Rebirth, Not Rebrand: HOK Product Design Becomes Rainlight

HOK Product Design is being spun off and reborn as Rainlight, LLC, a freestanding industrial design company. officeinsight Publisher Bob Beck gets the scoop from Susan Grossinger, Senior Vice President of HOK Product Design, and Yorgo Lykouria, its Creative Director.

FULL STORY ON PAGE 3...

Spotlight: Storytelling and Branding. Creating “Moments” in Financial Services in Chicago

Using storytelling to proffer a better brand strategy is no doubt a great thing. But designers need to consider how they should be stripping or scaling down the picture, or zooming the picture way out, to get the largest or most important pieces of the story. What’s the vision? What’s the most important message? Société Général, a financial services firm headquartered in Paris, asked Ted Moudis Associates (TMA) to design a new Chicago location around the most important details.

FULL STORY ON PAGE 11...

Concurrents – Environmental Psychology: Consider A Day-in-the-Life of a Space

At this time of year, the sun stays relatively low in the sky – even during the brightest part of the day – in lots of the Northern Hemisphere. It’s similarly dark in the Southern Hemisphere during their winter. All this darkness makes it clear how important it is to test design options, in place, before they’re finalized – or before too much paint goes up on the wall! officeinsight contributor Sally Augustin explores the nuances of how good design recognizes the “timelines” in the use of any space.

FULL STORY ON PAGE 18...

CITED:
“IN EVERYTHING, THERE IS A SHARE OF EVERYTHING.”
—ANAXAGORAS
CREATE A SPACE FIT FOR EVERY CULTURE
These days we hear a lot about rebranding. Design firms themselves are rebranding and clients of design firms often hire them to help with a rebrand. Manufacturers and package goods companies are rebranding; even IBM is re-branding.

What is a brand, anyway? I recently heard that Amazon founder, Jeff Bezos said, “Your brand is what other people say about you when you’re not in the room.” That may be the best description ever – it definitely cuts to the chase.

In the interior design profession what people say about you can be seen and experienced in the physical spaces you create, but what they say may also include psychological and emotional aspects, such as how the space makes users feel. And an important component of any brand is what the client experiences when doing business with you.

An important corollary to Mr. Bezos’ definition might be stated as, “Your brand is what people think they’ll be getting when they engage with you.” And that brings me to the actual point of this article.

Rebirth Not Rebrand: HOK Product Design Becomes Rainlight
by Bob Beck

When you think of HOK you might conjure an image of any of a number of stadiums around the globe. I think of the home of the Falcons, the spectacular Mercedes Benz Stadium in Atlanta. Or you may think of one of numerous high-rise buildings. Personally, I like the award winning Topwin Center in Beijing. The point being HOK essentially means big-deal architecture and interiors with an emphasis on sustainability.
A combination ambient light fixture and chilled beam to be launched by Titus in June

The light fixture + Chilled Beam installed
So what would you think you’d be getting if you were approached by HOK Product Design?

That’s the problem faced by Susan Grossinger, Senior Vice President of HOK Product Design and Yorgo Lykouria its Creative Director. Being a subset of giant HOK has often created preconceptions about what clients would be getting when (or if) they hired HOK Product Design. Often that included assuming that HOK interior design would automatically specify the products, and sometimes it made prospective clients worry that other design firms would be hesitant to specify a product designed by HOK.

Susan Grossinger and Yorgo Lykouria began collaborating in 2014 while working within HOK Product Design. Mr. Lykouria is based in London and Ms. Grossinger in Los Angeles and they have worked together with clients in North America, Europe and Asia in the 4 years since then.

Maker Space Collection for Arcadia to be launched at NeoCon

A multipurpose tech cart

The table-desk comes with solid timber or cast iron legs
But the problem of the misperceptions associated with being named HOK was always out there. The solution they've come up with is not a rebrand *per se*. It's more of a rebirth. HOK Product Design is being spun off and reborn as Rainlight, LLC, a free-standing industrial design company.

Quoting from its new website, "Rainlight represents the aspiration to bring a fresh perspective into..."
the world, driven by knowledge and experience, courage and passion, as well as belief.” Check the site out for yourself [here](#).

As its Directors, Ms. Grossinger and Mr. Lykouria, its Creative Director, will co-manage the new company. Speaking of the move Ms. Grossinger said, “It’s really about authenticity. HOK is a fantastic company, doing huge projects and creating skylines, but it’s not who we are.”

“Industrial design is a discipline of its own, very distinct from architecture and interior design. While both disciplines follow a design process, the dissimilarities of the two are probably more pronounced than the similarities. To some extent most interiors projects are one-off projects, designing a response to a unique location and set of client needs.”

“Product design is about the individual and their interaction with an object – it is the most personal of the design disciplines. Whether it’s your eyeglasses, the chair you sit in or your steering wheel, we all have a visceral interaction with design that affects our day-to-day life. The opportunity to make that experience extraordinary is in itself an exceptional experience.”

Lykouria and Grossinger form a synergy of business and culture that understands market drivers. Said Mr. Lykouria, “We recognize that the ‘market’ is composed of people with their own thoughts, impulses, and emotions. Our true end-user is human nature itself. Rainlight creates experiences to evoke wonder through resonance with human emotion.”

