounge settings, informal spaces, loose furnishings)—have become popular and important places to get work done. Steelcase's Global Study of Informal Workspaces confirms the need to remix the office—the data shows employees prefer to work in a range of spaces, rather than a single setting. And, as organizations become more matrixed and people are more mobile, organizations have responded by reducing the floor space dedicated to individual workstations and replaced them with a range of spaces: cafés, informal meeting areas, lounge spaces, private enclaves, meeting rooms and social spaces.

Yet, despite significant investments to create inspiring workplaces that will attract talent, especially the highly-sought-after Millennials, many of these more casual and fun workspaces sit empty, while others are in constant use. The question is why? Why do people choose one space over another? Is there a right formula for creating these spaces? Given the time and investment it takes, how can organizations get it right the first time?



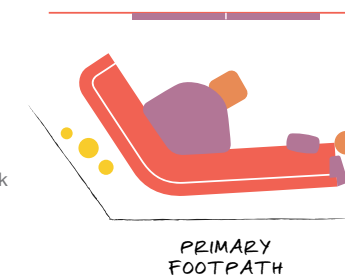
The orientation and high back of Orangebox Aspect cocoons users from foot traffic on the main corridor to minimize distractions.

Orangebox Aspect
Coalesse Lagunitas Table
Turnstone Campfire Lamp



The positioning of this Campfire lounge setting near the plant wall pulls the space away from the main circulation area. Smaller furniture pieces act as an additional buffer to the traffic in the space.

Turnstone Campfire Lounge
Coalesse Lagunitas Personal Table
Steelcase Flex Mobile Power Thread Power
Moooi Perch Pendant Lights



Strategic positioning and the use of high-back panels on Orangebox Away From the Desk provides shielding for both content and conversations while collaboration happens along a busy corridor.

Orangebox Away from the Desk
Coalesse Free Stand
Vicarbe Burin Mini Table
PolyVision Sans Whiteboards
Vicarbe Season Mini



Form Meets Function

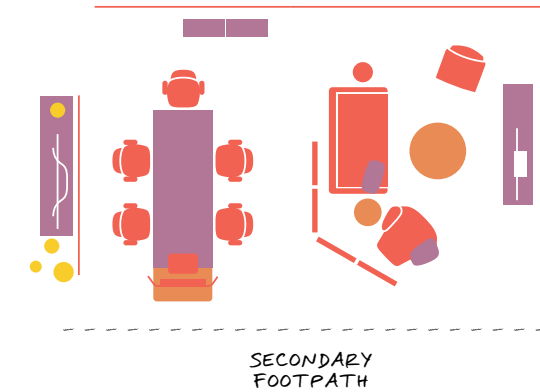
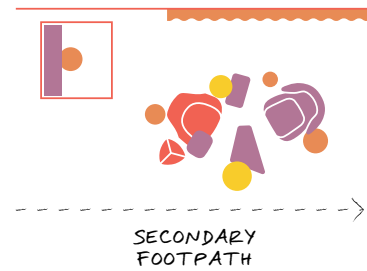
"Most of the time, the primary driver for shared spaces is aesthetics," says Steelcase Applications Design Manager Mary Elaine Roush. "But organizations need to use every square foot in a meaningful way, so these spaces need to also be productive. People need more than a beautiful sofa and a coffee table."

The key, according to Roush, is providing people with a mix of diverse spaces that support different work modes and styles. "Whether it's an informal meeting over coffee, a brainstorm session with a small group or individual or heads-down focus work, these spaces need to be designed with performance in mind," says Roush.

This may be why employees of large corporations are only moderately satisfied with the shared spaces their

organizations provide them. "When we conducted experiments to learn more about the types of spaces people actually wanted, we discovered they may like the aesthetics and the coffee shop vibe, but they'll only use spaces that are functional and help them get their work done," says Roush.

Verda Alexander, co-founder, Studio O+A, San Francisco, agrees. According to Alexander, organizations spend a lot of their energy and focus on trying to make the workplace more comfortable and fun by adding ping pong tables, gyms, yoga rooms and meditation rooms. These amenities can help build culture and promote rejuvenation, but we also need spaces to get work done, says Alexander. Organizations need to turn their focus toward "reducing what's unnecessary and getting back to a focus on work," she says.



These two adjacent spaces are positioned away from the main corridor to minimize disruptions while people collaborate. Different elements are used to promote separation and provide shielding between the spaces and from others: the orientation of media:scape mobile shields people and their content; the Clipper Privacy Screen creates a boundary between the two spaces; a glass partition gives people analog capability and privacy from adjacent settings.

media:scape mobile
Steelcase Flex Mobile Power
Vicarbe Trestle Table
SILQ Seating
Blu Dot Trace Pendant
Blu Dot Hitch Bookcase

This informal lounge setting is designed to support one-on-one conversations. The seating allows for eye-to-eye contact and the SnapCab pod provides some shielding from adjacent spaces. Power and lighting options give people user control and the small tables provide a place for drinks. The Sagegreenlife living wall brings the outdoors in and creates a relaxing environment.

Sagegreenlife Living Wall from Coalesse
Coalesse SW_1 Lounge
Orangebox Avi Chair
Turnstone Campfire Pouf
Turnstone Bassline Table
SnapCab Pod
Moooi Carpets Menagerie
Vicarbe Up In The Air Table
FLOS Captain Flint Lamp
Thread Power

Coalesse Millbrae Lounge
Coalesse Massaud Lounge
Coalesse Montara650 Rocker
Coalesse Free Stand
Turnstone Clipper Screen
Blu Dot Free Range Table
B-Free Small Cube
Blu Dot Clad Credenza
Thread Power
Steelcase Flex Mobile Power
media:scape Virtual Puck



What's Driving Performance?

The demands on the workplace have never been greater. As people spend more time working in teams it's taking them longer to find a place to meet, putting a strain on meeting rooms. The result is a higher requirement for all spaces to support collaboration "on demand." The problem is that they need access to spaces that support diverse activities but many shared spaces are designed primarily for social interactions and provide limited performance. Unable to find the right space for doing heads down work, it's not unusual, for example, to find people doing focus work in large spaces designed for collaboration or trying to collaborate in areas designed for respite.

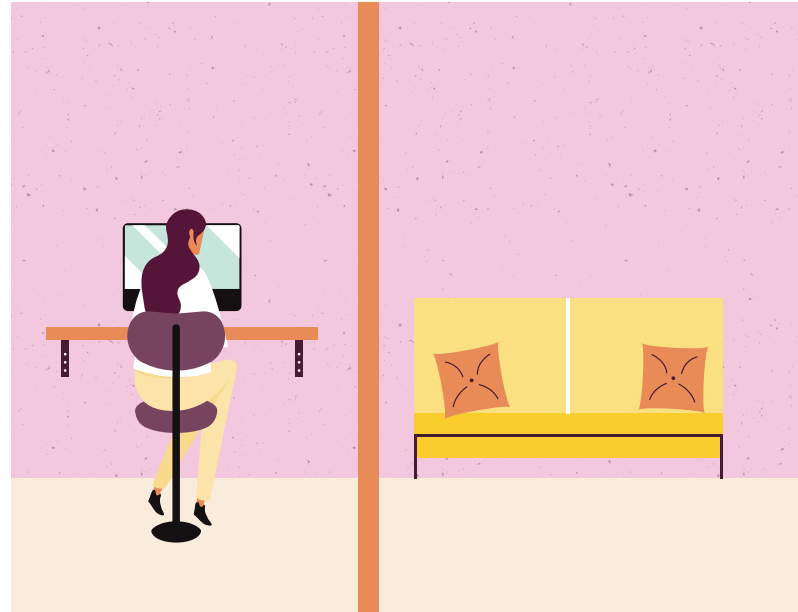
"People come to the office to work," says Andrew Kim, WorkSpace Futures manager. "Behavioral data suggests that they have a tendency to choose shared spaces that provide a certain level of performance. Two aspects that we found are important to users when choosing a shared space are some level of shielding and appropriate postural support for their work and tools. Survey data confirms these learnings as well."

To better understand the spatial attributes that drive occupancy and use, Steelcase researchers and designers conducted 23 experiments in multiple facilities. The experiments compared usage of side-by-side spaces that were identical, except for one attribute.

"These experiments confirm we have to start applying the same level of scrutiny to the details in these spaces as we do when we design workstations for individual work," says Roush. "What work mode is the space intended to support and what amenities support that work? Does it provide enough worksurface space, does it give people equal access to power, is the seating height compatible with the worksurface height? This is what will elevate or activate the performance in these spaces. Despite where the work happens, the needs don't change. So why would you design spaces away from the desk without considering those needs?" she asks.

Experiment #1

People had the choice of two enclaves: one outfitted with a desk and task chair and the other with a lounge chair. The desk setting was chosen far more than the lounge setting by a ratio of almost 2:1. The experiment also revealed that the lounge setting was chosen more by people younger than 35.



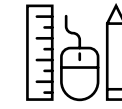
Experiment #2

Two seated-height tables were placed in an open area adjacent to a high-traffic path with little acoustical privacy. One setting also included a large overhead lamp. The setting with the lamp was selected 80% of the time. Researchers hypothesized the lamp created a spatial boundary that provided territorial privacy and made people feel more protected.



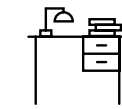
Six Key Drivers

Similar results were confirmed by a separate study conducted by Steelcase when new shared spaces were added at Little Diversified Architecture's office in Washington D.C. (See pg. 92 for details about this study). These experiments and other research from observation studies, surveys and sensor data identify six key drivers that increase the use of shared spaces:



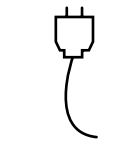
Task-Oriented Amenities

People prefer spaces with amenities similar to those they would find at their primary workstation (i.e. appropriate seating that supports a range of duration, digital displays, power, etc.); yet informal spaces often provide limited posture support.



Working Surfaces

It's important that surface(s) support(s) both work and people's belongings, which few spaces offer.



Access to Power

People are more likely to work in a space where power is available and easily accessible, especially for individual and long-term use; architectural conditions often dictate how easily power can be accommodated and it can often be overlooked. Regardless of estimated duration, power remains a ubiquitous need for workers.



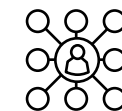
Privacy

We naturally gravitate toward areas that provide some level of privacy; whether it's visual, acoustical or territorial.



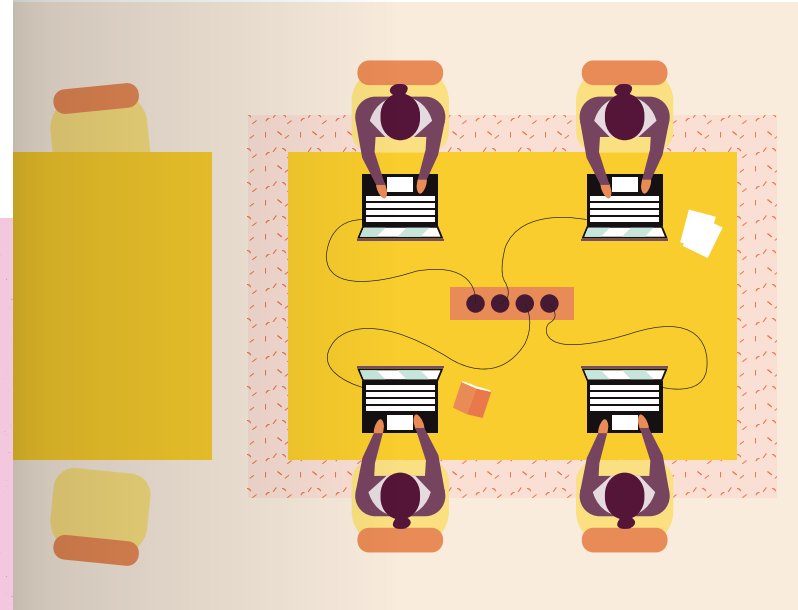
Permission

People need to feel that it's okay to adjust the space based on their needs, yet many times it's not an option or feels like it's not acceptable.



Context

Location often determines use. It's important that shared spaces are in close proximity to people's work zone and colleagues when they need to stay connected. Destination spaces are important when people want to get away and escape.



Experiment #3

Tables were placed in settings with and without access to power. The experiment confirmed people choose tables where power is in easy reach versus tables with no access to power, especially when they are doing individual work for longer periods of time. Power access is less of a factor on seat location for groups and short-term use.

Experiment #4

In settings of side-by-side Brody WorkLounges (one with and one without a footrest), people selected the Brody with the footrest 69% of the time, indicating the desire for more ergonomic support when working in a lounge setting.

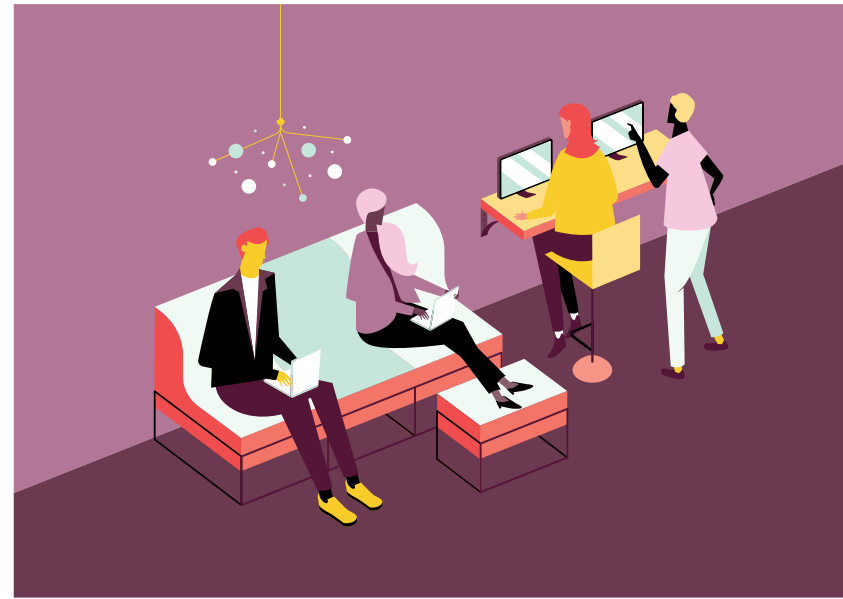


Making Work Feel More Comfortable

When it comes to designing shared spaces it's important to think about how these spaces will support all five work modes—focus, socialize, collaborate, learn and rejuvenate. Since people perform different tasks and a range of activities throughout the day, no one space can support them all. But every space needs to help people be more productive.

“You have to design with the intention to help teams and individuals work more productively no matter what they're doing,” explains Roush. “You can't expect teams to effectively collaborate if the space does not provide them with the proper tools or enough privacy. Similarly, if someone needs to get away to rejuvenate, it's hard if the only spaces available to them are busy cafes.”

To be successful, shared spaces also need to create a sense of psychological comfort, where people feel relaxed and at ease. “It's hard to have good social interactions with people if we don't feel safe,” says “Joyful” author and designer Ingrid Fetell Lee. “A lot of office environments have subtle unconscious things that make us feel less safe. Very open offices where people feel exposed can trigger a sense of a lack of safety. ‘Prospect and refuge’ is an idea coined by the British geographer Jay Appleton, and it explained why we like looking at really open landscapes that have little clusters of bushes and trees in them. We love that feeling of being able to see and get a sense of everything that's going on, but we also need refuge. People need to feel protected and have a sense of safety. If we feel like we're an animal in an open field, then that's going to affect our interactions with other people.”



Posture

Do you have access to a range of postures? Seated. Stool Height. Lounging. Perching. Different postures enable different kinds of work to happen more effectively.

Privacy

Acoustical Privacy

Do you have access to private spaces where you can't be heard, when necessary?

