The Year Ahead: Workplace Design in 2018

Here, we present a collection of influences workplace design will contend with in 2018, collected from all corners of the industry. We spoke with Barry Richards, President of IIDA NY and Principal and Studio Leader at Rockwell Group, to hear his take on the issues at hand. We also highlight the seven emerging forces in workplace design that Steelcase anticipates in 2018, as these items were especially compelling. Disruption and unrest in 2017 have propelled people to ask for more balance, authenticity, a sense of community and the blending of seemingly opposite qualities—maximalism/minimalism, native/global, and cultural/science-driven.

FULL STORY ON PAGE 3…

Denver’s Stop for a Bite of Culture: The Food Hall at Zeppelin Station

Carefully crafted food halls are quickly becoming a mainstay amenity. But there’s more than meets the eye in the planning and design of a one-of-a-kind food hall experience. officeinsight contributor Stephen Witte checks out Zeppelin Station, a food hall in Denver doing all the right things.

FULL STORY ON PAGE 16…

Natural Structures + Refined Residential: A Tech Investment Firm in San Francisco’s Presidio

On the northern tip of the San Francisco Peninsula is the Presidio, a California dreaming national park of lush landscapes, gorgeous views and historic buildings that architectural and design firms continue to reinvigorate. Within the Presidio, a technology investment firm selected Feldman Architecture, a firm with residential roots, because of a home it had designed for one of the tech investment firm partners. The firm’s leaders were intent on bringing the same light-filled, refined residential palette of the partner’s home to its new offices.

FULL STORY ON PAGE 25…

CITED:
“SUCCESS HAS RUINED MANY A MAN.”
—BENJAMIN FRANKLIN, POOR RICHARD’S ALMANACK, 1752
Mood hints at subtle references to the human body. The beautifully shaped seat with its textured surface prevents you from sliding forward. A slight waterfall on the seat edge creates an open angle between upper body and legs, thereby extending comfort over longer periods.
The Year Ahead: Workplace Design in 2018

by Mallory Jindra

2017 may have socked Americans in the gut with a roiling political and social climate, but a new year continues to signal an opportunity to refocus and renew. Disruption, both positive and negative in nature, continues to rein supreme in 2018.

Here, we present a collection of influences workplace design will contend with in 2018, collected from all corners of the industry. We spoke with Barry Richards, President of IIDA NY and Principal and Studio Leader at Rockwell Group, to hear his take on the issues at hand. We also highlight the seven emerging forces in workplace design that Steelcase anticipates in 2018, as these items were especially compelling.

Disruption and unrest in 2017 have propelled people to ask for more balance, authenticity, a sense of community and the blending of seemingly opposite qualities – maximalism/minimalism, native/global, and cultural/science-driven.

“Community is perhaps the most important movement today. Creating an experience that is shared, that people feel close, with a sense of ritual and togetherness,” noted Mr. Richards. “Office culture is evolving beyond itself to create a community. It speaks directly to the mission that many companies already have in place.”

Not far from the heart of each of these influences is technology; technology’s impact is felt everywhere. New advancements in 3D printing, AI, bioengineering, and more informs and makes each influence more capable of being an agent of change.

Holistic design geared for company culture

Clients are pouring resources into developing their own company cultures, and will continue to ask architects and designers to create something that embodies that company culture to a ‘T’. Clients want to give employees, customers and the public a window into their past, present and future. Designers must find the best balance between these ele-
ments as they craft a physical space, reaching optics and authenticity at the same time.

Designing for smart cities

Offices no longer stand alone. Architects and designers must consider a project’s relationship with the surrounding environment in order to provide superior service to their clients. Markets are converging not just in influence, but in actual space requirements; commercial, retail, residential, hospitality and healthcare spaces are occupying the same buildings, shared amenities and public spaces.

Connected networks and things like free Wi-Fi capabilities are almost at the point of being expected wherever humans are, regardless of place or time.

“The third space used to be Starbucks, but now it’s ‘everywhere’” said Mr. Richards.

A premium on self-expression

“Residential and hospitality create a back-and-forth in how to create spaces that are intimate at a high-end level,” said Mr. Richards. “Now, boutique hotels are creating a heightened experience with a bigger concept unifying everything. They create a series of connected experiences that are more memorable and more theatrical, with more ritual and choreography between the spaces. Peoples stay in these spaces, then bring those experiences home, saying, ‘why can’t I have this experience in my home?’”

“Hospitality brings that experience-driven approach, where designers are asking, ‘What are the need states? What do you want this space to feel like?’”

The Shaw Showroom, designed by Rockwell Group. Photo: Emily Andrews
Pantone’s 2018 color of the year made a much bigger splash than 2017’s Greenery generated. Ultra Violet, a mystical, supernatural blue-based purple, speaks to a collective urge to use color and design for bold self-expression. Minimalism continues its relevance, but the unexpected, surprising and unconventional has the ability to quench our thirst for creativity.
“We are living in a time that requires inventiveness and imagination,” said Leatrice Eiseman, executive director of the Pantone Color Institute. “It is this kind of creative inspiration that is indigenous to PANTONE 18-3838 Ultra Violet, a blue-based purple that takes our awareness and potential to a higher level. From exploring new technologies and the greater galaxy, to artistic expression and spiritual reflection, intuitive Ultra Violet lights the way to what is yet to come.” The Pantone website expands: “A dramatically provocative and thoughtful purple shade, PANTONE 18-3838 Ultra Violet communicates originality, ingenuity, and visionary thinking that points us toward the future.”