“Our work explores new ways of thinking to create products that break the mold, yet appear to have been there all along. It is a privilege and responsibility to create for the human-made world we spend our lives in. We look to the future as a better place that is our responsibility to help deliver. It is about materials and processes that affect the environment and it is also about the images we place in human consciousness. Form matters. Our work today is a message for the future.”

“Great products have compelling stories,” added Rainlight Partner Ms. Grossinger. “We founded Rainlight to develop and tell these tales. We partner with ambitious manufacturers that also want to create these stories and that seek to lead, not follow, the market.”

So as the new company, Rainlight,
heads into that future, it does so with a large body of work behind it and a bright future ahead of it.

Even the most successful industrial design practices out there that would be envious of the running start Rainlight will have as it emerges from HOK Product Design. With that wind at its back the new firm has a host of products in the pipeline for launch at trade shows throughout 2018, starting in April at Salone Di Mobile, Milan and running through Orgatec in October.

As friends of Rainlight as well as many of its clients, we wish them tremendous success with the new venture. We sense a most auspicious confidence in the two principals we met with; born from experience and blessed with a great beginning.

**2018 PRODUCT LAUNCH SCHEDULE**

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IVY
Classic since 1990

**IVY Umbrella Stand**
Design: Carl Gustav Magnusson & Emanuela Frattini Magnusson
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Raw Sides & Polished Top Surfaces
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Clients often ask designers to create a branding strategy for their new workplace. The better and more interesting the company culture, the easier it is to develop this part of the design strategy. Some companies have an amazing history and great culture, and at the other end of the spectrum are companies without a clear vision, poorly engaged staff, and underwhelming culture.

It’s up to the design team to gather the necessary knowledge about the company and use their storytelling techniques and design tools to create a narrative for everyone who enters the space.

Using storytelling to proffer a better brand strategy is no doubt a great thing. But designers need to consider how they should be stripping or scaling down the picture, or zooming the picture way out, to get the largest or most important pieces of the story. What’s the vision? What’s the most important message? Designers must do the work to understand the full picture, at a large scale and zoomed into details, so they can tell the right story by pulling out the right pieces.

Société General, a financial services firm headquartered in Paris, asked Ted Moudis Associates (TMA) to design a new Chicago location shortly after they merged with another local Chicago trading firm. The firm also has locations all across the United States and 66 countries around the world, and is one of Europe’s largest financial services organizations.

SG settled on the 24th and 25th floor of a space at 440 S. LaSalle Street in Chicago.

At Société General Chicago, Ted Moudis Associates found
the right pieces of the story: the firm’s history in Paris, its Société General identity in the marketplace, and the home of the office in question – the city of Chicago itself.

The three themes each present very different viewpoints and design challenges, thus TMA couldn’t simply string them together in an obvious way; a disjointed workplace would have prevailed.

TMA conducted visioning sessions with SG to land on the right pieces of the SG narrative to tell the best SG story for that space. To do so, they created a series of “moments” people experience in the space representing the three themes, all flowing together seamlessly.
Heritage

Heritage moments focused on providing a historical reference to Boulevard Haussmann in Paris – a nod to the firm’s financial legacy headquarters.

Wood floors and two-story wood material columns in the reception area provide a grounded backdrop for a dramatic two-story graphic wall holding an image of the inside of the historical stain glass dome ceiling at the original Boulevard Haussmann.

“Their roots, and where they came from – it was such a source of pride for them,” said Diana Pisone, team principal at Ted Moudis Associates in Chicago. “The Boulevard Haussmann graphic also appears in their NYC offices, which were completed five or six years ago, so that legacy continuity is carrying over in more than one space.”
Société General

Société General wanted its new Chicago offices to maintain a visual continuity of the SG brand. For TMA, that meant adopting the standards and manufacturer preferences the client already had in place.

Some of the materials and manufacturers synonymous with an SG build-out include “Bentley carpet, I.O.C. wall fronts, specific lighting manufacturers and strategically placed SG square logos.”

“Société General was a very educated client, and a very architectural client, which is really wonderful to work with,” said Ms. Pisone. “They have the knowledge and the financial background piece allowing them to go through pricing and vetting the options themselves, so they had certain manufacturers they wanted to use. We had to figure out how to work with those
Even with its position as a dominant global brand, Société General wanted to make sure its staff and visitors got a sense of the city they were in, via the interior spaces.

“Chicago is the birthplace of modern architecture, and of the skyscraper, and we wanted to bring that mindset to the interior,” said Ms. Pisone. “At the beginning we had two one story spaces, but we wanted to add height – to see those beams opened up. We developed a steel staircase hanging from above, completely supported from above by three steel rods.
The Chicago moments are experienced through materiality and verticality – raw black iron throughout the two stories, for instance, in an exposed ceiling on the trading floor, in the elevator lobby and the cafés – and accent materials focusing on textures of the “White City.”

“We painted the elevator cabs black, to continue to accent the verticality of the space, and it worked.”

In addition to the three themes in the space, TMA was able to find ways to put their own spin on existing design elements within the SG framework.

Even within the constraints of SG’s standards and manufacturer preferences, there’s room for creativity.

“We were able to streamline and tweak their standards, on the aesthetics side, not infrastructure, to benefit them economically,” noted Ms. Pisone. “Everything looked and felt the same, but we were able to save them money by making these small tweaks here and there.”