Visual Privacy

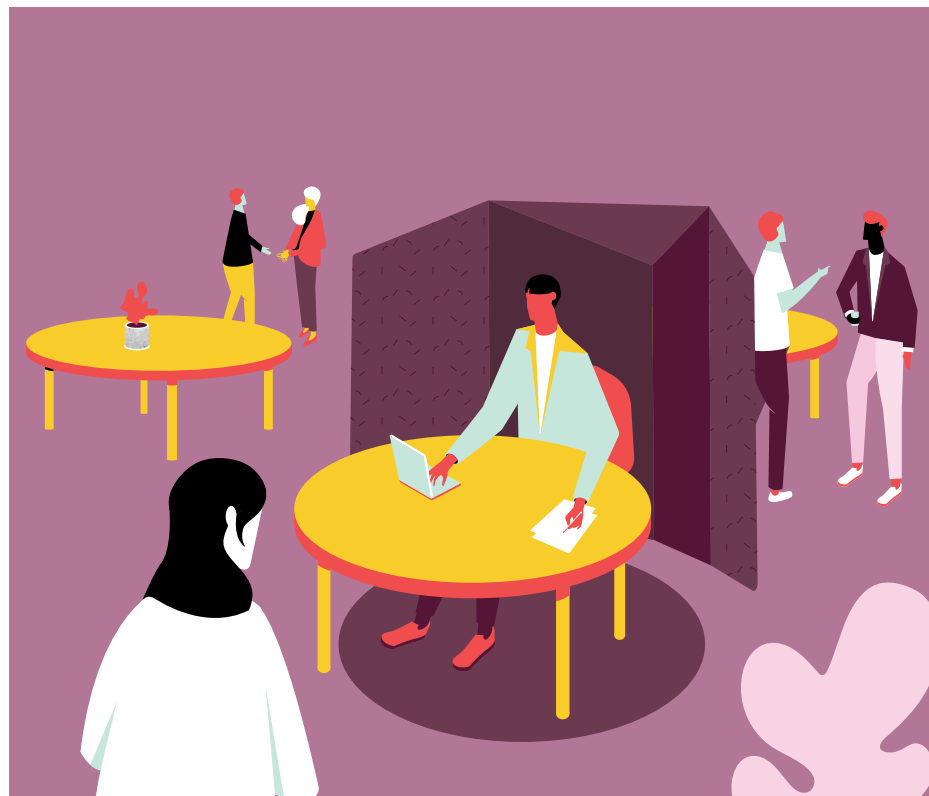
Can you be seen by others? Can you free yourself from sight-induced distractions?

Territorial Privacy

Can you claim a space and control it as your own?

Informational Privacy

Can you keep content (analog and digital) or a conversation confidential?



Proximity

People-to-People

Are people a comfortable distance from one another?

People-to-Technology + Tools

Do you have easy access to the tools and technology you need to get work done?

Furniture-to-Furniture + Space

Does the furniture work well together? Is the setting located in an area appropriate for the type of work being done?



Personality

Does the space help set the tone for your organization's brand and culture?

“You have to design with the intention to help teams and individuals work more productively no matter what they're doing.”

Mary Elaine Roush
Manager, Applications Design,
Steelcase

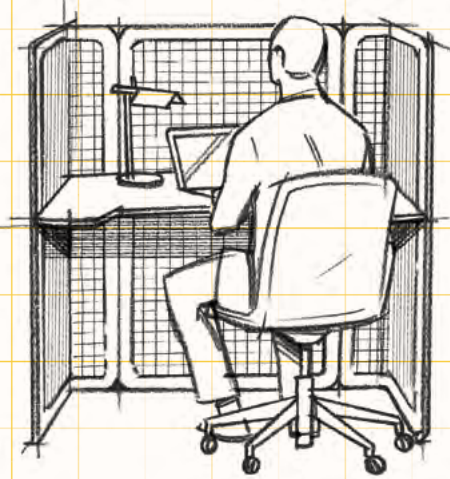


PROXIMITY

Amenities like the Soto Bag Caddy provide users with storage space to keep their tools and personal belongings nearby.

PRIVACY + PERSONALITY

The Sagegreenlife Living Partition provides additional privacy while also bringing greenery into the space for a calming ambience.



PROXIMITY
Personal lighting gives users a sense of control in a shared environment.

POSTURE
A familiar posture with amenities similar to owned workstations allows users to get away for a change of pace.

Privacy

Provide the appropriate levels and types of privacy needed for the work being done

No matter where work happens, workers need to have a sense of security and the right level of privacy appropriate to their work and workstyle. "Privacy isn't always about four walls and a door," explains Roush. "Territorial privacy can be accomplished by a change of flooring and rugs to define boundary and protect workflow. Visual privacy is important to shield and protect the work going on while blocking sightlines that lead to distractions. Acoustics is another dimension of privacy that should be part of your shared spaces ecosystem to support users and groups when the work needs it.

Things to consider:

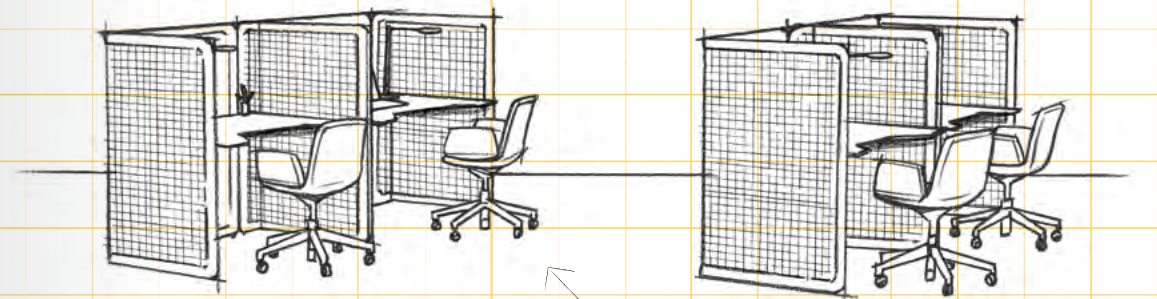
Is the user's back protected or shielded?

Does the orientation of the seating help the user feel protected?

Does the space allow individual and group information to be shielded from surrounding spaces?

Do the users have access to spaces with acoustic privacy?

BEFORE



How can we give this space more personality and life?

How can we give each user more privacy?

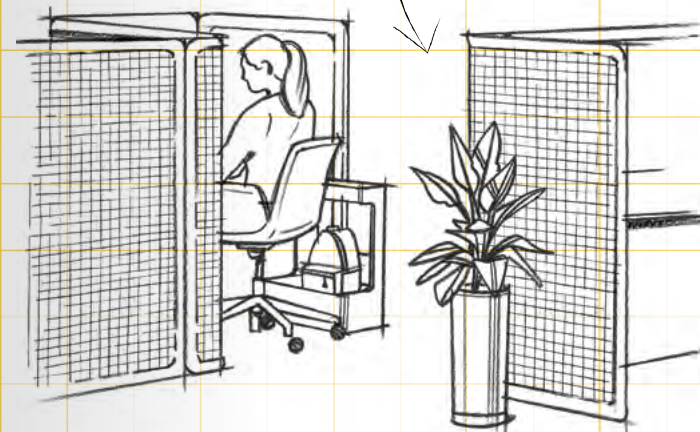
AFTER

Activated Performance

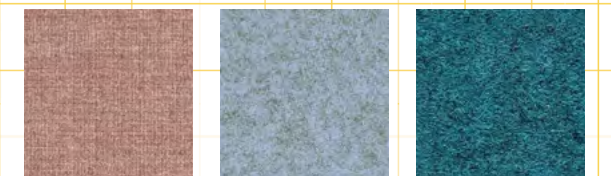


PRIVACY + PROXIMITY

Intentionally plan furniture adjacencies to shield individual users.



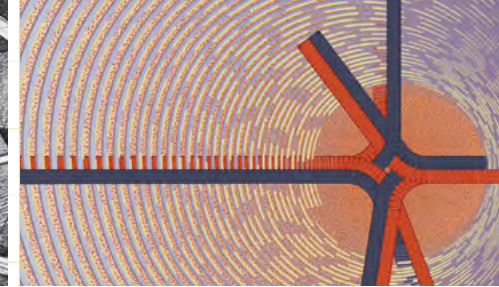
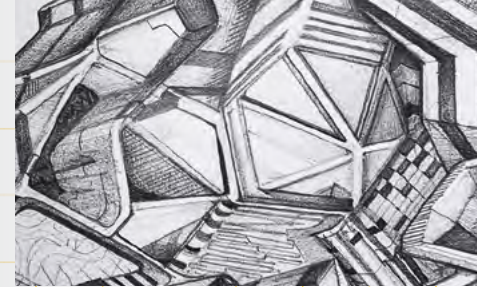
PRO TIP
Consider establishing a noise protocol in the space to support focus work.





PROXIMITY

Easy access to power and tools ensures the space will work hard, no matter how the furniture is rearranged.



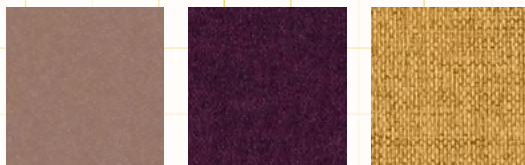
BEFORE

How can we maximize flexibility to allow users to make the space their own?



How can users take their content with them?

Will a backless stool encourage users to move and participate more fully?



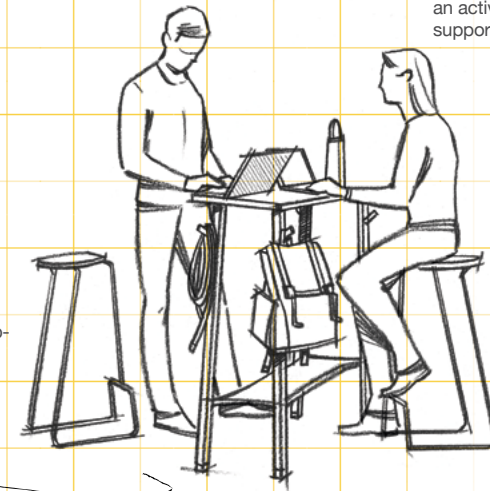
AFTER

Activated Performance



POSTURE

Standing posture promotes an active space that naturally supports generative behavior.



PROXIMITY

Steelcase Flex Slim Table allows everyone to contribute equally and maintain eye contact. It's also a great spot to set your notebook and laptop.



PRIVACY + PROXIMITY

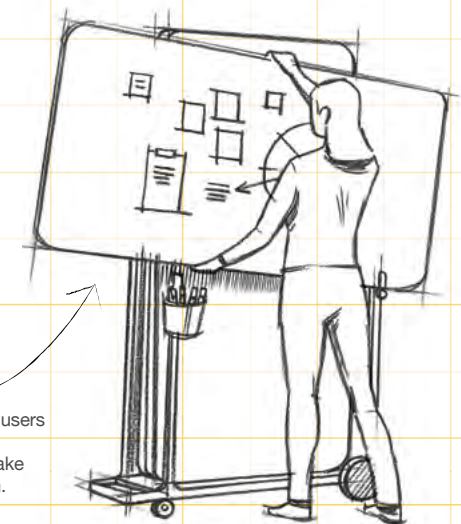
Tack visuals and inspiration on Steelcase Flex Screens, perfect for shielding your space and making content visible.

Posture

Support the body in a posture appropriate for the task, whether seated, stool-height, lounge or standing

Today, very few people spend all day in the same chair at the same desk. This is a welcome change, reducing the physical stress that affects productivity, health and wellbeing. Different postures enable different kinds of work to happen more effectively. This means you have to provide a range of postures across shared spaces. People are sitting in longer durations away from the desk, making comfort in these spaces even more important.

"If you want to promote specific behaviors in a space, you need to think about what posture can help you do that. For example, if you want to enable a more active style of collaboration consider a space that supports standing postures," explains Roush. "If the space is intended for long term deep focus work, a high performance task chair should be used. Spaces designed for social connections would benefit from a more relaxed posture that lounge seating provides."



PROXIMITY

Flexible furniture gives users the ability to create the space they need and take their content with them.

Things to consider:

Does the seating allow equal participation for all users?

Does the posture promote the behavior you are trying to achieve?

Do you provide a range of postures across your shared spaces?

Proximity

Intentionally plan the relationships between people, their tools, the furniture and the overall space

With so many choices that designers have today, the possibilities for how to design shared spaces is endless but this also makes it more difficult to do well, according to Roush. Greater diligence to addressing proximity issues is required. "You really have to think about the relationship between people in the space, access to the technology and tools they'll need, how the furniture pieces actually work together and, finally, where the space is located in the overall floorplan to be successful," says Roush.

"Much like you would host someone in your living room, you need to arrange these spaces so that users feel comfortable and welcome. In order to promote good conversation you have to create a space that allows everyone to participate equally. It should also provide a comfortable distance between people," says Roush. For example, highly varying seat heights can cause awkward social experiences—a consequence of the growing amount of choice. Seat heights should be consistent to promote comfortable eye contact. It is also equally important to provide the right tools and technology in the space to support the behavior you're trying to encourage. People need easy access to these tools, which include digital and analog displays to share content or brainstorm.

Another critical factor to designing a space that is functional requires that the furniture works well together. "Much like a task chair needs to be the appropriate height to relate to a desk, this same principal needs to be extended to shared spaces," says Roush. For example, if a table is in the space and intended to be used in a lounge posture, it's important that those two objects physically work together if you expect people to be able to get work done. Is the table in the space at an appropriate height relative to the seating so people can use their devices?"

Finally, you must consider where these spaces are located in the overall floor plan. "You can put the same setting in two different places and in one area it works really well and it's always highly utilized and in the other no one uses it," says Roush. "And it's probably because it's not in the right place. Adjacencies and proximities are really important and you need to plan them thoughtfully, taking into consideration work modes and workflow."

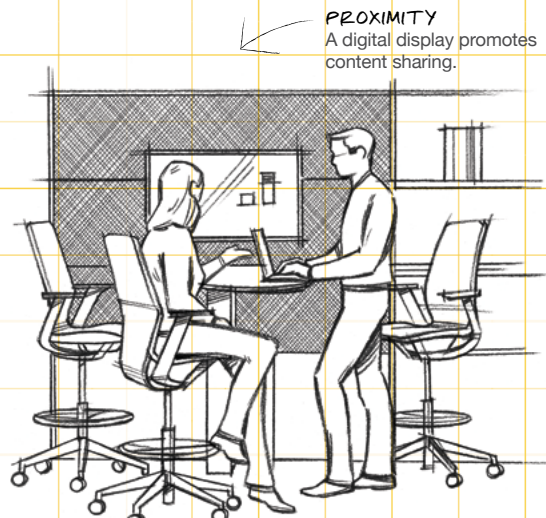


PROXIMITY

Ensure convenient access to collaborative tools and power to promote equal participation.

PROXIMITY

Hang your bag or coat on a coat rack to keep belongings out of the way, but available when needed.



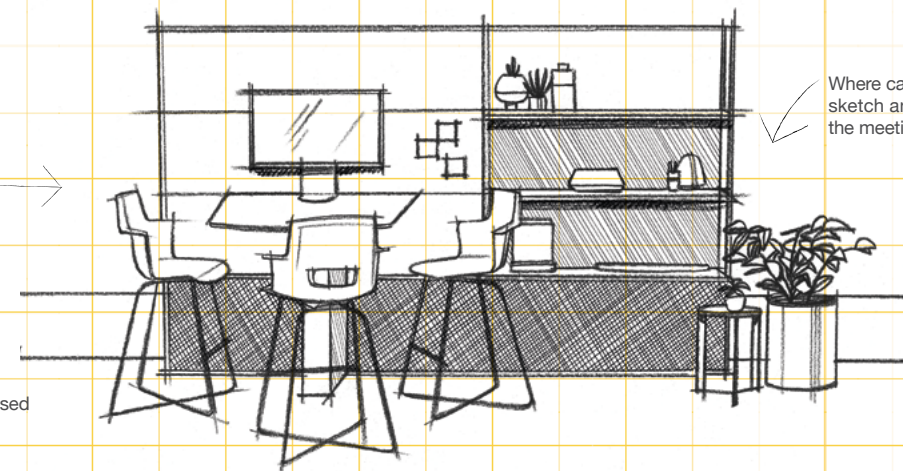
PROXIMITY
A digital display promotes content sharing.