“There’s a desire for the sense that you can personalize your whole space,” said Mr. Richards. “Companies want to build in that space for creative expression.”
The casualization of everything

Designers are honing a balance between modernity and warmth. This balance comes from residential and hospitality influences, as well as younger generations reaching the workplace.

“Millennials are growing up, and their interiors are becoming a little more mature, more finished and upscale,” says Mr. Richards. “Spaces need to shift from day to night more effortlessly.”

A more balanced conversation in both wellbeing & sustainability

Companies are going big on offering their staffs everything from onsite healthy food and beverage options to, state-of-the-art fitness facilities, bike storage, quiet rooms, standing desks, health incentives and other wellbeing-based benefits.
“Companies are really starting to put more faith into the benefits of wellness amenities,” said Mr. Richards. “Wellness initiatives don’t just make people healthy – they contribute to a stronger bottom line by raising productivity and happiness and lowering things like absenteeism and presenteeism.”

More balance is also finding its way to sustainability in the workplace. The c-suite is beginning to approach sustainability not as a box that needs to be checked, but as an important piece of their mission.

Our focus on wellbeing and sustainability is part of the all-inclusive goal of designing for the circular economy – designing “products, services and businesses that are good for people, the planet and business.” As defined by IDEO, a circular economy moves away from “our traditional take-make-dispose economy, to one that has a closed loop, where materials, nutrients, and data are continuously repurposed.”

– Steelcase’s seven emerging forces in workplace design: Cherie Johnson, Steelcase global design director, and Julie Yonehara, Steelcase surface materials designer, work with teams based in Michigan, Munich and Hong Kong to understand why certain design elements are gaining traction. Below are the seven emerging forces they see affecting workplace design.

Celebrate Communities

“Designers are explorers searching for inspiration in buildings being renovated into more creative workplaces. Johnson tells us. They are conscientious in saving elements of interior architecture that reflect unique parts of a found building. By connecting new work culture in a meaningful way to the collective identity of the location, community and brand, designers are creating authenticity in the workplace in the world. Johnson says workers want to feel more immersed in the story and meaning of where they work in lieu of feeling insulated to place. Thoughtfully finding and exposing authentic layers of history and creating new insertions is the new creative canvas.

“Designers are considering how places are differentiated from our digital world and how a space in one city is unlike its counterpart in another. Urban centers around the globe date back to different time periods. Based on the era in which they were built, certain materials were available and popular at the time. Today, designers are able to connect with those remnants of the past and create more memorable, personalized spaces. This presents a creative tension celebrating the old and new within a space. The desire to embrace and understand history adds an interesting dialogue to the design process as people connect with the authenticity and uniqueness once hidden in century-old buildings.”

– Steelcase

– African inspired living room

– Knoll Rockwell Unscripted. Photo: Knoll
**Global Inspirations**

“Because technology allows us to be instantaneously connected to images and projects taking place all over the world, designers are finding inspirations around the globe. In 2017, **hygge**, the Danish word for cozy, became more prevalent in the workplace as people sought more informal and residential work environments. Now in 2018, Yonehara says **wabi-sabi**, a Japanese aesthetic based off nature and imperfection, is an influence resurfacing in the workplace. It's the influencing ethos for **ikebana**, the Japanese art of flower arrangements meant to expand the observer’s appreciation of beauty, which Johnson says is also experiencing a resurgence.”

– Steelcase

**Techno-craft**

“Our global environment is helping us connect with cultures and also with craft. The manufacturing technologies and visual tools now available to designers allow them to tap into methods that used to be inaccessible to a broader audience. **Shibori**, a Japanese approach to dyeing textiles, and **Sho Sugi Ban**, a Japanese burnt wood art, are two examples Johnson shared of once unattainable crafts now being curated by designers to bring life into the office.

“Yonehara says this juxtaposition of craft and technology is providing people with both authenticity and performance. Light fixtures and ceramic accessories are being created by 3D printers, for example, making these elements more available and more durable for the office in some cases. Craft is being redefined by technology adding different aspects of performance.”

– Steelcase

**Biophilia 2.0**

“When we’re surrounded by digital tools all day long, we yearn for a connection to nature, explains Johnson. **Biophilia**, the principle that human beings have an innate desire to connect and bond with nature, is experiencing a resurgence because of the balance we need from our digital world and the benefit nature’s restorative qualities provide our wellbeing. Biophilic elements are making more of an appearance in dedicated rejuvenation and focus areas because we need the therapeutic connection with nature more frequently throughout the day.