WORKPLACE STATS

> Office size: 52,000 square feet; 384 occupants
> Private offices: 18 (5%)
> Open plan workstations: 366 (95%)
> Regular workstations – 6ft; Trading workstations – 5ft 6 inches
> Workspaces away from the primary workstation were tripled compared to the previous office: 222 seats in enclosed spaces, 51 seats in open collaborative areas, 73 alternative work areas, i.e. hi-top bar seating, lounge chair with built-in power.
> Additional amenity spaces: wellness room, worship room with prayer mats and foot baths

In the elevator lobby, a stock ticker lines the base of the wall. The stock ticker exists in other Société General locations, but TMA fought to change its placement, from the middle of the wall to near the footpath.

“We lowered the stock ticker to the ground for two reasons,” said Ms. Pisone. “We wanted to further accentuate height and verticality of the space. But we also pushed for this for a more functional reason; people often walk with their heads pointed slightly downward, especially when they’re on their phone. We’re putting that stock ticker where your eyes already are."

Every client and every project has its own narrative, and it’s the designer’s business to find the details that matter, making them pop throughout the interior.
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ENVIRONMENTAL PSYCHOLOGY
Consider A Day-in-the-Life of a Space
by Sally Augustin, Ph.D.

At this time of year, the sun stays relatively low in the sky – even during the brightest part of the day – in lots of the Northern Hemisphere. It’s similarly dark in the Southern Hemisphere during their winter.

All this darkness makes it clear how important it is to test design options, in place, before they’re finalized – or before too much paint goes up on the wall!

The same paint will look quite different on walls in rooms North of the Equator with North facing, as opposed to South facing, windows during the Northern Hemisphere’s winter. Since the emotional implications of seeing particular colors has been tied to their relative saturation and brightness, these differences can make a big difference in how people think and behave in a space.

Perceived wall color is clearly only one of the design elements influenced by distance from the Equator – and distance from the Equator is only one of the factors that affects how users may experience places you develop. Thinking about all the opportunities for “variation” makes it clear why it’s desirable to review all the conditions in which a space will be experienced before its design plan is finalized.

Conditions within a place can not only change during the course of the year, but also from day to day; actively reviewing these variations leads to a design that will not only better serve users’ needs but also to one that will send the silent message to employees that their organization is thoughtful and organized.

For example, and back to Northern latitudes, during winter months employees need a space to store parkas and snow boots. During the summer, the same workers may need a secure space for their bicycles. An empty parka-scaled closet during the summer and bike room during the winter make an organization seem disorganized. Another example: On some days there may be more people in a workplace than others – think an office during an in-person all hands meeting every Monday. A design that supports employees on Mondays, but doesn’t seem desolate and deserted on Tuesdays, is desirable.

There are oodles of potential “user experience modifiers.” Ponder, for example, how the spaces around the area being developed are used. A “perfectly designed” conference room that overlooks a playground or after school sports area may not support effective meetings when children are playing outside without extra sound insulation – and that insulation might not have been so clearly required if designer visits to the space happened to occur only during class time. Considering how nearby areas may evolve over time, acoustically and otherwise, also builds longevity into a space.

How a space is experienced varies from day-to-day, month-to-month, and year-to-year. Those variations influence users’ moods and employees’ emotions affect problem solving, creativity and how well people get along, just for starters. Good design recognizes the “timelines” in the use of any space.

Sally Augustin, PhD, a cognitive scientist, is the editor of Research Design Connections (www.researchdesignconnections.com), a monthly subscription newsletter and free daily blog, where recent and classic research in the social, design, and physical sciences that can inform designers’ work are presented in straightforward language. Readers learn about the latest research findings immediately, before they’re available elsewhere. Sally, who is a Fellow of the American Psychological Association, is also the author of Place Advantage: Applied Psychology for Interior Architecture (Wiley, 2009) and, with Cindy Coleman, The Designer’s Guide to Doing Research: Applying Knowledge to Inform Design (Wiley, 2012). She is a principal at Design With Science (www.designwithscience.com) and can be reached at sallyaugustin@designwithscience.com.
Lunchtime Park Walks and Relaxation Spaces: Good Ideas

by Sally Augustin, Ph.D.

Having parks near workplaces where employees can walk for 15 minutes at lunchtime can be good for business—and so can creating an at-work space where people can do relaxation exercises. A Sianola-lead team reports that “park walk…and relaxation…groups were asked to complete a 15-min exercise during their lunch break on 10 consecutive working days.

Afternoon well-being…[was] assessed twice a week before, during, and after the intervention, altogether for 5 weeks…park walks at lunchtime were related to better concentration and less fatigue in the afternoon…Relaxation exercises were related to better concentration in the afternoon…In addition, relaxation exercises were directly linked to lower levels of strain and fatigue in the afternoon. Our study suggests that on days on which employees engage in recovering activities during lunch breaks, they experience higher levels of well-being at the end of a working day.”


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SUDOKU

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PRODUCT INTROS

>Herman Miller expanded its Live OS – a system of cloud-connected furnishings, app, and dashboard – to include the iconic Aeron Chair. With this digitally enhanced chair, people are more aware of their seated posture and can set goals for improving it. Together, the Live app, desk, and Aeron Chair create a new suite of responsive furnishings and tools that offer a more intuitive and active experience of work. The Live OS system was initially introduced at NeoCon 2017. Either when first installed, or retrofitted later, Live products are equipped with technology that is continuously connected to the cloud using a secure cellular network, independent of an organization’s wifi. This connectivity enables Live OS products to provide data on space utilization for businesses and enhance the user experience by communicating with people in new ways. Technology in the chair’s seat and tilt mechanism senses movement and communicates with the desk. When a person sits or stands, the desk moves accordingly to the user’s preferred height, ensuring a seamless transition between postures. This holistic system of person, chair, and desk working in concert intuitively shapes an environment to encourage health-positive behaviors.