POSTURE
Self-adjusting comfortable stools provide support for both long and short durations and ease transitions between activities.

BEFORE

Will users be comfortable during both long and short meetings?

Will users feel too exposed to socialize their ideas?



AFTER

Activated Performance



Things to consider:

Is the location appropriate for the type of work being done?

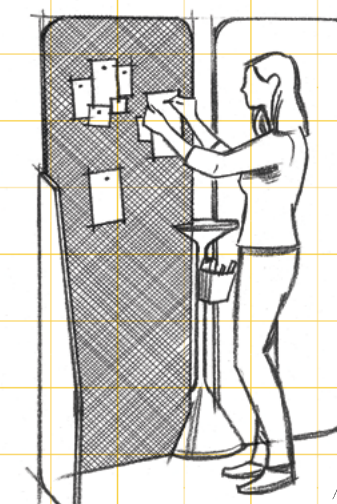
Does the setting promote equitable eye contact?

Are people a comfortable distance from one another for the intended activity?

Are tools and technology within reach?

Does the setting support people's belongings?

Does the furniture work well together from a dimensional standpoint?



PRIVACY
Screens provide shielding for displayed content while offering flexible control.

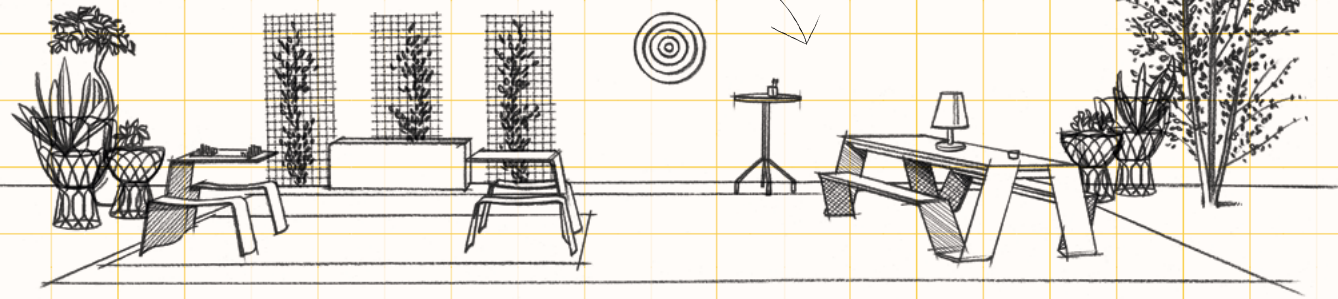
PROXIMITY
Screens are easily accessible for analog content generation.



BEFORE

How can this space be energized?

Can use be increased with protection from the elements?



How can personal preference be supported with a variety of seating options?



AFTER

Activated Performance

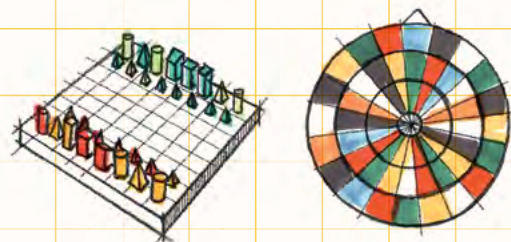


PERSONALITY

Lighting elements help to create ambience.

PROXIMITY

Group games allow for casual conversations to happen, building trust with peers.



PRIVACY + PERSONALITY

Add an outdoor rug from the Nanimarquina Collection for Coalesce to create a territorial boundary and inject ambience.

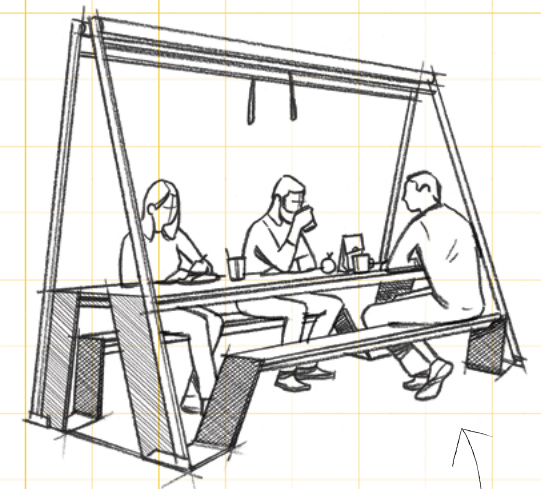
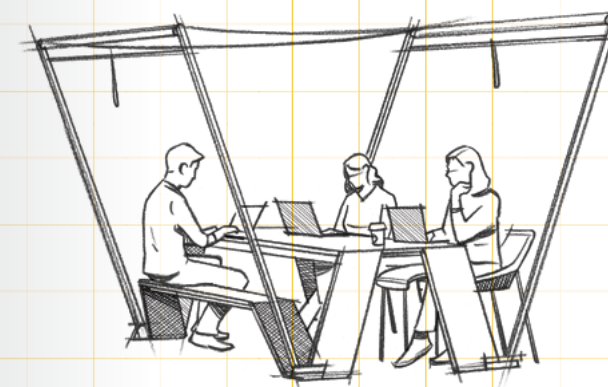


POSTURE

Offer a variety of seating options (Emu Heaven Guest Seating pictured here) to ensure inclusivity.

PRIVACY

User-adjustable shades allow access to daylight, protection from the elements and shielding from above.



PROXIMITY

Support face-to-face conversations.

Personality

Express the unique brand and culture of an organization to attract and retain talent

“Aesthetics still matter. Personality is how organizations can put their stamp on these spaces and communicate its brand and culture to its employees and visitors. You want to use personality as a tool—position that personality in the right places in the office and combine it with the other principles, and then you’re going to really be in the sweet spot of performance,” says Roush.

Everyone has personal preferences and responds differently so it’s also important to offer a range of aesthetic choices to individuals and teams.

Things to consider:

Are you balancing the level of performance with personality appropriate for the organization?

Are you thinking about personality as a tool? i.e. wayfinding or team identity



Eliminating Complexity

Beautifully Easy

Think holistically about the relationship between posture, privacy, proximity and personality.

Organizations are trying hard to create the kinds of places where people want to work and where they can get work done. No one wants to invest in a place that looks great but isn't getting used, yet too often leaders look around their offices and wonder why some areas are popular and others sit empty. There is no one size fits all approach, but thinking holistically about the relationship between posture, privacy, proximity and personality will go a long way toward creating places where people feel a sense of psychological safety and can be productive.



Want to learn more?
Listen to the series on *What Workers Want*, a Steelcase 360 podcast, where designers and workplace experts discuss how to create high performing spaces in the open plan. Visit: steelcase.com/openofficetruth

Designing a great workplace just got a lot easier

As companies look for spaces that feel bespoke, a designer's job is getting harder. They're spending many hours looking for inspiration, tracking down details from numerous manufacturers and scanning sites for unique statement pieces. Facilities and real estate teams are also spending increasing amounts of time trying to coordinate efforts across a wide range of manufacturers and schedules. Listening to designers and clients describe how time consuming these frustrations can become is what inspired a team of people at Steelcase to ask, "How can we leverage technology to provide easy access to diverse products and create a streamlined and reliable ordering and delivery process?"

Their answer is Steelcase Marketplace, a new online platform for easily sourcing and specifying products from a curated collection of over 3,000 options from 50+ brands. Add the expertise of the Steelcase Operations team and complex projects just got a lot easier.

Introducing Steelcase Marketplace

Create and Collaborate With Ease

Whether you're looking for a few products or 200, Steelcase Marketplace can help you find just the right solutions to bring your vision to life. Designers can explore products from the Steelcase family of brands, as well as an ever-growing list, including household names such as West Elm and Blu Dot to smaller shops like LeadHead Glass, Anchal and The Skateroom. Once they've identified what they want, Steelcase Marketplace creates a single order, one delivery and even one punch list, eliminating the complexity that happens when you source products from multiple places.

"When we heard designers describe what their days can be like it was so overwhelming that we said, 'We've got to do something to help,'" says Joel Schellhammer, vice president, growth, integration and value creation. "It's not easy work and it requires access to the most innovative and unique solutions. Steelcase Marketplace was our response to this challenge," he notes. "It streamlines the process and helps designers spend more time designing and less time weeding through paperwork, getting them back to doing the work they love."

"We have been carefully curating a unique portfolio from some of the world's most iconic and forward-thinking design brands," says Rebecca Steketee, who leads the Marketplace team and other digital initiatives in an effort to give dealers, designers and clients a better way to create diverse spaces. "These partners offer a diverse and eclectic selection of innovative furnishings, lighting, rugs, wallcoverings and accessories without adding complexity because you can access everything with the ease and reliability of the Steelcase distribution network and a new online platform that saves time and money."

Steelcase Marketplace helps reduce the manual work designers do and streamlines the development of

project boards, cut sheets and spreadsheets for RFPs, leaving more time to focus on the more creative details. It also allows users to save product images and download Revit symbols, making it faster to pull design proposals together. "With just one click you can download symbols, export bid packages into Excel, approve product or request a quote," says Steketee.

Designers are reaping the benefits. Justina Potoczak, Diekema Hamann Architecture, is very excited about using the tool to save time and make project specification easier. "Where has this been all my life?" asks Potoczak. "On previous projects, I'd spend days typing those product details in. I love how intuitive this is."

Communication is also easier. Designers can invite team members, clients and Steelcase dealers to work on their projects, allowing collaboration and streamlining of the design and approval process. Clients can use Marketplace to browse products and gather ideas, making it easier than ever to share their taste and desired aesthetic with their designer.

This makes it easier for the client and designer to get a shared vision of the project.

Learn more about how Steelcase Marketplace can help design professionals and their clients create and collaborate with ease: www.steelcase.com/marketplace



Discover

Find what's new and what's next. Explore products from some of the best and most forward-thinking brands across a range of looks and prices—all in one place.

Create

Save time and streamline even the most complex projects. We've made it easy to create project boards, compare and specify products, download Revit symbols and keep an eye on your budget.



Collaborate

Connecting designers, clients and dealers has never been easier. Project teams can share design feedback, get quotes and place orders simply.

Concierge Team Offers Human Touch

We've all experienced it. We run into a problem with a product or service and we call an 800 number for help. What happens next is often anything but helpful. A series of automated messages take you through a maze of options that often end without a solution or a real person to speak to.

Making it easy for designers to get the information they need when they need it was the objective behind the creation of the Design Portfolios Concierge Team. Along with our Design Portfolios sales consultants in the field, the Concierge team works directly with interior designers and architects to help them realize their designs when specifying products from Steelcase, Coalesse, Turnstone, Orangebox and Steelcase partners such as West Elm, Bolia, Viccarbe and Carl Hansen & Son.

"Our expert Concierge team's rapid response to requests speeds up the design specification process, saving designer's valuable time," says Design Portfolios VP of Customer Experience, Lisa Clark. This team of product experts and project managers think outside the box and go above and beyond the day-to-day to solve any challenge faced by a customer.

What services does the Concierge Team offer?

Concierge provides customers with expertise around complex specifying and buying processes, including diverse COM assistance, product customization and project management. This service turns complicated, time-consuming processes into simple experiences for the specifier.

Who is on the Concierge Team?

The Concierge Team is made up of very knowledgeable team members with an average of 15 years of experience. The Coalesse Concierge Specials Team is another critical part of this group who provides specials quotes for RFQs, consults on specials requests, and recommends alternate products when needed for our Coalesse brand.

How does Concierge work with architects and designers during the design process?

Partnering with A&D and Sales through specifying and ordering, Concierge strives to navigate the complexities of processes and paperwork that can accompany specifications. In addition, we can facilitate discussions on surface materials, product options, models, lead times and check pricing.

Contact the Design Portfolios Concierge team at DP_Concierge@steelcase.com or call 800.627.6770.

Saving Customers Lots of Time and Headaches

One Customer's Story

A 60-year-old, multi-billion dollar global energy company was looking to create a dramatically different and vibrant workplace to attract the best talent. Its design firm had developed a plan that added lots of diverse social and collaborative spaces as well as areas for focus and deep work. It looked amazing and delivered on everything the client needed.

But the design included 128 different products from 50 companies, making it a complex project where many things could go wrong. Every time an additional manufacturer (not to mention 50) was added to the mix there was a greater potential for damage, larger offloading costs and the expense of double-handling product. List prices, warranties and lead times were all different. And since most deliveries come in partial loads, products from different manufacturers would need to be shipped to a distribution warehouse first where they are off-loaded and then reloaded onto another truck headed to the project site. This increases the risk that the product would miss an installation window. With construction labor in such high demand, one delay could quickly snowball and set the entire project behind.

1 Truck, 0 Headaches

McCoy-Rockford, a Houston-based Steelcase dealer, had a better idea. They used Marketplace to realize the designer's vision while eliminating the complexity of managing 50 different suppliers. "It was clear going from 50 brands to one family of brands would save our customer time and money and mitigate risk. Plus, we were able to bring their design to life down to the very last detail and make it easy," says Ken Beaver, president and CEO, McCoy-Rockford.

Since all products came from a Steelcase brand or partner, everything shipped together and arrived at the same time, color coded by floor and sent directly from the truck to where it would be installed. The estimated savings in time and money totalled \$1 million.

So, how did they do that?