After setting and saving personal preferences and mobility-goals in the app, Live Aeron captures ergonomic data on people’s posture when sitting, which the Live app analyzes and delivers in an easy-to-follow plan for people to achieve their activity goals. Read More

>Knoll introduced HiLo - a “seat” that keeps you on your feet - by Seth Murray and Brett Recor + Box Clever. Small, simple, and innovative, this playful and ergonomic perch aims to change the way you reach for a quick seat. With extensive experience in start-up culture, the designers created HiLo to respond to the constant shifting and spontaneity that takes place in today’s workplace. Defined by its two pyramidal shapes, one for the seat and one for the base, HiLo conveys both familiarity and reliability. The two triangular shapes are connected by a rigid metal stem that can be adjusted to the user’s desired height. When not in use, HiLo has a slight forward tilt that signals which side is the front and how the perch functions. The seat pad is comprised of several layers of foam and finished with a non-slip rubber surface from Vibram®. The base has a steel spring substructure that is wrapped with an elastomer to provide grip with the floor. With the innovative corkscrew mechanism, HiLo’s height ranges from 24.5 to 31.5 inches, adjustable with a simple push of a button. Responding to the current market of ergonomic work tools, Benjamin Pardo, Knoll Director of Design, commented, “I was looking for something that can give you support and also accompany you – a helpful extension of you.” Designer Seth Murray noted that his particular and unexpected muse for HiLo was the image of Don Quixote and his faithful sidekick Sancho Panza: “No matter where Quixote goes, Panza goes with him and serves at his pleasure.” Read More

Herman Miller: Live OS now includes the Aeron chair
>Royal Contract Lighting, known for its large-scale decorative fixtures for casinos, hotels, and restaurants, created a new architectural lighting division and expanded its management team. The new division will enable the company to expand its solutions to clients in commercial, industrial, and retail environments; as well as extend its national and international representative network.

-Larry A. Lieberman, who came to Royal Contract Lighting when the company acquired the assets of Vision Quest Lighting, will serve as Vice President of Sales for Architectural and National accounts. Mr. Lieberman has been designing and manufacturing products for nearly three decades. The developer of products still being manufactured 20+ years after they were designed, he is listed as an inventor of five patents and holds several awards for product design. A founder of Vision Quest Lighting, he helped the manufacturer grow from a custom design firm targeting the theatre world to a manufacturer that serviced national retail accounts such as Abercrombie and Fitch, Ann Taylor, Yum Brands, H&M, and Limited Brands.

-Torrey M. Bievenour, also formerly of Vision Quest Lighting, has been named Director of Engineering. Coinventor of several patented items, he focused on electronic design, thermal design, optical design, safety compliance, and mechanical design, working his way up to Executive Vice President. He studied available manufacturing processes and helped choose and build tools tailored to the work to be done. As the business grew, he took on management responsibility for other engineers and led the implementation of an ERP system that covered all company operations from accounting to sales to production.

-Sabine Godden was promoted to Inside Sales Manager for the new division. Ms. Godden worked for high-end manufacturers Smallbone of Devizes and Christopher Peacock Cabinetry before becoming an independent designer. She honed her skills in design, planning, and project management, working directly with clients, managing projects in the field, and coordinating details of custom manufacturing with architects and manufacturers. Godden joined Royal Contract Lighting in sales and progressed to sales management before becoming Special Projects Coordinator, where she managed the hotel lighting program. Read More

>ASID and IIDA issued a joint statement opposing H.R. 620, known as the “ADA Education and Reform Act.” H.R. 620 amends the Americans With Disabilities Act to require persons with a disability to provide written documentation of an ADA violation to a business before seeking legal remedies. “It is our belief that design – residential or commercial, for private or public intent – truly affects everyone,” said the IIDA/ASID statement. “This is why we unwaveringly advocate for universal design, a practice that seeks to create environments that can be accessed, understood, and used to the greatest extent possible regardless of age, sex, size, or ability. As designers, it is our job to think about design with people and purpose in mind, so that no one person has to bear the weight or responsibility of access, which is as fundamental to human rights as it is to good design. We oppose any effort that disincentives businesses to build or update spaces according to these principles.” Read More

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>The ASID Foundation, HomeAdvisor, and the National Building Museum are now accepting entries to the the Making Room: Housing for a Changing America Student Design Competition. Open for submissions through Apr. 13, the competition challenges students who attend colleges and universities in the Maryland, Virginia, and Washington, DC regions to design a living space for a retired couple that is flexible, employs universal design concepts, and has a bud-
get of $50,000 or less. The design should embrace the same goals of flexibility and seamless universal design incorporated in The Open House, centerpiece of the Making Room: Housing for a Changing America exhibition currently on view at the National Building Museum. The first, second, and third place winners will receive scholarships and have their work featured at the National Building Museum from Jun. 1 until the exhibit closes in September. Read More

>Be Original Americas launched the third annual Be Original Americas Student Design Fellowship. The immersive, seven-week program introduces two undergraduate students to all facets of creating innovative, high-quality products through hands-on, in-the-field learning. The program will continue to focus on different aspects of the design process from research and development to manufacturing and marketing, through the perspective of Be Original Americas member companies, supplemented by visits to their showrooms, headquarters, and factories in New York City and throughout the U.S. It will run Jun. 11 through Jul. 31, during which the fellows will visit member companies in nine cities throughout seven states. The program is open to currently enrolled undergraduate students in their 2nd or 3rd year of study at an accredited college or university in the U.S. Students currently enrolled in industrial design, interior design, architecture, and entrepreneurial programs, or who have a demonstrated interest in a career in the design industry are encouraged to apply. The application deadline is next Monday, Mar. 12. Read More

>Be Original Americas also shared additional news highlights and its agenda for 2018:

- The Be Original Americas CEU course, developed in 2015 and approved by AIA and IDCEC for architects and interior designers, is being revised this year to include advancements in the industry.
- 2018 events will include a series of town hall meetings in New York, Los Angeles, San Francisco, and Chicago for members and industry professionals in the area. The organization will also be speaking at several leading trade shows and industry events, including WantedDesign in New York, Metrocon in Dallas, and Design Week Mexico in Mexico City. Read More

>Docomomo US and Docomomo US New York/Tri-state are advocating for the preservation of 270 Park Avenue, formerly the Union Carbide building. Now known as the JPMorgan Chase tower, the building was designed by the pioneering woman architect Natalie de Blois and Gordon Bunshaft of Skidmore, Owings & Merrill and built from 1958-60. On Feb. 21, JPMorgan Chase and the City of New York announced plans to demolish and replace it with a new, 2.5 million sf, state-of-the-art office building. It would be the first major project under the city’s

Docomomo: 270 Park Avenue
Midtown East Rezoning plan, passed in 2017, that fosters modern office construction and improvements to the business district’s public realm and transportation. According to the JPMorgan Chase announcement, its new headquarters “would house about 15,000 employees, replacing an outdated facility designed in the late 1950s for about 3,500 employees.” Docomomo, however, sees the old building as an “iconic example of corporate modernism,” and for more than six years has been appealing to the NYC Landmarks Preservation Commission to designate 270 Park Avenue with landmark status.

Fil Doux Textiles launched Fil Doux for the Arts, a program that supports the arts and young artists by providing excess materials to individual creators and non-profit organizations. By donating product for reuse, Fil Doux for the Arts falls in line with the company’s other sustainability initiatives, such as using wind energy to power its mills and recycling dye water. The charity collaboration began by partnering with New York City-based non-profit organizations Time In and buildOn. Time In is an organization that mentors children from underserved communities with the help of professionals in the arts. Fil Doux Textiles assisted one of their workshops where kids transformed the company’s sheer and upholstery fabric into costumes and art pieces depicting the opera, The Marriage of Figaro. buildOn is a non-profit that empowers high school students to transform their neighborhoods and the world through intensive community service and service learning programs. Fil Doux Textiles helped kids turn their excess fabric into blankets, mats, and pillows for the homeless.

The IIDA Latin America Design Awards, formerly the IIDA Best Interiors of Latin America & the Caribbean Competition, is now open for entries. In addition to a new name, this year’s award program has an expanded list of categories, recognizing interior design projects that reflect the highest levels of creativity and excellence from Latin America and the Caribbean. The extended list of categories includes new groupings such as Amenity Spaces and Commercial Lobbies. Also new is a Value Award category that will recognize projects submitted that overcame extraordinary budget constraints. Design projects must be located in Latin America or the Caribbean to be considered for the awards; however, the submitting firm may be located anywhere. Projects completed after Feb. 1, 2016 will be accepted. The deadline for entries is Friday, April 20.

Inscape Corp. reported that has been advised orally that West Elm, a brand of Williams-Sonoma, Inc., intends to terminate its partnership with Inscape effective Jun. 29. The two companies entered into an agreement in 2014 to create the West Elm Workspace with Inscape collection. As of last week, Inscape had not yet received a formal notice of termination. “We expect we will work with West Elm to develop a transition plan over the next 120 days that minimizes impact on our dealers, partners and entire team,” said Inscape CEO Brian Mirsky. “Our company has an impressive 130-year history in the contract furniture business and we are confident in our ability to continue to thrive in this continuously evolving industry.”

Kimball launched a Smart Furniture Design Hack competition, promoted and managed by Metropolis magazine. The competition, with no cost to enter, seeks design concepts that leverage technology that allow users to be more productive, improve the overall work-life of employees by adding convenience, and/or solve other typical workplace challenges. Designs should integrate materials and technology (whether known today or unknown) thereby, transforming the capability of the furniture. Examples might include, but are not limited to, lighting, smart films, heat, vibration, motion, voice activation, sound, etc. The winning design must be able to be mass produced, scalable.
and saleable, and the winner will receive a 3% royalty up to $30,000 but no less than $5,000. Deadline for entry is Monday, Apr. 30, 11:59 p.m. Eastern Time. Read More

>World Interiors News announced the winners of the 2017 WIN Awards at an awards ceremony Feb. 22 at Somerset House in London. Among the winners was Sky Central Workplace in London by HASSELL (pictured) in the category of Workspace Interiors Greater than 10,000 square metres. The winner of Workspace Interiors Less than 10,000 square metres was Wework Weihai Road: China Flagship Coworking Space in Shanghai, China, by Linehouse. All categories for the WIN Awards 2018 are now open for entry with a special early bird discount available until Mar. 29. Read More