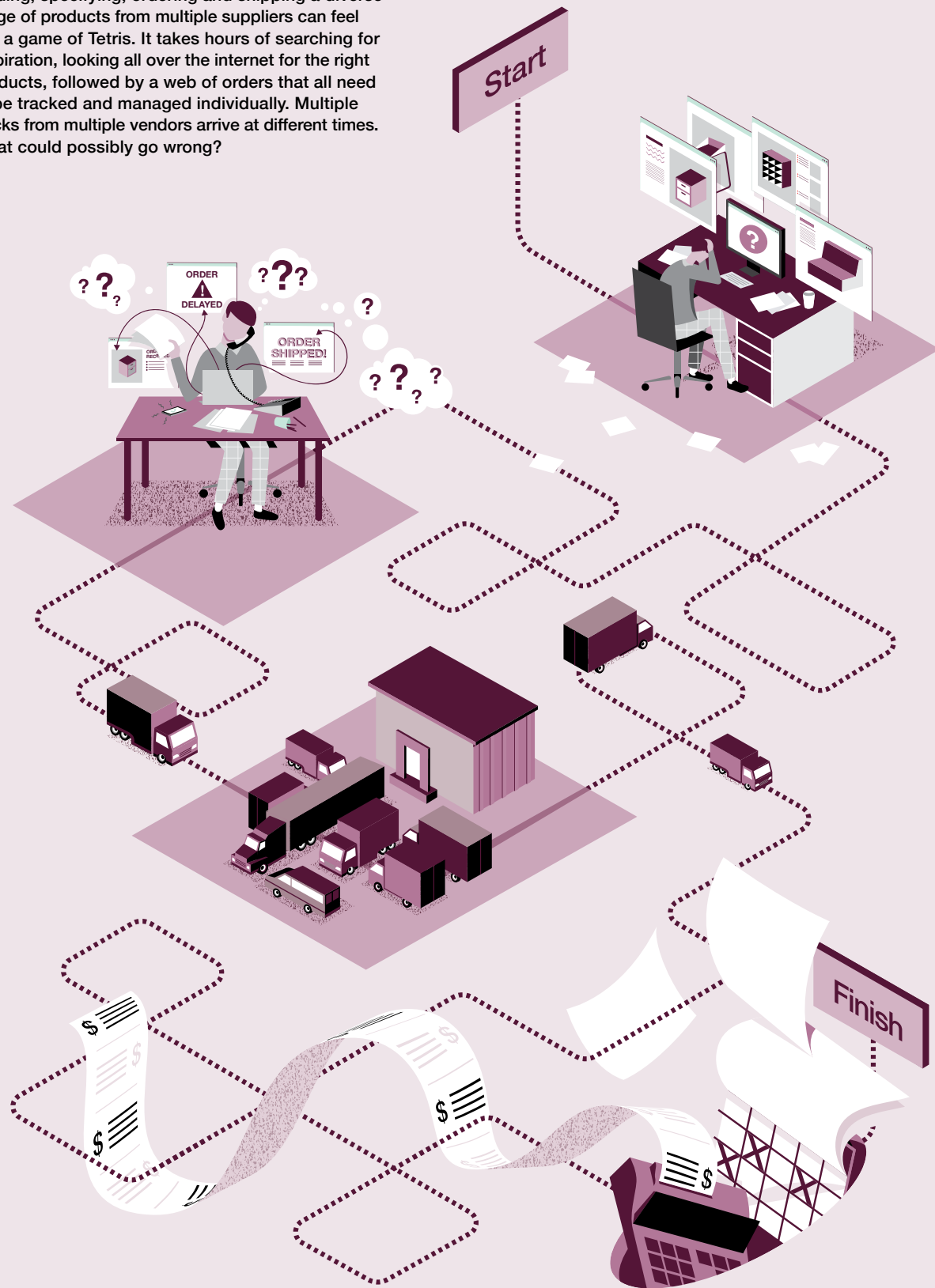
The client was located in a very remote area and to execute a large scale project required significant behind-the-scenes coordination. "Our infrastructure allows dealers to order and schedule partner products just like they do Steelcase products," says Brad Vernier, vice president, Steelcase global order fulfillment.

Before any orders are entered, teams capture key data like packaging information, dimensions and weight in addition to pick-up and delivery information. They also need site information such as the availability of a loading dock and other equipment. Each piece of data is crucial and any gaps in information can mean delays. When it came time to deliver, an operations team tracked weather, traffic and news events from its nerve center to solve problems before they might happen. This attention to detail allows Steelcase to deliver more than 150,000 products daily with a complete order rate of 99.8%.

"We were able to deliver on every promise we made when it came to this project, which is something we could not have done a few years ago," says Beaver. "We saved the client time, money and a lot of headaches and they got their new workplace just the way they wanted."

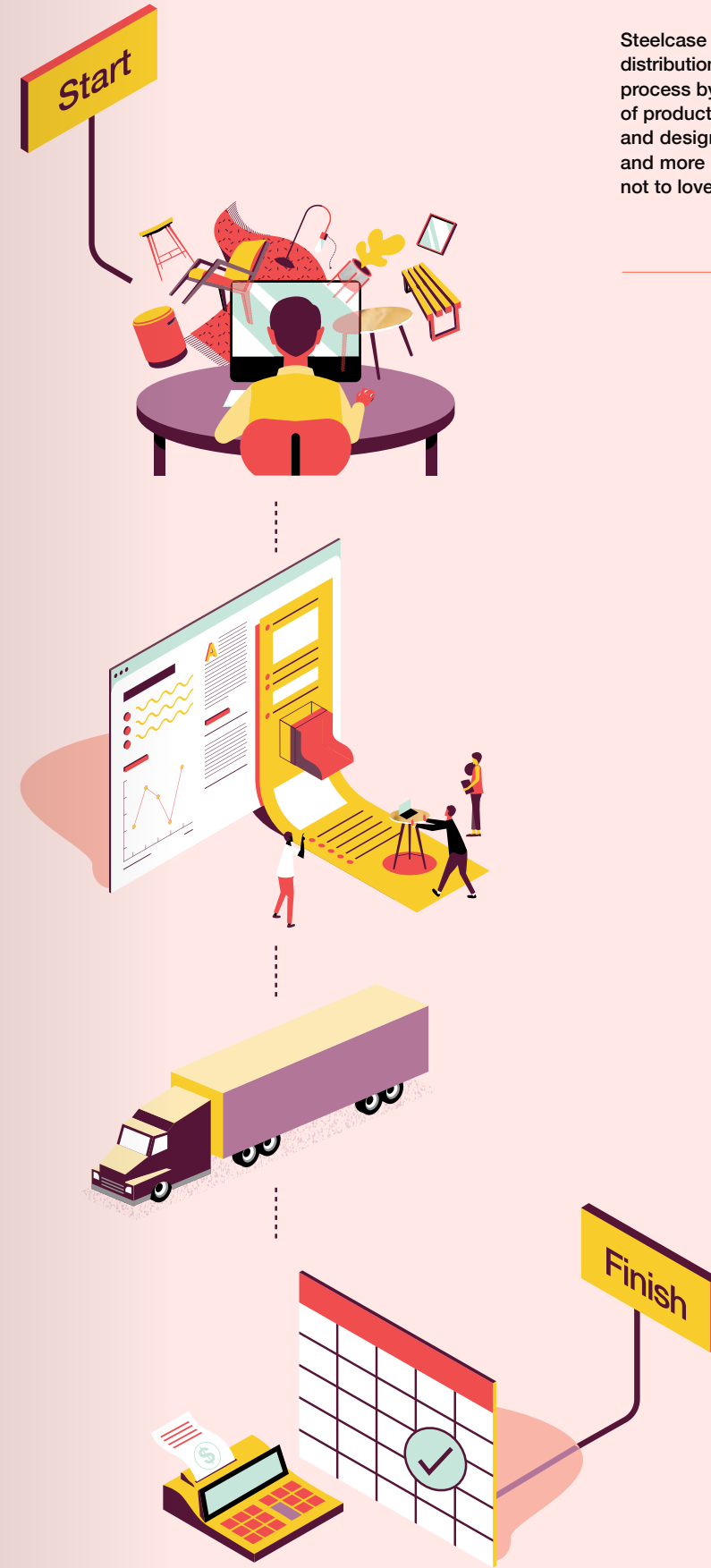
The Hard Way

Finding, specifying, ordering and shipping a diverse range of products from multiple suppliers can feel like a game of Tetris. It takes hours of searching for inspiration, looking all over the internet for the right products, followed by a web of orders that all need to be tracked and managed individually. Multiple trucks from multiple vendors arrive at different times. What could possibly go wrong?



The Easy Way

Steelcase Marketplace, combined with the Steelcase distribution network, simplifies and streamlines the entire process by using one online portal to access thousands of products, and enables collaboration between client and designer. It makes the whole process faster, easier and more reliable—saving time and money. What's not to love about that?



Easy

3,000+
products

1
delivery

50
brands

Accurate

99%
of orders shipped
on time

Saves Money

fewer hours + less
complexity + reduced
freight

\$1,000,000
of savings*

*Actual savings vary based on project size

Bringing the Vision to Life

Fresh Designs

Amanda VanDuyn, an applications specialist with Steelcase Marketplace provides design services to A&D and customers for strategic projects. She is a graduate of Kendall College Art & Design School.

One Space. Four Designs.

Steelcase Applications Specialist Amanda VanDuyn demonstrates how to use Steelcase Marketplace and its diverse portfolio of products to create four distinctly different looks for her client's lounge space.

Steelcase Marketplace allows products to be grouped by spaces — drop these distinct applications into your next project by exploring www.marketplace.steelcase.com/360-lounge.



Uhuru Tack End Table

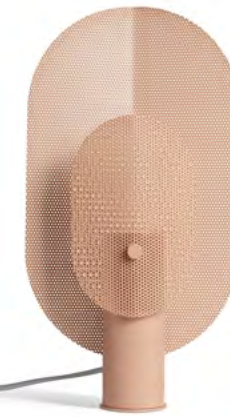


Rockstar Vibe

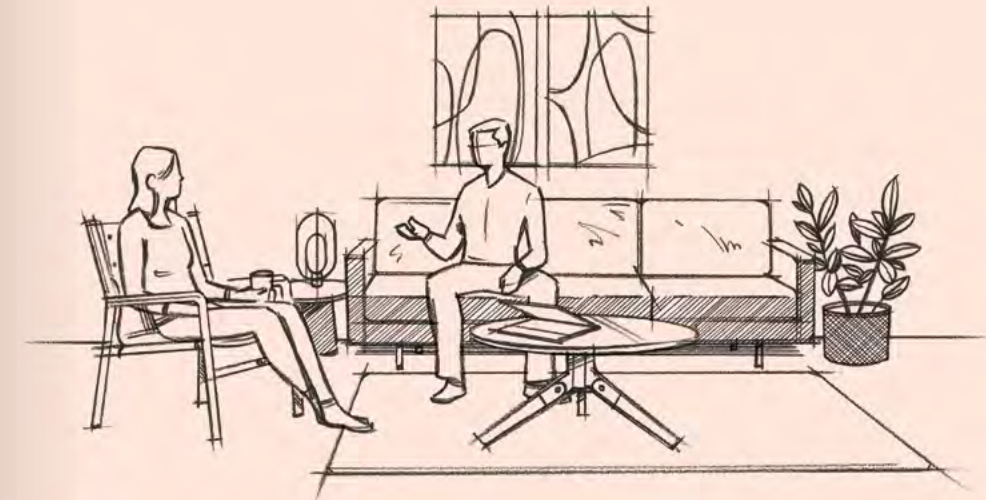
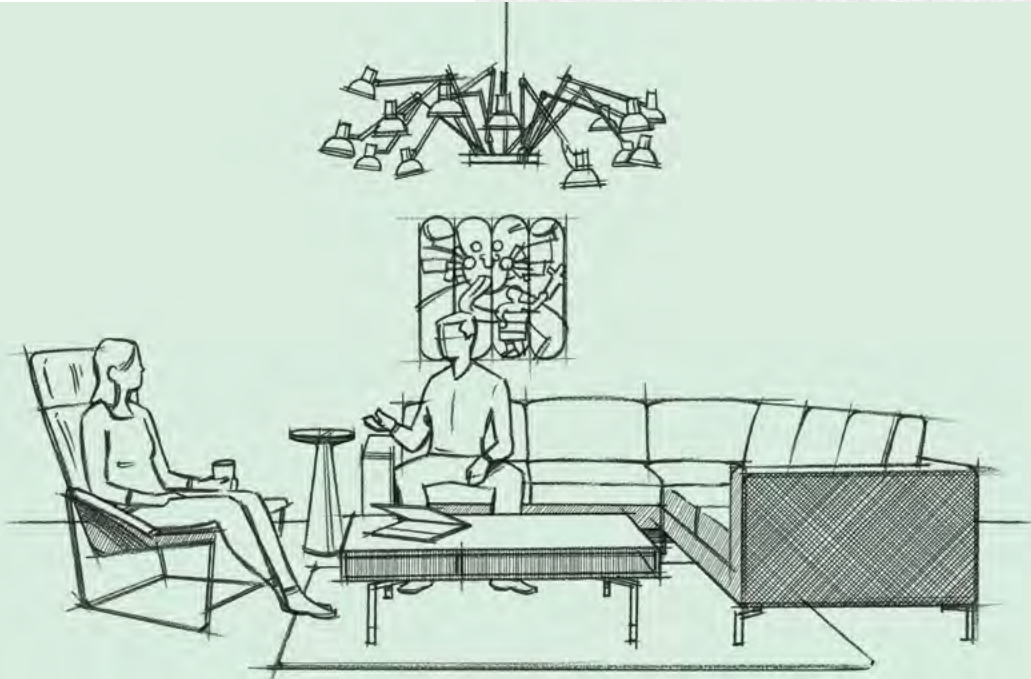
“To design a space that felt moody and grungy, pieces like the Turnstone Bassline Box Top Coffee Table and the Uhuru Tack End Table create a sense of rebellion and express a punk maverick aesthetic. A mix of materiality in this arrangement such as lux coatings and accent pieces like Moooi Dear Ingo Chandelier really drive home that rockstar vibe.”



Misewell Conrad Table



Blu Dot Filter Table Lamp



Moooi Dear Ingo Chandelier



Turnstone Bassline Box Top Coffee Table



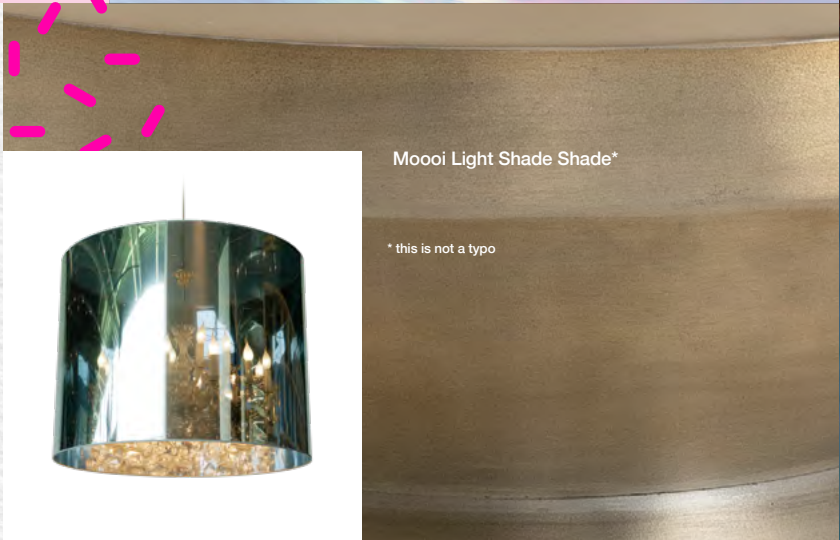
Bolia Soul Lounge Chair

A Sense of Wellbeing

“Earthy and approachable—with Scandinavian undertones—was a recent client request. The Bolia Soul Lounge Chair and Misewell Conrad Table evoke a sense of wellbeing through honest and handmade designs. People can relax in this airy and calming scene with natural tones and sustainable finishes complimented by accessories such as the Blu Dot Filter Table Lamp.”

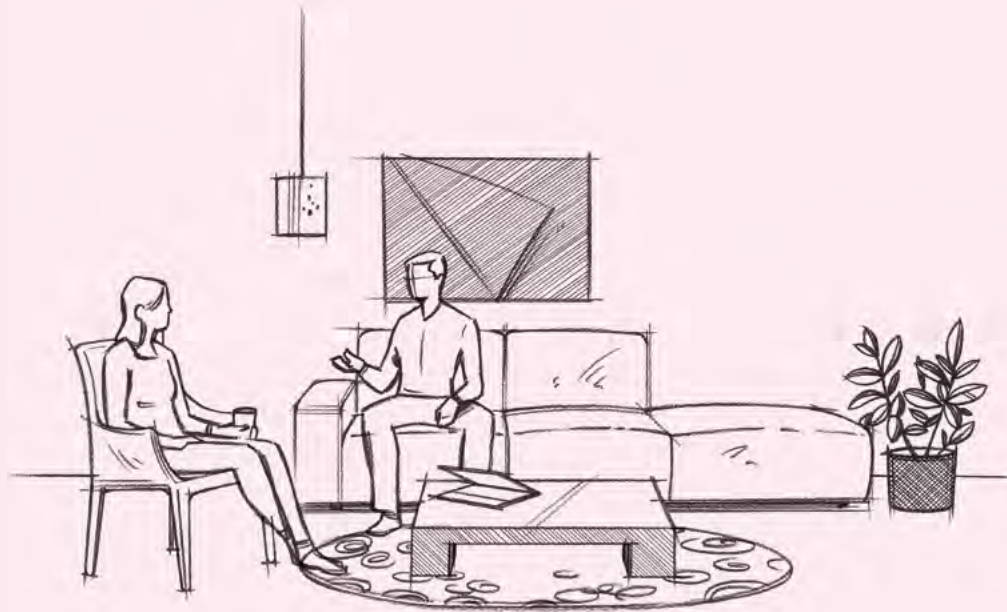
Modern Design

“This client wanted a space that was invigorating yet still feminine. The Mitchell Gold + Bob Williams Clair Occasional Chair and the Moooi Light Shade Shade add energy and a fresh look with clean lines and eccentric additions. The already modern design was transported into the future with the electric accent and colorful impact of the Moooi Carpets Malmaison Berlingot Round Rug.”