>RE-SITED

>Alison Barnett joined AIS as manager and designer for the company’s Washington, DC-based showroom. Active in the office furniture industry for more than five years, she most recently managed the design department at Omnicifs, a dealer in Alexandria, VA. Before Omnicifs, she worked for Ethan Allen. “During my time as a dealer-designer at Omnifics, I collaborated a lot with the AIS team in specifying AIS products, so I’m very excited to be joining the family,” she noted. Read More

>Justin Brzostowski joined AIS as the territory manager for northern New Jersey, where he’ll serve as a liaison to dealers in the region. Prior to joining AIS, he worked as a sales and marketing associate for The Holder Group, a commercial general contractor, and, before that, in sales and management roles for a sporting-goods company. Read More

>Mallory Hoobler joined AIS as the company’s Midwest territory manager. Based in Chicago, she serves as the liaison to AIS dealers in the Midwest region. Before joining AIS, Ms. Hoobler was a project manager for Corporate Concepts where she helped to expand the dealership’s downtown Chicago location and assisted with several national accounts. Prior to working for Corporate Concepts, she served as an assistant showroom sales manager and project manager for Katonah Architectural Hardware located inside The Merchandise Mart in Chicago. Read More

>Leena Jain joined Humanscale as its first Chief Marketing Officer. Ms. Jain has 14 years of experience in luxury and consumer brands. For the past 12 years she worked for L’Oréal, most recently as a Vice President of Marketing. Prior to L’Oréal, she worked for Bain & Company, where she spent time on strategic assignments across the technology, consumer, and non-profit sectors. “Leena’s experience in the luxury consumer market will prove invaluable as we continue to expand and reach into new markets with design solutions that will be impactful on the health of our customers and on the natural environment,” said Humanscale Founder and CEO Robert King. “Now more than ever, luxury is about learning to prioritize our health, well-being and self-care,” said Ms. Jain. “I’m excited to bring my experience to a company at the cross-section of wellness, sustainability and luxury. Humanscale is leading this conversation with innovative products and initiatives that speak to this movement in an area where many of us spend 95% of our waking time – the workplace.” Read More
>Gordon Guillaumier is joining Desalto as the company’s new Art Director. Mr. Guillaumier is a brilliant conceptual designer who loves to first research projects before deciding the shape. A native of Malta, he studied in Switzerland, England, and later Italy, significantly enriching his experiences and noticeably influencing each one of his projects. He set up his own design studio in Milan in 2002, and as a product designer worked for many internationally renowned companies including Desalto. He also built an impressive portfolio of interior design projects, primarily focused on residential, as well as participating in many top exhibitions and trade fairs. In his new role, he will enter into Desalto’s world, carefully handling products, exhibit design, and communication activities and forming a link among them. Read More

ENVIROMENT

>Duravit USA is celebrating its tenth anniversary as a partner for EPA WaterSense. WaterSense products use at least 20% less water than their counterparts, and all of Duravit wall- and floor-mount toilets are WaterSense approved. This endorsement means that these Duravit products comply with the EPA’s rigorous performance mandate for High Efficiency Toilets (HET), which is 1.28 or fewer gallons per flush (gpf). Duravit’s wall-mount toilets, featuring dual-flush technology, allow for an effective 1.1 gpf. Read More

>Project

>Walls

>Wallcoverings Association

>The Wallcoverings Association released five industry average Environmental Product Declarations for wallcoverings. Developed by IGI-The Global Wallcoverings Association, the EPDs are accepted internationally and cover five constructions of typical and specialty commercial and residential wallcoverings. The development process spanned two years and included participation by wallcovering manufacturers around the world including U.S.-based J. Josephson, Len-Tex, LSI Wallcovering, Roysons Corporation and York Wallcoverings. The EPDs report the industry average data for each of the product types and were calculated by averaging together lifecycle assessment data from the participating manufacturers. They are recognized for contributing credits in LEED v4’s Material and Resources Credit 2. Read More

PROJECTS

>Dyer Brown’s recently opened Atlanta office completed its first major workplace interior project, a 27,000sf space in Alpharetta, GA for Renew Financial. The new office, occupying a full floor of a three-story suburban office park building, features a cost-effective design incorporating a sophisticated aesthetic that reinforces the company brand and corporate culture. Renew Financial is a finance company that provides homeowners with innovative financing solutions for energy and safety upgrades. Its new space will function as a bustling call center as well as a Southeast headquarters for the national lender’s activities in the region. Dyer Brown began by programming the entry lobby and reception area on one side of the elevator bank, anchoring the adjacent conference rooms and private offices. The bulk of the floor plate is occupied by four ‘quadrants’ of open office space, from which employees enjoy access to amenities, common areas and support spaces. These include a wellness...
room, employee lockers, a training room, bike storage, and a print room. At the center of the workplace on the opposite side of the elevator bank is the ‘café’ – a 1,000sf shared employee break area equipped with refrigerators and well-stocked with bulk snacks. Periodically the café area is used to hold ‘all-hands’ firm-wide meetings, or for Renew Financial staff to enjoy a catered lunch provided by management.

The office area is furnished with height-adjustable workstations for employee comfort. While there are panels on the workstations offering modest privacy, the panels are low-height to support the desire for an open workplace. The overall look for the new call center is crisp and professional, with ‘pops’ of color: walls, floors and ceilings are finished in cool greys and whites, while colorful furniture and accent paint in rooms designated for phone use invigorate the space. Built-in banquette seating and warm wood tones add to the welcoming, yet professional aesthetic.