Moooi Light Shade Shade*

* this is not a typo



Moooi Carpets Malmaison

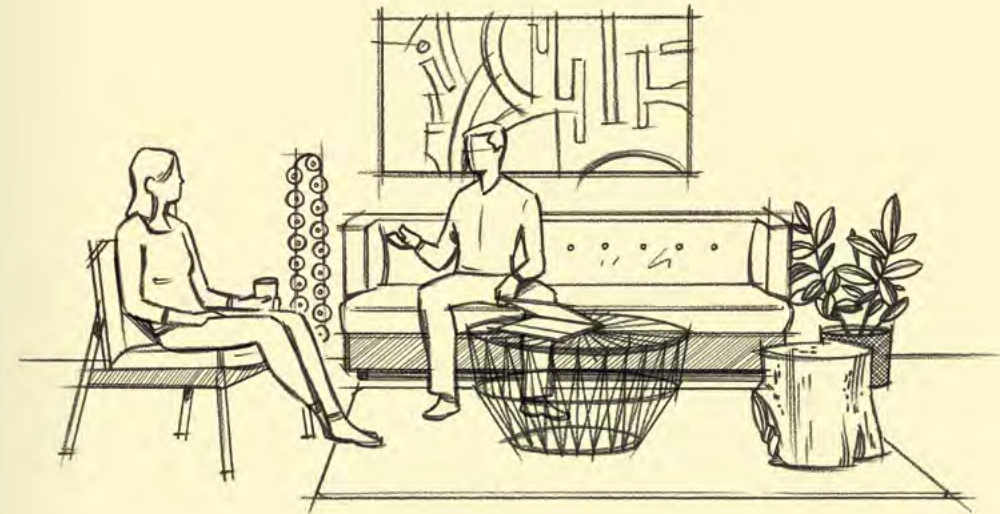


Mitchell Gold + Bob Williams Clair Chair

Moooi Prop Light



Bend Goods Drum Table



Inner City Vibe

“This fun client asked for something graphic yet regal. The Moooi Prop Light and Bend Goods Drum Table convey a sporty and edgy visual—things that still felt luxurious with an inner city vibe. The use of other unique products like the Blu Dot Cat’s Pajamas Lounge Chair Table formulate a provocative and iconic showplace and allow the client to express their brand and culture.”



Blu Dot Cat’s Pajamas Lounge Chair

Bringing the Vision to Life

Endless Choices

The Steelcase family of brands and its partners offer diverse choices for creating places where people love to work.

Every organization wants to express and nurture their culture in ways that are right for them. Steelcase is making that easier than ever by bringing together some of the most compelling brands, and curating a portfolio of iconic and innovative designs in furnishings, lighting, rugs, wallcoverings and accessories—all available to source and specify on Steelcase Marketplace. Combined with the extensive portfolio already available from the Steelcase family of brands—Steelcase, Coalesse, Turnstone and Orangebox—now designers have almost unlimited options to create the workplaces people love.

Take a look.

Steelcase



Love how you work

If you haven't looked lately, check us out. We've got a fresh approach and an extensive portfolio to help you create places where people love to work.

coalesse



Bringing new life to work

Led by intuition, backed by research, and driven by design—Coalesse creates thoughtfully crafted furnishings that *bring new life to work* with warmth, vitality and soul.



orangebox

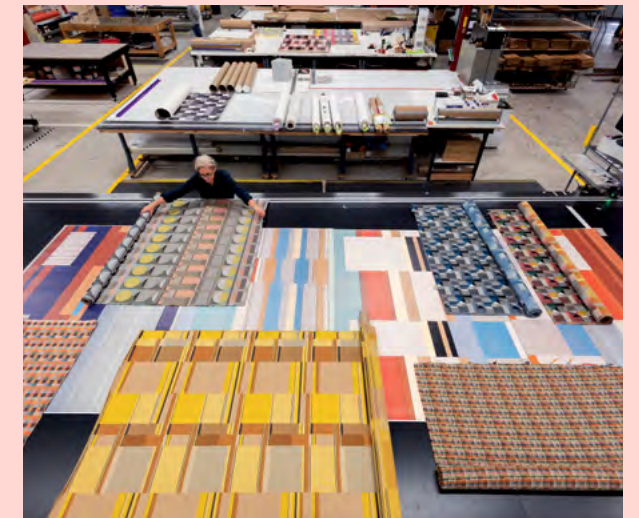
The Smartworking Company

Orangebox's Smartworking philosophy focuses on the needs of the collaborative team, and on creating new furniture archetypes and products capable of delivering the flexible collaborative tools and ways of working demanded by today's workplace.

DESIGNTEX

Necessary.
Useful.
Beautiful.

From textiles to wall coverings, Designtex produces digitally imaged materials with reduced environmental impact.



turnstone

Start something new

From education to entrepreneurship to enterprise, Turnstone makes cleverly simple furnishings for workspaces where you can start something new. We help teams create invigorating places where people can work and learn, to turn beginnings into breakthroughs.

west elm

vibrant



meaningful

Designed by West Elm, brought to life by Steelcase.

Meet the West Elm Work Collection, a partnership between Steelcase and global modern furnishings retailer West Elm. Together, these design leaders are applying their expertise to humanize the workplace and create inspiring environments with high performance durability.

West Elm Work Collection is what happens when you combine Steelcase's engineering and manufacturing experience and innovation focus with West Elm's distinct modern design sensibility and residential know-how: a more vibrant, meaningful and productive workplace.

productive

m o o o i + m o o o i c a r p e t s

a life

Sparkling and innovative design

For almost twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. Named after the Dutch word for beautiful—the third ‘o’ in the brand name stands for an extra value in terms of beauty and uniqueness. Founded in 2001 with the goal of making spaces more inspiring and exciting with unconventional lighting designs, the company extended their reach in 2015 when it introduced Moooi Carpets. Together they help designers create a life extraordinary and eclectic spaces with their rich, refined collection filled with unique, iconic and breathtaking lighting fixtures and rugs.



extraordinary

THE SKATEROOM

Art for Social Impact

Eager to effect positive change in the world, The Skateroom prints cool, iconic art on skate decks to create unique wall decor which in turn funds skate parks and arts education programs in poverty-stricken areas around the world.



FLOYD

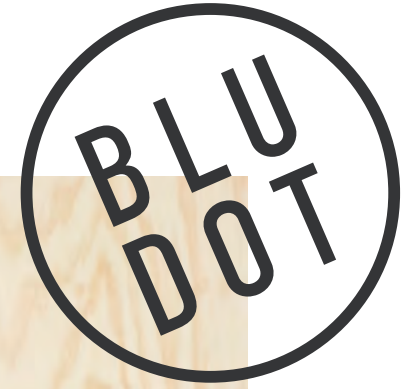
Lasting quality for how people live

Tired of disposable furniture that too quickly ended up in the landfill, Floyd was founded by Kyle Hoff and Alex O'Dell in 2013 to create products of lasting quality for how people live today.



Impeccable craftsmanship

Founded on honest design articulated through unique materials and impeccable craftsmanship, Miles & May is committed to sustainable, bespoke furniture that is built to withstand the test of time.



useful

affordable

desirable

Good design to as many people as possible

As friends in college, Maurice Blanks, Jon Christakos and Charlie Lazor shared a passion for art, architecture and design. After school, they went looking for modern design to furnish their first homes, but quickly discovered the things they could afford they didn't like, and the things they liked they couldn't afford. They figured they weren't alone and so Blu Dot was born.

Twenty years later Blu Dot continues to create useful, affordable and desirable products to bring good design to as many people as possible. They recently received Cooper Hewitt's prestigious National Design Award for Product Design.

FLOS

adding poetry

Illuminating the human experience

Latin for flower, the name FLOS is recognized as a source for illuminating the human experience by offering finely-crafted pieces created by lighting artist legends, which include icons such as the Castiglioni brothers, Tobia Scarpa, Philippe Starck and Antonio Citterio. The Italian lighting pioneer believes that light is more than just a basic need, it is a living substance that helps us to express new ideas and explore new emotions.

Flos has revolutionized the art of lighting by honoring tradition while embracing innovation. The result: lighting that transcends function, adding poetry to illumination to create modern classics that do more than light up a room.



to illumination

skram

Organic, hand-shaped furniture

When Jacob Marks first began designing furniture, he was a one-man shop in the woods of North Carolina. Today, Skram is a thriving, sustainable furniture company with designs that have been internationally recognized for their warmth, austerity and timelessness.



SNOWSOUND

Acoustic Technology & Design

A quiet and peaceful world

By pairing their patented technology with innovative designs, Snowsound has created a collection of acoustic products that mimic the properties of freshly fallen snow and add a unique aesthetic to any space.



Timeless American design

Founded in 2013, Tronk prides itself on its unique designs, material quality and craftsmanship, creating furniture that will last years, without ever going out of style.



Bolia.com

built to last,

New Scandinavian Design

A passion for Scandinavian design traditions, sustainable materials, craftsmanship and creativity is at the heart of everything Danish designer and furniture manufacturer Bolia creates. Unbridled or afraid of change, the award-winning company works with a collective of more than 30 independent designers, who find inspiration from the vivid nature that surrounds them.

Inspired by the colors and materials found in mother nature, each design reinvents Scandinavian design to create beautiful furniture built to last, to love and to keep.



to love

and to keep

uhuru

new



Brooklyn inspired

What do salvaged Coney Island boardwalk planks or reclaimed Kentucky bourbon barrels have in common? They were both inspiration for Brooklyn-based furniture firm Uhuru Design. Since starting up in a rented garage space in Brooklyn 14 years ago, partners Jason Horvath and Bill Hilgendorf, have established Uhuru at the forefront of New American Design.

By finding and designing around materials with rich histories, the furniture design firm's design process highlights the creative reuse of storied and naturally-weathered materials and inspiration drawn from its Brooklyn surroundings.

american design

ANCHAL [on-chal]

Textiles by hand

Award-winning nonprofit social enterprise Anchal employs more than 150 women in India who create sustainable throw pillows, quilts and linens by hand, based on designs by co-founder Colleen Clines and her sister Maggie.



Bend Goods

Fusing beauty with utility

Bend is on a mission to create designs that are superbly crafted, delight you aesthetically and shape your life. Its hand-bent and spot-welded pieces are designed to blend seamlessly into the most modern or distinctly traditional of spaces.



cerno

California cool

Growing up on the beaches of Southern California, Cerno founders poured their love for adventure, design and building into creative projects that eventually led to the creation of Cerno, their California-cool, contemporary lighting company.



Mitchell Gold + Bob Williams

Comfort for all

Mitchell Gold and Bob Williams believe “when a home has been furnished successfully, just walking in the door is like getting a big hug.” Offices should aspire to do the same and so when the co-founders of the North Carolina-based furniture design and manufacturing company of the same name, say they stand for “Comfort for All,” they don’t just mean a luxurious and beautiful sofa—though that’s certainly true. Comfort extends to their people, their families and their community.



walking in the door

is like getting

a big hug

viccarbe

designed in

Influenced by the light

When you're based in Valencia, Spain, a city that enjoys more than 300 days of sun each year, it's easy to be influenced by the light. That's why the team at Viccarbe says their Mediterranean-inspired collection is designed in the sun, reflected in the warmth of materials and colors. A long-standing partner of Coalesse, their award-winning portfolio brings high design and modern ingenuity to social and collaborative spaces.

The company works with some of the world's most renowned designers, including Patricia Urquiola, Vincent Van Duysen and Naoto Fukasawa, who interpret the Mediterranean lifestyle to create unpretentious products with a human touch durable enough for the workplace, but beautiful enough for the home.



the sun



CARL HANSEN & SØN
PASSIONATE CRAFTSMANSHIP

Passionate craftsmanship.

Carl Hansen & Son is the company behind many iconic furniture designs—imported directly from Denmark. Bring refined craft and essential function to spaces with the Carl Hansen & Son Collection from Coalesse.

emu

Fresh and inviting.

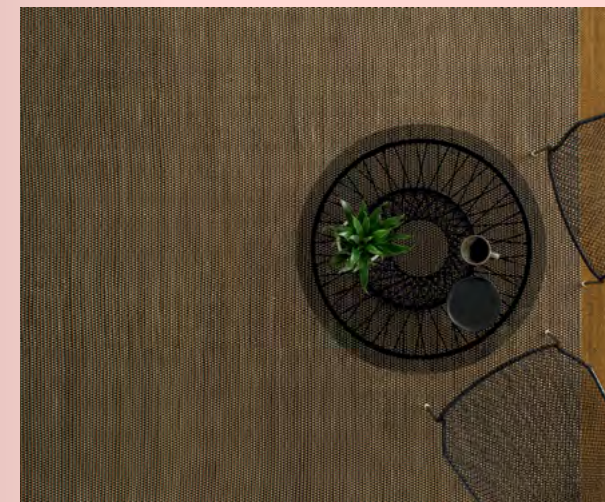
The EMU Advanced Collection from Coalesse inspires fresh and inviting outdoor spaces. Made in Italy, EMU's expertly crafted modern furniture is beautiful, durable and comfortable.



nanimarquina

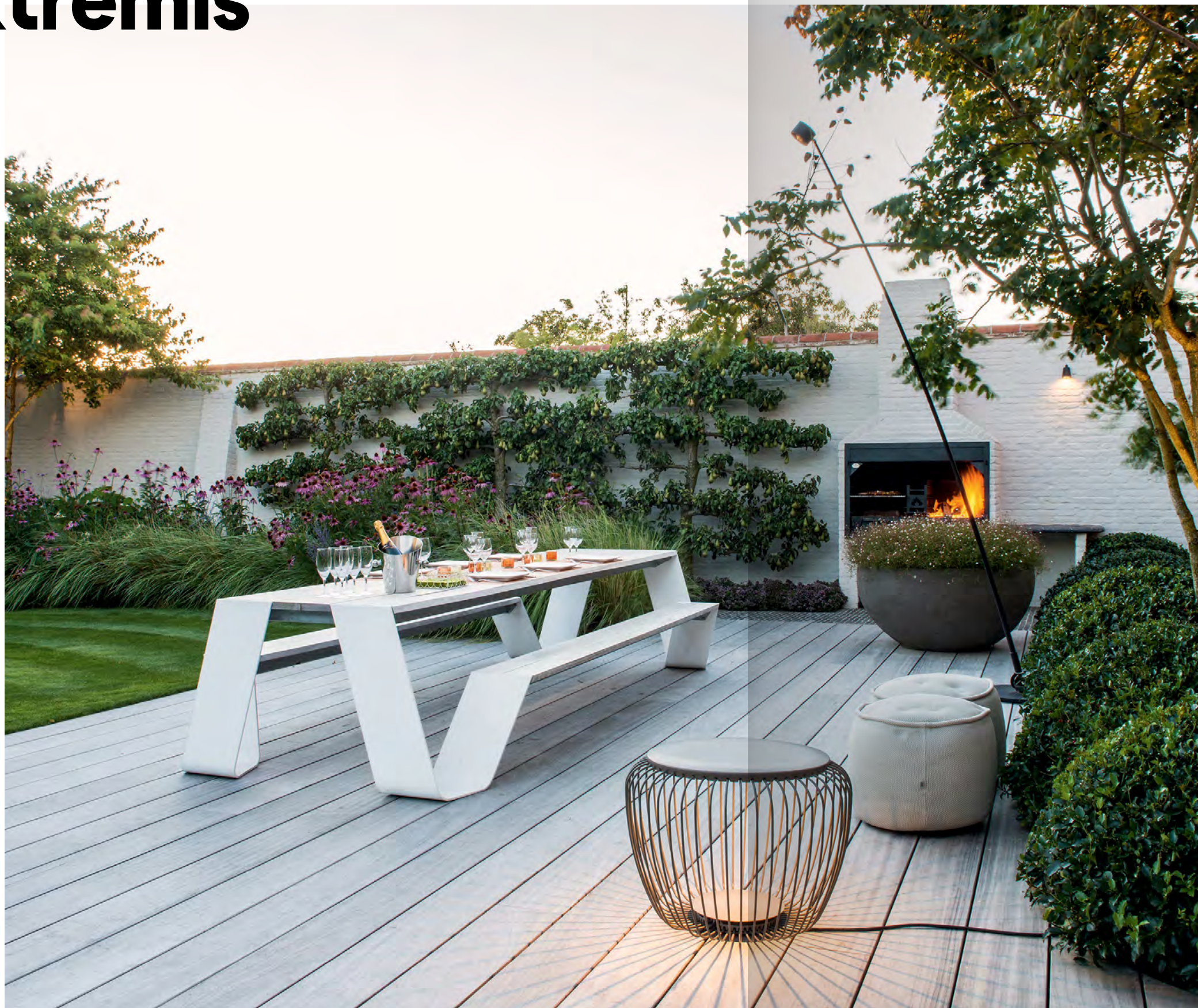
Making traditional contemporary.