As with all projects, Dyer Brown sought to integrate solutions that would be both impactful and cost-effective. One example was the strategic reuse of the existing ceiling grid in the space. Dyer Brown specified re-lamping of the existing two-by-four fluorescent fixtures with energy-efficient LEDs to achieve a bright yet comfortable color temperature — and reused the existing acoustic ceiling tiles throughout.

“We’re delighted with the outcome,” said Ainsley Hill, Director of Workplace for Renew Financial, “especially the positive feedback from our employees and executives. Dyer Brown has been a pleasure to work with throughout the process, and their design will serve as a model for upcoming workplace projects.” “Ainsley and the Renew Financial team made it clear that they wanted an open space that would promote collaboration and teamwork, yet still provide privacy for call center functions” said Maggie Mitchell, Project Manager for Dyer Brown. “We’re happy to hear that the design appropriately reflects their brand and corporate culture.”

>Interior architecture firm lauckgroup donated time and services to design a new 4,200sf space in Irving, TX for Women's Business Council-Southwest. WBCS has a 23-year history of providing national certification to women-owned businesses on behalf of the Women Business Enterprise National Council for the Southwest region, which includes Arkansas, New Mexico, Oklahoma and North and Central Texas. After more than 17 years in Arlington, TX, the non-profit organization decided to relocate its regional headquarters to the Las Colinas area in Irving. It utilized several of its certified women-owned companies to assist in different aspects of the new space. In addition to designing the space, lauckgroup also created custom graphics and assisted with furniture selection. Business Interiors received the bid to furnish the entire office and included a donation of a new large conference table. Eliza Solender of Solender/Hall represented WBCS in the transaction, and Guaranteed Express assisted with the move.

For the design of the new office, lauckgroup sought to modernize the workplace and strengthen the brand, while making creative, budget-conscious choices. Upon entry, staff and visitors are greeted by a warm wood element that frames the company’s impressive history and accomplishments in a custom timeline graphic. The wood feature continues on the floor and ceiling, leading into the main conference room. The WBCS logo is subtly incorporated into the reception, using matte and glossy white paint to portray the brand and bring further depth into the space. Throughout the office, exposed concrete columns at a 45-degree angle give the space personality and inherent materiality. Some columns still show original markings from when the building was constructed, adding a layer of authenticity and rawness to the space. The exposed concrete columns allow for a neutral color palette, with accents of blue and grey as seen in the carpet and furnishings.

“Rather than having a tradi-
laukgroup: WBCS

tional wall and door, most of the private offices or meeting rooms instead have two glass panels and an opening where the door would normally be," said Anne Kniffen, Managing Principal at lauckgroup. "This was something we encour-
gaged WBCS to consider as it ultimately brought more day-
light into the internal workstation area. It also helped them stay within budget and create a more pleasant corridor." For an added level of privacy at private offices and the break room, lauckgroup developed a custom vinyl film pattern derived from the “W” of the WBCS logo. The subtle criss-cross pattern of the pri-
vacy screen reinforces the “w” shape of the logo, provides movement, and upgrades the face of all the small meeting rooms or offices.

Additional meeting rooms are found throughout the space, where staff or members can meet in a professional, yet dynamic atmosphere. The small meeting room features an exposed concrete column, and a contemporary felt lighting fixture with acoustical properties that help absorb sound and reduce reverbera-
tion. The workstation areas are zoned and oriented to be supportive of a variety of needs as some staff are required to do constant verbal communication, whereas oth-
ers require quieter spaces for focused work. Patrons also enjoy an elegant break room with an upgraded tile backsplash and a table for six that doubles as an additional casual meeting space. The WBCS team’s previous break room was inadequate and underutilized so most employees ate at their desks. Now, a more welcome envi-
ronment is helping to change that pattern. Read More

EVENTS

> The DIFFA/Chicago Aux-
iliary Board will host its sixth annual DIFFArenece event this Thursday, Mar. 8 at the former Coyne Col-
lege Building in Chicago’s Fulton Market District, 6:00-9:00 p.m. The evening will follow suit with previous year’s “DIFFArenece” events with an exciting “Disco Inferno” theme to heat up the conversation around the organization’s ongoing efforts. The event location, which was donated by Sterling Bay, offers plenty of space for guests to get down to Funky Town, with 70s hits played by local DJ Josh Zietler. To support the theme, guests will be encouraged to take part in a lip-syncing competition to determine the ultimate “Disco Diva.” Once the dancing winds down, raffle winners will be announced featuring high-end items and experiences such as a Grin Chair from National Office Furniture, a koi cotton velvet pillow from Maharam or a gift certificate for a Reiki Energy Healing Session. All raffle and ticket sales proceeds will go toward the DIFFA/Chicago Excellence In Care Awards that are granted each year to Chicago-area service agen-
cies that provide assistance, education and outreach to those living with HIV/AIDS. Read More

> IFDA NY’s Cocktails, Conversation & Connections event this month is today, Mar. 5, and Gibson + Luce, 19 West 31st, 5:30-7:30 p.m. Manhattan’s newly redis-
covered, authentically old speakeasy, named for editors Charles Dana Gibson & Henry R. Luce, is located under-
ground at the newly restored 1894 LIFE hotel, former site of LIFE Magazine. Read More
BUSINESS AFFAIRS

>Herman Miller, Inc. will participate in the Raymond James 39th Annual Institutional Investors Conference in Orlando, FL today, Mar. 5. The presentation is scheduled to begin at 9:50 am Eastern Time. A live webcast of the presentation will be available on the investor relations page of the company’s corporate website at www.hermanmiller.com.