Family-owned and located in Barcelona, Spain, nanimarquina rugs are contemporary in design and traditionally crafted. The exclusive collection for Coalesse features indoor and outdoor solutions.



extremis

tools for



togetherness

Shall we design al fresco?

Dirk Wynants, founder and head designer at Extremis believes you should only create new things if they are both necessary and useful. That's why he was determined to not just create furniture, but tools for togetherness, when he started the renowned Belgian outdoor furniture design group in 1994.

The collection of innovative outdoor furniture celebrates life outdoors and is designed to stimulate conversation.



Getting It Right

How four companies are successfully using space to accelerate change

Globally, organizations today are facing some hard questions: How do we compete for top talent? How can we accelerate our cultural transformation? How do we help new, hyper-collaborative teams reach their innovative potential?

Learn how four companies answered these questions by rethinking their spaces to help encourage new behaviors, reinforce culture and create an engaging employee experience where people thrive and the organization succeeds.

For the full versions of all four case studies, visit www.steelcase.com/topics/customer-stories

VodafoneZiggo

In 2016, when Vodafone, a global telecommunications company, merged its Dutch business with Ziggo, the country's largest cable provider, owned by Liberty Global, one of the biggest challenges company leaders faced was internal: joining two very different workplace cultures. While all Vodafone employees, including their leaders, had become highly mobile with unassigned workspaces and the ability to work wherever they wanted, Ziggo relied on assigned work zones in the open plan and a separate floor for its executives.

When two cultures are so different, a merger can be very disruptive. An "us vs. them" dynamic can easily develop, creating tensions that undermine whatever synergies the merger was supposed to achieve. From the onset, VodafoneZiggo leaders wanted to minimize that threat.

Instead of focusing on site rationalization as a necessary routine to achieve economies of scale, leaders understood the vital importance of creating a new central office that would leverage the power of space to successfully blend both companies into a new and vibrant shared culture, creating a destination that would enhance all employees' feelings of belonging and connection.

"We knew that everything we did from the merger onward would need to deal with the ambition we have as one company," says Roel Polmans, project director. "We wanted to create an office space where you want to be because it's more engaging, it's more productive and it's more enjoyable."

In-depth workshops at the very beginning of the project and involving a wide range of employees provided essential insights into wants and needs. The overarching goal was to create a human-centered office that conforms to how employees really want to work—not the other way around.

One year later, more than 1,500 VodafoneZiggo employees moved into a stunning, 16,000-square-meter total renovation linking three buildings in the center of Utrecht opposite the central train station. The entire facade is a sculptural metal grid specially shaped to let natural sunlight through the windows behind it while controlling glare. On the ground floor is a bustling shopping center that includes a VodafoneZiggo retail space, visibly reminding employees every day of their connection to customers and brand.

Like the former Vodafone office, this is a free-address, shared work environment. Everyone can choose their best work environment—from enclosed private pods to collaboration spaces to casual lounge settings, depending on their needs and mood.

An urban dynamic of individuality and interdependence inspired the design of the new facility.

Coalesse Massaud Collection



A glass bridge encourages connections between separate buildings and has become one of the most used meeting spaces in the office.

With so many employees now working together every day, Polmans observes, "we are like our own society." And, in fact, an urban dynamic of individuality and interdependence is what inspired the design of the new facility, notes Tim Merkenhof, OCS+ workplace consultant and concept designer. Different zones meet distinctly different needs. Large central areas such as an expansive open stairway and social hubs are lively places for impromptu meetings and spur-of-the-moment chats. "Instead of waiting two weeks for a meeting, you can settle things in two minutes," notes Polmans. Ringing these centers is a buffer zone that includes amenities such as lockers, printers, coffee bars and large meeting rooms, functioning like transportation systems that route people throughout the building. Farther out are neighborhoods, quieter places for individual and collaborative work, including some "streets" especially designated for agile teams. On the top floor, there's ClubConnect—a place to eat, drink, work together and socialize. Various gaming options make this a place to connect and recharge. ClubConnect also hosts town hall meetings and other employee events.

With bright pops of color and an abundance of textural interest, the vibe of the facility is intentionally welcoming, comfortable and invigorating without being frenetic. Some even describe it as "homey."

"We wanted to bring office life to the next level, to bring in the vision of our new company, which is, 'Enjoyment and progress with every connection,'" notes Polmans, quickly adding that achieving that goal goes beyond aesthetics and game rooms. "The most important thing for most people at work is, do they feel at ease? Can they find the proper place to work? Can they find their colleagues? A meeting room? Places to leave their stuff? Get lunch? If all the basics are done right, then people are going to love it."



Shared lounge spaces throughout the building are perfect for casual conversations and informal meetings with colleagues.



four point eight meeting table
Think Chair

Joyea

Joyea is an industrial automation company, based in the Chinese city of Danyang. A leader in its field of robotics with more than 150 patents and many more in the pipeline, Joyea's evolution from a glass and handicrafts manufacturer to a leading innovator has been rapid and echoes the rapid transformation of the Chinese economy. With technology giants and exciting innovation hubs like Shanghai, Hangzhou and Shenzhen drawing much of the top talent, how does a Danyang-based company of 150 employees become the leader of a \$44 billion domestic market?

Joyea redefined their workplace by creating distinctive spaces that capture the culture of sharing and the open-door leadership style of the company.

Located 200 kilometers from Shanghai and with a population of 890,000, Danyang is a small city by Chinese standards. When Joyea Founder and President Mr. Liping Wu discovered there was a lack of quality childcare for his employees in Danyang, he invested in developing a childcare center. He also introduced Danyang's first Japanese Ramen café, complete with Japanese chefs and ingredients imported from Osaka. He understands the vital connection between community, life and work.

Turnstone Campfire Collection
Coalesse Seating



Coalesse Lagunitas Collection

Mr. Wu's view, inspired by Taoist philosophy, centers around the notion that happiness, wellbeing, trust and the opportunity to do meaningful work, together form a culture that sees employees, innovation and business thrive. "Chinese companies that will continue to lead in the future must genuinely care for their people" is how he explains the key to his highly skilled and robust pipeline of talent.

To design a home that would attract new talent as well as continue to inspire its 150 employees, Joyea worked with Steelcase to create a custom-built new campus it called Wisdom Park. Described as a place that promotes a healthy, balanced lifestyle, the campus is an open and supportive environment that fosters innovative teamwork and a thriving community, creating a progressive work environment that underpins a culture of innovation and excellence. The space is designed to foster creative work, independent thinking and communication.

Opened in 2018, the new campus features a range of settings that support both individual focus and collaboration that provide Joyea's employees with a highly attractive and social work environment. Spaces can be easily personalized to elevate an employee's individuality and sense of belonging. Generous sports facilities and spaces for continuous education mean employees are physically well and intellectually stimulated.

The company's attitude to innovation means that employees are encouraged to experiment. In this dynamic, inventive environment, high levels of trust and responsibility rest with each individual. The organization relies on people thriving in their work. Education is paramount to Joyea's philosophy. Employees are encouraged to upskill, pursue development, share knowledge and host exchanges of ideas and perspectives.

It was clear that the companies who would take the lead would be those that invested in a holistic comfortable, healthy and rewarding employee experience.

Mr. Wu's office is relatively small by Chinese standards and is designed to accommodate many different activities, from focused work and reflection to social interaction and meetings with employees.

Coalesse Lagunitas Lounge
Coalesse Massaud Lounge
Coalesse Sebastopol Table





Turnstone Campfire Collection
Qivi Stool

Little

When the Washington, D.C. office of Little Diversified Architectural Consulting, a leading international architecture and design firm, had the chance to expand into an 1,100-square-foot space being vacated next door, leaders realized this was more than just an opportunity to become bigger. It was also a chance to create a better workplace, one that could boost productivity and satisfaction among their team of 40 employees.

“The goal was two-fold,” explains Anh Tran, a senior associate at Little. “We wanted to create more dedicated seating for additional employees, but we also wanted to increase the variety of spaces in our office and support different workstyles, particularly for teamwork and individual focus.”

Like many organizations, Little’s existing 6,700-square-foot workplace was mostly open plan. Although employees said it was easy enough to communicate spontaneously and collaborate with coworkers, they also complained about not enough privacy and distractions that made it harder to concentrate. Meeting spaces were large, formal conference rooms. Access to small rooms, focus spaces or informal spaces for impromptu conversations was extremely limited. Little leaders wanted to make use of the square footage they were gaining, as well as reconfigure some under-used existing areas, to create new spaces that would add to the appeal of their workplace and really perform.

Little’s goals dovetailed perfectly with ongoing research Steelcase was conducting around the importance of providing a variety of settings as office work rapidly shifts toward more robust collaboration and creative problem-solving. The two organizations decided to work together to further the research. Little’s decision to partner with Steelcase resulted in eight new spaces:

Five fully enclosed focus rooms support individual concentration and privacy. Two include height-adjustable desks and seating. Another provides a relaxed work posture. The remaining two are informal lounge settings intended to support private reflection and rejuvenation as well as short-duration tasks.

Three group settings provide for collaboration and socializing away from the workstation. One is furnished with high-top tables and stools, another with booths and the third is a casual living-room-like setting with easy-to-move furniture.

“We intentionally created a variety of spaces to see how people would use them, what they liked and didn’t like, and how it changed behaviors,” explains Kristen Boer, a Steelcase applications designer. Tran describes it as “a living lab approach” that reinforced the importance

Even relatively small steps to incorporate a greater variety of shared spaces reaps significant rewards.

The addition of five focus spaces resulted in a 14% increase in employees’ perceptions of their ability to do heads-down work.



of shared spaces in open plan environments and also yielded some new insights.

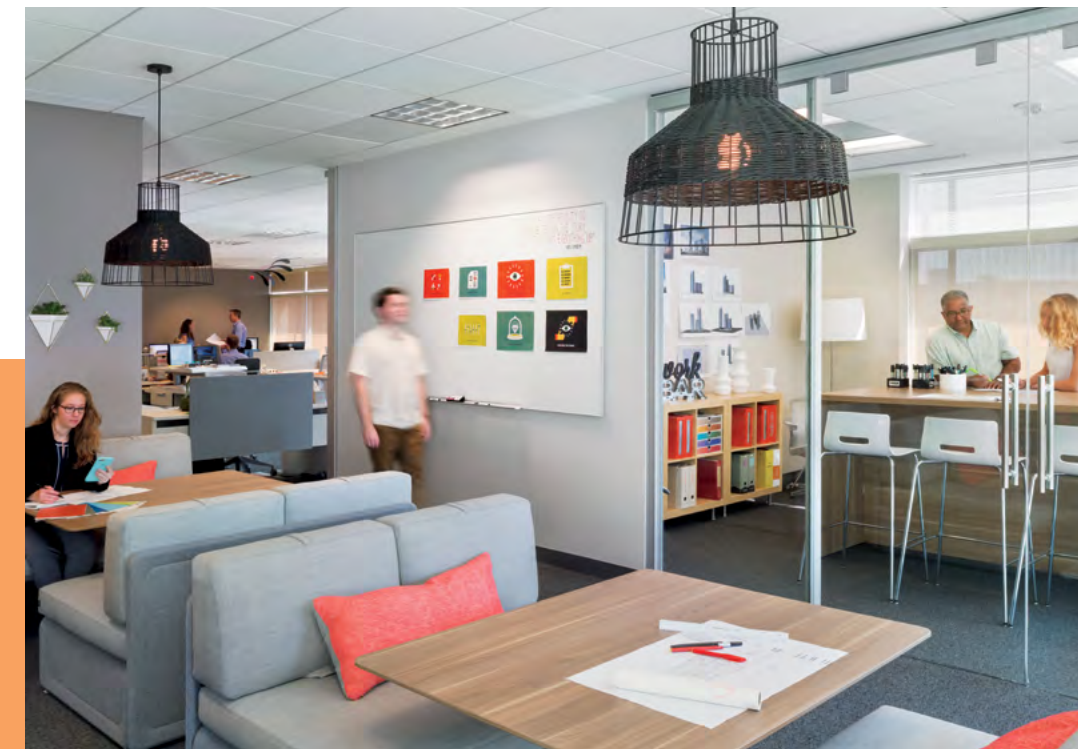
One surprise was that the high-top setting designed primarily for informal collaboration was also often used as a destination for individual focus work. The appeal of being able to stand or perch, a large worksurface to spread out materials, an up-close digital display and its getaway location on the floorplan resulted in this being a frequently used, dual-purpose setting.

Similarly, large worksurfaces and other task-oriented amenities have created high demand for the two enclosed focus rooms with height-adjustable desks and seating. “A large part of design work is production that tends to be task-based and individually oriented,” explains Tran. “If you have to lay out a bunch of documents to review you need room to do it, space that has that is automatically a first choice.” The strong influence of adjacencies has been another key discovery. Although these two focus rooms are essentially the same, one is about 10 feet from workstations and the other is directly across from the desk of a principal in the firm. “Both get used, but we see a definite order of preference that verifies the granularity of distance and what hierarchy and adjacency do for utilization,” says Tran.

Post-occupancy survey results confirm that the new spaces are having a positive impact. There’s been an overall improvement in employee satisfaction, and metrics for individual workspaces as well as team and group spaces improved by significant margins. Improved satisfaction with privacy was especially

After adding eight new shared spaces, a post-occupancy study showed improvement in employee satisfaction.

Coalesse Lagunitas Collection



strong, jumping from 2.8 on a five-point scale to 3.28 post-project. Employees say it’s now easier to collaborate and there was a 14% increase in perceptions of their ability to do heads-down work plus a 19% increase in respondents who said they were able to move throughout the day to different work settings. Other interesting indicators of impact: Headphones dropped 18 percentage points in employees’ post-occupancy ranking of their most-used tools, and interest in working remotely dropped from 54% to 45%.