>HNI Corp. Senior Vice President and CFO Marshall Bridges will be presenting at the Raymond James 39th Annual Institutional Investors Conference in Orlando, FL this Wednesday, Mar. 7. The presentation is scheduled for approximately 9:50 a.m. Eastern Time. The associated presentation materials will be posted on the corporation’s website, www.hnicorp.com.

>Steelcase Inc. President and CEO James Keane; Senior Vice President and CFO David Sylvester; and Director, Investor Relations and Financial Planning and Analysis Michael O’Meara, will be presenting at the Raymond James Institutional Investors Conference today, Mar. 5. The presentation is scheduled for 3:25 p.m. Eastern Time and will be webcast. A link to the webcast, along with the supporting presentation materials, will be available at http://ir.steelcase.com.

>Steelcase Inc. plans to webcast a discussion of its fourth quarter and fiscal year 2018 financial results on Wednesday, Mar. 21, 8:30 a.m. Eastern Time. A link to the webcast will be available on the company’s website and a replay of the webcast will be available shortly after the call concludes. The news release detailing the financial results will be issued the previous day, March 20, 2018, after the market closes. http://ir.steelcase.com

>USG Corp. invites investors, analysts, and the general public to view and listen to a webcast of its inaugural Investor Day this Thursday, Mar. 8, from 9:00 a.m. to 12:30 p.m. Eastern Time. The event will feature presentations outlining USG’s strategic direction and key initiatives from President and CEO Jennifer Scanlon and CFO Matthew Hilzinger. Presentations will also be delivered from key management, including leaders of the company’s four divisions – Gypsum, Performance Materials, Ceilings, and USG Boral – and its Advanced Manufacturing initiative. The day will include information on USG’s mid-term financial objectives. To participate by phone, please dial 1-669-900-6833; pass code 213161555. A replay of the webcast will be available on the USG website until Mar. 7, 2019. The live webcast, as well as accompanying presentation materials, will be available at USG’s investor relations website at http://investor.usg.com.

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bob@officeinsight.com
T 972 293 9186

Find all our ads all the time at www.officeinsight.com/careers.

Sales Representative - Indiana

Momentum Group, a leading supplier of contract textiles, is growing and seeking a new Sales Representative in Indiana.

Qualifications:
> Bachelor’s degree, or equivalent combination of education and experience.
> Knowledge of the Contract Industry is a plus.
> 2-3 years of selling textiles or other dealer sales experience preferred.
> Excellent presentation skills required.
> Must be computer proficient.
> IIDA and/or NEWH membership or affiliation desired.
> Candidate must live in Indianapolis, IN


Sales Representatives - Texas and Tennessee

Momentum Group, a leading supplier of contract textiles, is growing and seeking new Sales Representatives in Tennessee and Texas.

Qualifications:
> Bachelor’s degree, or equivalent combination of education and experience.
> Knowledge of the Contract Industry is a plus.
> 2-3 years of selling textiles or other dealer sales experience preferred.
> Excellent presentation skills required.
> Must be computer proficient.
> IIDA and/or NEWH membership or affiliation desired.
> Candidate must live in territory.

Please apply online at: https://workforcenow.adp.com/jobs/apply/posting.html?client=Momtex&ccId=19000101_000001&type=MP&lang=en_US
Market Manager - NYC

Position Summary: This position is responsible for promoting and selling the Studio TK product portfolio to the A&D community, dealers and end users within the New York Region. Responsibilities include, but are not limited to; establishing and/or maintaining business partnership with architectural and design firms, dealers and end-users, making sales calls and presentations, and ultimately gaining market share and increasing Studio TK sales volume in the New York Metropolitan Region.

Experience, Skill and Educational Requirements:

> Bachelor’s degree (B.A.) from four-year college or university; or 5-7 years related experience and/or training; or equivalent combination of education and experience.
> Strong relationships with design firms in given market.
> Ability to work independently and achieve results.
> Entrepreneurial attitude, ability to excel in a fast-paced environment and highly motivated.

For more information on the position or to complete an application, please use the link below.

Studio TK Market Manager - NYC

Textile Designer, Product Development - Tri-State Area, NY

Arc-Com a leader in the contract textile industry, located in Orangeburg, N.Y. (15 min. north of the GW Bridge), is seeking a creative, textile designer to join our Design Team to work on product development. The Arc-Com Design Team creates and introduces innovative and high performance textile products for the corporate, hospitality, healthcare and institutional markets.

Position Requirements:

> Committed professional with excellent communication, color, and design skills.
> Experience with contract sources, woven textiles, upholstery, drapery, cubicile fabrics, and coated products very helpful.
> Foundation knowledge of the contract industry
> Excellent Pattern and Development skills.
> Strong color sense.
> Experience in woven textiles and fabric constructions.
> Knowledgeable with test requirements. Flammability, Crocking, Colorfastness, and Abrasion.
> Experience working with contract textile mills.
> Strong organizational and analytical abilities.
> Must have own transportation.