The gains that Little achieved suggest that even relatively small steps to incorporate a greater variety of shared spaces can reap significant rewards. “It’s not like we renovated the entire office in order to do this. Our individual workstations didn’t change, so these gains most likely correlate with the provision of the additional spaces as well as employees’ improved ability to choose environments suitable to their needs,” notes Tran.

“You really don’t need to put in something like a ball pit to make the space and the experience better,” she continues. “We achieved a measurable increase in people’s happiness just by generating a couple of strategic intercessions. Especially now when everybody’s pushing for any advantage they can get, it’s important to know that you don’t always have to do some grand, scary change to make the space and the experience appreciably better.”

Steelcase Madrid WorkLife Center

Steelcase's newly redesigned Madrid WorkLife Center is a destination for customers as well as a home for 250 Madrid-based employees. The space is intended to help guide clients through the physical and cultural transformation required to meet today's rapid push for innovation. It is also designed to help Steelcase shift its own culture to meet the evolving needs of work today.

"The world is changing so fast," says Alejandro Pociña, president, Steelcase Spain & Portugal. "If you don't shake things up from time to time, you're not going to be able to keep up." And, so to keep up and lead by example, the design team set out to design an improved employee experience that reinforces new behaviors and a more agile work culture.

The new space breaks down functional silos and has drawn leaders out of their private offices, promoting cross-departmental collaboration and the open exchange of ideas. In line with the overall goal of cross-pollination,

Umami Lounge System



The Steelcase Madrid WorkLife Center provides employees with a collection of diverse settings that meet the needs of all work modes.

The space serves as a laboratory for customers to test and experience new ways of work firsthand.



Plants, wood grain and natural light integrate biophilia throughout the space.

the in-house project team was made up of a multidisciplinary group of people that applied a human-centered approach throughout the process. The team began by identifying clear objectives to help them shift from thinking in processes to projects:

Collaboration & Innovation—key to the project, leaders wanted to foster a collaborative culture that encourages innovation.

Agility & Efficiency—to address the rapidly-changing market, the team wanted to adopt agile practices and improve efficiency.

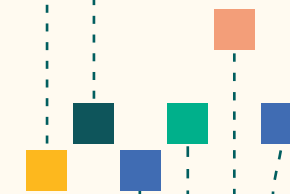
Customer Focus—to increase customer focus, leaders sought to empower every employee to feel part of the sales process.

Employee Experience—to drive engagement, the team focused on improving the employee experience and creating an environment that nurtures physical, cognitive and emotional wellbeing.

The Steelcase Madrid WorkLife provides employees with a collection of diverse settings that meet the needs of all work modes. A variety of colors, patterns and materials creates an authentic and engaging employee and customer experience. Department hubs have been replaced with a hot-desking policy, where no one has an assigned desk. Employees were also untethered from desks with mobile technology, giving them more choice and control over how and where they work. Existing processes were audited while the team focused on creating a culture where a more agile style of teamwork can thrive—improving speed, flexibility and customer focus.

As Gonzalo Lorenzo, director of sales for Steelcase Spain & Portugal describes, "We've created a space where clients and employees are at the center. It serves as a laboratory for them to test and experience new ways of work firsthand. Now, the office and showroom is a laboratory where employees can rapidly prototype ideas and customers can find inspiration for the future."

Tech Talent Beacon



How data-driven tools helped put a company's culture change into hyperdrive

Walk down Boston's Seaport Boulevard and you'll see a mecca for young professionals. Redeveloped in 2010 to attract innovators, the Seaport now hosts leaders in tech, biopharmaceuticals and finance—all fighting for the more than 150,000 students who call Boston home each year. With a dramatically low unemployment rate of 2.9%, Boston is a microcosm of what organizations face everywhere—the need to find and keep great people.

High-tech innovative software development company PTC makes engineering product management software for manufacturers. As leaders looked toward their next phase, they wanted to compete aggressively for the highly-skilled talent around them. Their previous headquarters in Needham, Mass., 45 minutes outside of Boston, was not attracting prospective candidates. They didn't want to leave the city or deal with the commute.

The company also saw that people working in traditional cubicles had kept them siloed, stifling creativity, collaboration and, ultimately, innovation. As part of a push called PTC 2020, the company sought a more collaborative, flexible, open, fast-paced and innovative culture. They decided to leverage a move to the Seaport as a large step toward transformation, igniting collaboration and fueling innovation. PTC also moved from all private offices and owned workstations to a 100% free address workplace. Even the CEO gave up his assigned desk.

"When we first talked to people about it, the sky was falling," says John Civello, VP of real estate and workplace. "The open plan has a bad reputation. We were fighting against the fact that some companies haven't done it in the most thoughtful way. So, we tried to be very purposeful. Now, when you ask people, they would never go back. Real estate put our goals to change our culture into hyperdrive."

Left
Turnstone Bivi Rumble Seat
Blu Dot Chair Chair
Groupwork Table



Blu Dot Clutch, Hot Mesh and Field Collections
Groupwork Table

A Big Move

The company moved from 320,000 square feet in the suburbs to 200,000 across seven floors in the tower that bears its name in Boston. PTC needed new tools to manage the experience for its people to succeed in shifting its culture while implementing a new mobile work strategy in a high-cost location:

New space management tools—Real estate managers had been “flying blind” when it came to space usage. Interns would count people periodically. With a tighter footprint, PTC needed to know how space was being used to make quick changes when necessary.

New wayfinding tools—PTC’s previous space didn’t have any way to identify if a room was booked or for people to find places to meet. With a new space and a new workplace strategy, employees needed help to identify available spaces.

New collaboration tools—PTC wanted less scheduled, time-consuming meetings and more on-demand, quick problem-solving conversations. They needed easily-accessible collaboration tools, as well as on-demand room scheduling devices.

PTC worked with Margulies Perruzzi Architects to design the seven floors in their new headquarters. Steelcase and Steelcase dealer Red Thread helped them implement a holistic solution which included both furniture and technology. By integrating Steelcase’s Smart + Connected tools, PTC was able to leverage data and technology to support space management, wayfinding and collaboration.

Just like the diverse areas that make up the city of Boston, the new space was designed with distinct “districts” on each floor to accommodate all the different kinds of work. Team neighborhoods included 750 seats for 1000 employees while cafés, informal lounges called “hives” and private enclaves gave people other ways to connect, feel a sense of community or find some focus time.

“It’s amazingly powerful. My whole career in corporate real estate, we’re always guessing. With this data, we have it in real time and can analyze it and run reports. It lets us have very different conversations.”

John Civello
VP Real Estate & Workplace, PTC

Informal lounges called “hives” and private enclaves give people ways to connect, feel a sense of community or find some focus time.

Blu Dot Thataway Sofa
Turnstone Campfire Collection



Navigating Change

PTC spent 18 months preparing people for the move. They subsidized public transportation for commuters and created a mock-up free address space people could try out. When they moved in January 2019, a suite of integrated technology solutions helped employees and leaders navigate their new home.

Each floor hosts two Steelcase Live Map displays where people can reference a monitor to see in real time which spaces are available. With more than 150 RoomWizard scheduling devices throughout the space, people can book rooms on demand and easily scan nearby rooms to see what’s available based on red and green lights. The tools are so simple, they require little training allowing for wide adoption.

Tom Salvoni, director of infrastructure and architecture, says he uses the Steelcase Find app everyday. “I can go directly to my iPhone and book a room as I’m wandering around. If I need to have an impromptu meeting or schedule something quickly, I can just go on this device and book a room instantaneously,” he says.

More than 1,400 Steelcase Workplace Advisor sensors feed an easy-to-use dashboard Civello’s team checks daily. He may want to evaluate a space issue or see how people take advantage of summer Friday hours.

“It’s amazingly powerful. My whole career in corporate real estate, we’re always guessing. We’re always trying to figure out the real capacity and occupancy of a space,” Civello says. “With this data, we have it in real time and can analyze it and run reports. It lets us have very different conversations.” Now, when people let Civello’s team know they need something to change, he can check the data and enter into the discussion with a more complete picture of what’s going on.

An Integrated and Secure Solution

The data from Workplace Advisor feeds Steelcase Live Map, Steelcase Find app and RoomWizard to offer a seamless user experience. Being a leading tech company, PTC understands the importance of that better than most. “If the selected technology had a lot of different functions and features, it would feel very disjointed to our employees. It was important for us to have an integrated suite of tools to give us a single way to present to employees how to interact with the space,” says Abbas Faiq, chief information officer.

Faiq also highlighted his confidence in the security of the tools and data. “We did our due diligence. I had my security team look at different aspects of data management, personal information, how it was going to be stored, who had control over it and who had access,” says Faiq. “We’re confident in how robust the security is—there’s nothing more important to us.”

Turning Insights into Action

Seven months into move-in, PTC employees are settled into their new space. "We've gone from people saying, 'An open office environment won't work for me,' to really enjoying the space," says Diane Young, VP of global benefits and HR programs. "Employees feel more empowered to connect with their teams and leaders."

The data delivered by Workplace Advisor has already helped the real estate and facilities team make better use of the space. In one instance, a team said they didn't have enough space. But, data showed people were just leaving belongings at their desks. By helping to adjust behaviors, the issue was easily resolved. In another case, a concern about not enough meeting space turned out to be "phantom meetings." Data showed people booked spaces, but didn't use them. New Workplace Advisor features allow for Auto Book and Auto Release. If a room isn't in use, it will automatically release it after a period of time. And, if you walk into a space, it will book it for you.

"We feel like it's been success all across the board. We've done two pulse surveys with employees and the feedback has been great. People love the openness and natural light," says Civello. "We know we have a higher close rate with prospective hires. And, the feedback from our customers who use our space is fantastic. All of these feedback loops reinforce our strategy. I'm a big advocate of expanding what we've seen here in Boston globally."



With easily-accessible collaboration tools, as well as on-demand room scheduling devices such as RoomWizard, PTC employees can have more spontaneous, quick problem-solving conversations.

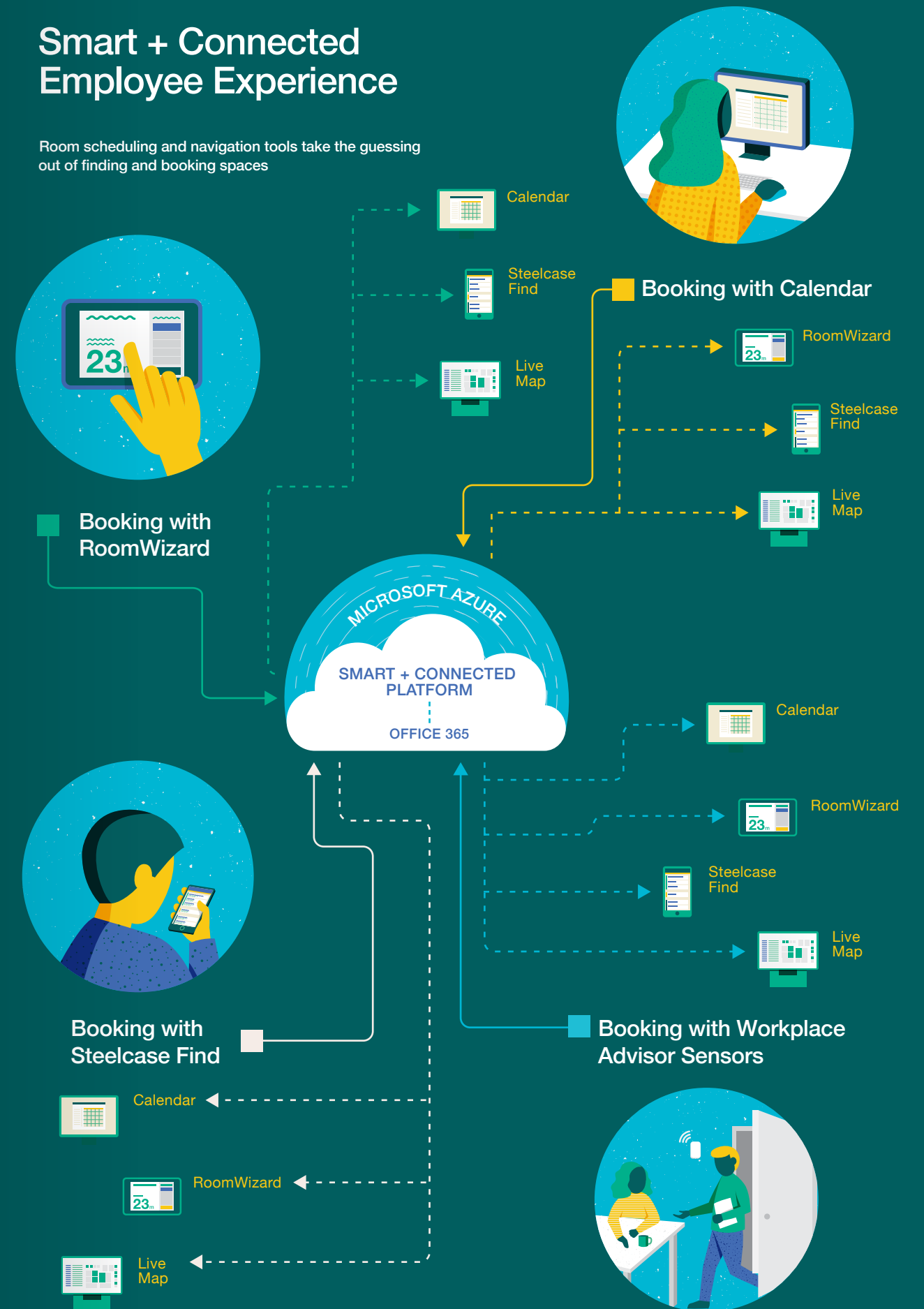
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Smart + Connected Employee Experience

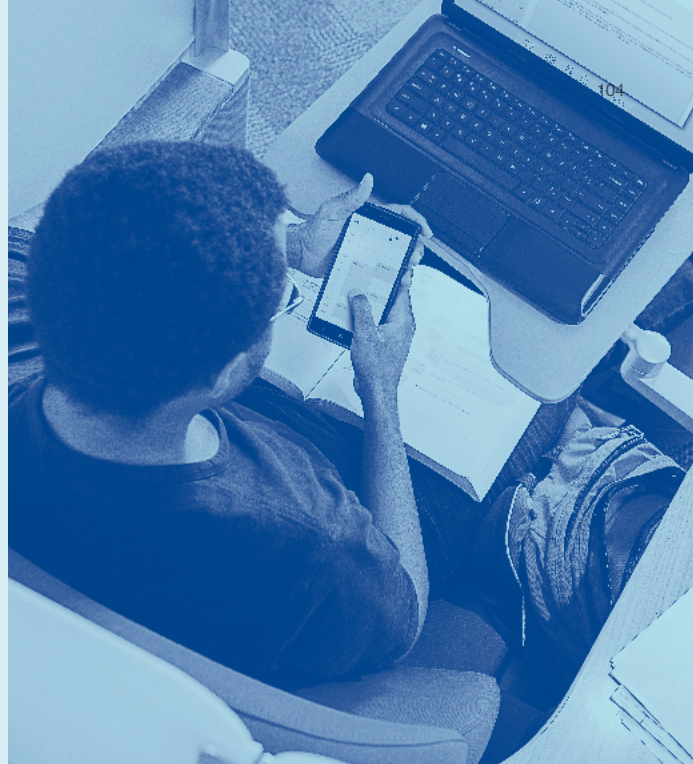
Room scheduling and navigation tools take the guessing out of finding and booking spaces





Finding Focus

Research proves that visual privacy in the open plan helps people stay focused



The Research Study

To take a deeper look into the open plan's effect on work performance, Steelcase WorkSpace Futures Manager Caroline Kelly led a study measuring sustained attention—a core component of any work process, signaling engagement and focus.

Kelly consulted with the Center for Healthy Minds (CHM) at the University of Wisconsin—Madison—a global leader in scientific research on the brain and emotions. Dr. Richard Davidson, CHM's founder and director as well as author of "The Emotional Life of the Brain" was intrigued with studying the relationship between the physical environment and wellbeing. Elena Patsenko, a research scientist at the center, was tasked with helping to conceptualize the study with Kelly and acted as an expert guide throughout the process.

Almost 70 study participants completed the Sustained Attention Response Task (SART), a test widely used to measure how well people can maintain their focus amidst distractions. By completing a "Go/No-Go" task—which asks participants to press or not press a button, based on a specific cue—researchers can evaluate the participants' ability to focus based on their response times, error rate and time between errors.

Participants were studied in two open-plan settings:

A shared bench with no boundaries

A Brody WorkLounge (an individual work environment with a wrap-around screen that provides shielding)

Each participant was tested at both the bench and the Brody, limiting variables that could affect results. To simulate an authentic office setting, two participants sat diagonally across from each other at the bench and typical open office noise played in the background.



When organizations balance the needs of individuals with the needs of teams, the open plan can be an environment where everyone thrives.

A new Steelcase study, conducted in consultation with the University of Wisconsin—Madison found that providing cocoons of visual privacy was enough to help people focus within noisy open offices.

News outlets worldwide pan the open office, claiming that it's stressing us out with too much distraction and too little privacy. The data tells a slightly different story—providing more areas of visual privacy can mitigate some of the distractions that frustrate people at work. When organizations balance the needs of individuals with the needs of teams, the open plan can be an environment where everyone thrives.

The Results

The results showed that providing visual privacy in a setting like Brody helps people concentrate significantly better than sitting in completely open areas.

While seated in Brody, participants had significantly slower response times compared to those seated at the bench—which is actually a good thing. Slower response times indicate concentration, focus and engagement. They also made fewer errors and had less variation between their response times, indicating a consistent state of focus.

While it may sound counterintuitive that slower response times are better, Patsenko explains why. "Increased reaction times are usually indicative of the participants slipping into automatic or mindless responding, without taking time to process or identify the stimulus." She also notes that increased reaction times are associated with higher error rates, mind wandering and distraction.

Providing visual privacy in the open plan helps people concentrate significantly better than sitting in completely open areas.



Brains Get Tired

People say they struggle to focus in today's open-plan workplace and neuroscience explains why. Studies show the human prefrontal cortex, where most knowledge work takes place, is energy-hungry and very easily distracted. Humans are able to give controlled, full attention to just one thing at a time. Without options for privacy in the open plan, workers are caught in a crossfire of distractions, adding extra cognitive load on top of the work they are doing. As the ability to focus wanes and cognitive load increases, automatic decision-making rises and quality thinking suffers.

In addition, we're a communal species and our human nature enforces a desire to be accepted and valued by our tribe, which amplifies distractions. To achieve social acceptance from our peers, we continuously monitor our behavior and appearance in front of others to make sure it's in line with cultural norms and values. Controlling one's behavior all day is distracting and takes energy, leaving workers feeling depleted after being on display during a stressful day of work.

“We don’t need to say goodbye to the open plan or benching. We just need to equip it differently.”

Caroline Kelly
Steelcase WorkSpace Futures Manager



Designing the Open Plan

When people complain about the open plan, they often talk about noise and distracting conversations. Some assume that acoustical privacy is the only solution, but the results of the study show workers can achieve focus in the open plan without it. When in the Brody, participants were able to improve their ability to concentrate and stay engaged when given more visual and territorial privacy. By designing the open plan with a range of privacy options, workers can find the space that best suits them and the task at hand.

Does this mean benches should go away in the office? Not so fast. Open areas provide a different set of benefits: Broad vistas, high ceilings and long views provide us with different physical perspectives, which can prime our brains to make new connections and see things in new ways. The study also found that participants were significantly more creative while seated at the bench. Using the Remote Associates Test, participants were given one minute to come up with an additional word that shared something in common with three others on a list. When at the bench, people generated more correct answers, indicating they could connect the words quicker in more abstract ways.

Research suggests that having decreased focus can actually improve our ability to be more divergent and creative in problem-solving,” explains Kelly. “Sitting at a bench with your teammates may be just the right place to tackle a problem together. Other times, when we need to focus, spaces that offer shielding or visual privacy are best.”

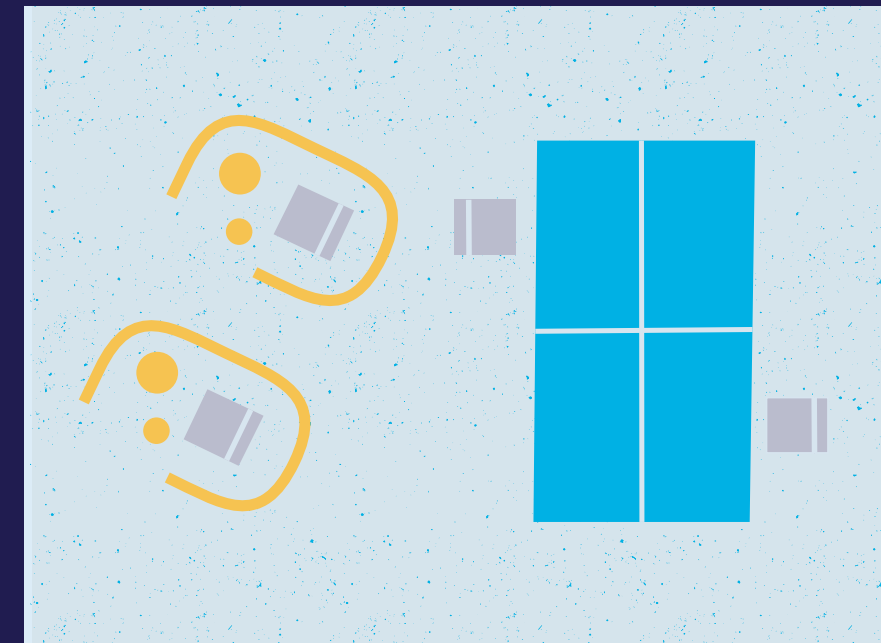
Support the Me Within We

The solution is to offer people a diverse range of spaces, with varying levels of privacy from which to choose the best place for the type of work they need to do. This means designing spaces that balance the need for “me” within “we”—supporting individual focused work as well as team-based collaborative work. It seems simple, yet the design challenge is often about getting the distance right between areas for focus and areas for interaction: too close and the group can distract the individual, but too far away and people don’t seek out the areas they need for concentration.

Every individual has basic needs for privacy and focus. Time alone is as crucial to the creative process as time with others. Workers need spaces where they can decompress, recharge and dive deep into work before resurfacing and collaborating with the team again.

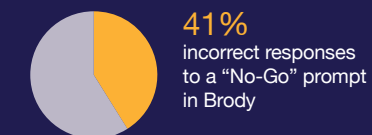
“We don’t need to say goodbye to the open plan or benching,” Kelly explains. “We just need to equip it differently. Pockets of privacy created through shared spaces and furniture like Brody can transform existing floorplans from places of distraction to comfortable havens for employees to collaborate and focus in harmony.”

The Study Environment: Two Open-Plan Settings



Focus Test

When completing the SART, participants made significantly more mistakes responding to “No-Go” prompts at the bench setting than in the Brody setting, suggesting participants working in Brody could sustain attention with greater ease.



Creative Test

Participants were additionally tested on their creative aptitude in a Remote Associates Test. The study found that participants experienced a statistically significant increase in correct responses when working at the bench.



Thinking Outside (and Inside) the Box

How innovative furniture maker Orangebox led the way to work beyond the desk

It was the summer of 2002—six years after IBM's Simon Personal Communicator, the first smartphone, debuted—when Orangebox was born in the village of Hengoed, South Wales, U.K., far away from the disruption occurring in places like Silicon Valley where emerging ways of work were happening. It was the same year Blackberrys were hitting the market but five years before the Apple iPhone ushered in new levels of mobility at work. Yet Orangebox, a new maker of furnishings for the workplace, began to see signals of a major shift in the office—as technology offered the promise of greater freedom, people wanted alternatives to working at their desk.

Long before laptop sales exceeded the sales of desktops, the team at Orangebox had a vision of where work was heading. “Technology was starting to have an enormous impact on how people worked,” says Mino Vernaschi, co-founder and managing director of Orangebox, which recently became a Steelcase company. “Work was quickly migrating away from the desk—and the workplace needed to respond to that fundamental shift. People needed the freedom to work where and how they wanted.”

Orangebox was among the first furniture companies to recognize this shift and respond with innovative non-traditional workplace solutions. At a time when so many companies were still focused on the traditional workstation, Vernaschi's team viewed the workplace through a different lens. Informed by their own research and on-the-ground user feedback, Orangebox was a pioneer in understanding the “away from the desk” movement and recognizing the importance of offering alternative spaces that provide an informal sensibility and are also highly conducive to getting work done.



Orangebox Air³ Pod and Table
Orangebox Eva Chair



“We see our job as bringing people—not furniture—together.”

Mino Vernaschi
Orangebox Co-Founder & Managing Director

their primary workstations and what they were searching for. They observed people desperately seeking alternative places to work. Their report—“Office Wars and the Corridor Warrior”—showed that a workplace with only dedicated workstations in the open plan could not support people’s need to balance collaboration and individual focus.

“We saw people resorting to taking phone calls in hallways. The rise of teamwork was also forcing people to use their desks as spontaneous meeting areas as they spent more and more time collaborating informally. And new generations entered the workplace with new attitudes and expectations,” explains Vernaschi. These new demands require a new approach to workplace design.”

Recognizing the importance of what urban sociologist Ray Oldenburg called The Third Place—cafés and casual spaces where employees can sip coffee, grab a bite and connect with others in a relaxed, informal environment—they started to think about how to bring that vibe to the workplace and design work environments that make people feel good as well as help them be productive.

“We wanted to help people get real work done away from their desks,” says Vernaschi. “We worked on defining a new bandwidth of furniture that helped them choose where they wanted to work.” The result: Orangebox set out to create movable, adaptable and scalable furniture that could meet people’s needs in these third spaces.

The Corridor Warrior research and others that followed informed what became Orangebox’s product portfolio: flexible, modular solutions for breakout areas, meeting



Above
Orangebox Lossit Collection
Orangebox Avi Collection

Left
Orangebox Lossit Collection

“Orangebox and Steelcase have been speaking the same language for years,” says Allan Smith, vice president, global marketing at Steelcase. “We saw how the team approached the changing workplace landscape and their early recognition of how people were migrating away from the traditional workstation—it was a natural fit with Steelcase. They understood people’s need for balance between privacy and the shift toward increased collaboration. We are really excited about bringing our portfolios together.”

The Corridor Warrior

As people increasingly need to toggle between collaboration and focus work within the office, Orangebox’s solutions have continued to stay ahead of the rapidly changing landscape since 2002.

“Our products enable organizations to work in new, more collaborative ways and can help transform both the culture and efficiency of the organization,” says Vernaschi. “We see our job as bringing people—not furniture—together.”

In its first research project the team set out to understand why people were wandering around away from



Left
Orangebox Air³ Pod
Orangebox Coze Collection

Below
Orangebox Coze Collection



rooms, cafés, lounges, receptions and lobbies. Determined to create both beautiful and high-performing spaces, these products are designed to help people get real work done in non-traditional work settings—a concept they later dubbed Smartworking™, a summation of their philosophy about work and the workplace.

“For the best part of two decades, our research and development has been focused on Smartworking, which is both a cultural way of thinking and a fresh approach towards what today’s workplace furniture can and should be,” says Creative Director Gerry Taylor. “It focuses on the needs of teams and on creating new furniture archetypes and products capable of delivering the flexible collaborative tools and ways of working demanded by today’s workplace. Our products not only facilitate spontaneous, fluid team working, and more nuanced and easier collaboration, but also focused, individual tasks requiring isolation, quiet reflection and concentrated effort. This makes the open-plan, shared workplace a more effective, enjoyable and productive space for everyone.”

To meet these new needs, Orangebox developed products like their Away from the Desk collection, a lounge system with a firm sit that supports an upright posture—a substantial and credible alternative to desk-based work. The Active Working collection includes items such as personal pods, seating and media tables that enable people to move quickly from one activity to another.

“We wanted to help people get real work done away from their desks by defining a new bandwidth of furniture that helped them choose where they wanted to work.”

Mino Vernaschi
Orangebox Co-Founder & Managing Director

Right
Orangebox Acorn Chair

Below
Orangebox Coze Collection
Orangebox Lapwing



Humble Beginnings

Orangebox co-founders Pete Hurley, Mino Vernaschi and Remo Vernaschi had a vision. They knew the small chair manufacturer they bought in 2002 in the village of Hengoed, South Wales, could do more. And to be successful it needed to do more—in a market saturated with great companies (some local, some global)—they knew they needed to think differently about work and set their focus on innovation.

Their intuition that in a dynamic, highly skilled community such as

Hengoed a great furniture maker could be created and grow to become a globally-recognized innovation brand has been realized.

With a workforce now numbering more than 450, the founders all agree that their most important achievement has been in sustaining a highly committed workforce, each of whom values the success of Orangebox as highly as they do themselves. In fact, it’s now common to have multiple generations of the same family working at Orangebox, demonstrating a strongly committed and loyal workforce.



Orangebox Co-Founders
Pete Hurley, Remo Vernaschi
and Mino Vernaschi

The Pod Revolution

Orangebox has also been among the first to respond with innovative solutions to address the need for privacy in the open plan. As organizations embraced the open plan, Orangebox recognized its benefits—and downsides. They knew the open plan was good at bringing people together, increasing collaboration and propelling the cross-pollination of ideas, but they also understood the impact it was having on people’s ability to focus. As complaints of noise and distractions were quickly escalating, Orangebox introduced a groundbreaking solution: acoustic office pods.

The Air office pod gave teams the privacy they needed for collaboration, but also served as a quiet place for individuals. These flexible, scalable and adaptable pods were an easy and inexpensive way to offer people more choice around the types of spaces available to them in the workplace.

A Culture of Innovation

Today, innovation remains at the core of Orangebox’s DNA. The team continues to regularly observe how people work, trying to understand future trends and responding with solutions that help people be their best at work.

“The success of Orangebox is powered by keeping up with the changes happening at work and understanding their impact on people,” says Taylor. “This is what fuels our continuous cycle of product innovation and gives us clarity around what we do and what we stand for.”



Orangebox AIR³ pods are easy-to-install, reconfigurable, modular rooms that can act as a freestanding meeting room, private space, phone booth or touchdown room. The innovative louvered roofs automatically close when entering the pod and open after exiting or in the case of fire, eliminating the need for a separate air circulation or sprinkler system.

Flashback

“A flying office to be used for the transaction of business while en route from city to city has been built at the Stout Metal Airplane Division of the Ford Motor Company for the use of Colonel Charles A. Lindbergh and Major Thomas G. Lanphier.”

Ford News, Volume VIII
Number 26, December 1, 1928

The Flying Office

After American Aviator Charles Lindbergh completed the first ever solo, non-stop transatlantic flight from Long Island, New York to Paris, France in 1927, the Metal Office Furniture Company (Steelcase today) made and installed a custom-built desk aboard the plane he used for his publicity tour. The desk gave visiting reporters a place to work on the move and exemplifies Steelcase's commitment to supporting work wherever it happens, whether in the office or thousands of feet above it.

Images from the Collections
of The Henry Ford



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