“Time is a luxury and Johnson is seeing more rejuvenation and respite areas planned on every floor of an office. Office workers need respite especially as they are asked to do more creative problem solving. How do we find peaceful places to think
or work with our hands? As we look at the ecosystem of settings people have to choose from at work, Johnson is seeing more nature in the physical environment so people can step away from their desk for an escapist moment. Designers will continue to explore new ways to manifest the restorative properties of nature in the workplace.” – Steelcase

**Diversity of Materials**

“As the workplace hosts a broader range of cultures and generations, people are gravitating toward more natural and textured materials. Today’s first-time employees are comfortable with a variety of materials, colors and spaces. When people are offered a diversity of spaces, they will find the one that’s the best fit for them.” – Steelcase

Diversity of materials. “As the workplace hosts a broader range of cultures and generations, people are gravitating toward more natural and textured materials. Today’s first-time employees are comfortable with a variety of materials, colors and spaces. When people are offered a diversity of spaces, they will find the one that’s the best fit for them.” Photo: Steelcase
“In addition, Yonehara says she’s also seeing a heightened understanding of the need for respite within the workplace. Technology helps us be more productive, but that also means we need more opportunities to rejuvenate. She’s seeing a wider range of neutrals, translucent and toned down colors as well as textiles with a tactile and warm handfeel to offer calm and comfort in areas of the workplace.” – Steelcase

Designing with Data
“Data has entered the work environment, adding significant value to the conversation between designers and customers. Designers who talk about changing space and culture with customers now have the benefit of non-biased data to help eliminate the fear of the unknown. Does everyone need their own workstation or private office? Or would more private enclaves and collaboration spaces better serve the team? Sensors in the workplace can help organizations learn how often people are at their desks and what kinds of spaces will best support their people. Data can help designers and organizations get to an appropriate design solution, faster.” – Steelcase

Digital Tribalization
“Technology is shortening the distance between the designer and the customer. People are so digitally connected, they are constantly developing and honing their personal design point-of-view. Visceral reactions to imagery found in our social media feeds and online can lead to the assemblage of a context that only fits our view. We “like” and “pin” what we’re drawn to, but then technology uses filters to provide us with more of our preferences, unintentionally narrowing our perspective.

“This digital tribalization changes the conversation between designers

The Shaw Showroom, designed by Rockwell Group. Photo: Emily Andrews
and their customers. Johnson says virtual reality and augmented reality will come to bear to bridge the gap between a designer’s holistic vision of the workplace and individual’s unique preferences. Worldwide revenues for augmented and virtual reality are expected to reach $162 billion in 2020, according to International Data Corp.” – Steelcase
Join Contract magazine as we celebrate winners of the 39th Annual Interiors Awards, the Designer of the Year, and Design Legend recipient Joan Blumenfeld of Perkins+Will.

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The newest project undertaken in this vein and opening in February is Zeppelin Station in Denver’s River North Art District.

Think of it. Who pours time, treasure and reputation into a 100,000 square foot building bearing the family name on an unlikely site at a dead-end corner? Only a commercial developer riding a 17-year winning streak in the neighborhood, working with an award-winning architect and a well-traveled impresario of what makes food-lovers tick.

Kyle Zeppelin’s enlightened thinking about commercial development in Denver is likely an inheritance from his father. Following Mickey Zeppelin’s founding of the family business in the late 80s, he established himself as one of Denver’s urban pioneers.
Last June, Bisnow.com called the elder Zeppelin “a driving force for decades in the redevelopment of Downtown Denver, the Golden Triangle and, more recently, River North.”

Credit for Zeppelin Development’s River North accomplishments goes to an apt synthesis of business and social behaviors.

“People want the same things at work that they have at home: well-designed spaces, a nice flow, fresh air, views and natural light in a location that’s accessible by foot, bike and transit, and has great amenities,” said Kyle Zeppelin. “We believe in features with social relevancy, that there’s an underserved niche in the local market.”

What animates his theory of the case is a niche he dubs the “New Economy Professional.”

These are people working locally but involved with team members and partners on a global scale. The incomes, households and interests vary among these workers, but they trend younger, many but not all being under 40 years of age. What binds them into a definable group is a shared quality-of-life perception, something identified and acted upon by Zeppelin Development. That, and being located in Colorado helped.

In 2017’s State New Economy Index, Colorado ranks seventh in the nation in the degree to which its economy relies on innovation. The index uses 25 indicators to measure the extent to which the 50 state economies are knowledge-based, globalized, entrepreneurial, IT-driven and innovation-oriented.

Embracing these New Economy Professionals in RiNo, as Denverites call River North, along with the neighborhood’s built-in idiosyncrasies has proven gainful to Zeppelin Development.

RiNo, once a hub of Denver industry, grew increasingly vacant in the 90s as manufacturing waned. A mish-mash of low-rise industrial, faceless warehousing and the occasional bungalow stood as souvenirs of better days.

As with other cities where cavernous spaces become available on the cheap, in came artists, designers, makers and others whose businesses thrive on low-cost space.

Collaborators all, they came together in 2005 to form the River North Arts District. Had the 2007 recession not happened, their steady progress might have continued unabated.

The recession’s effects on Zeppelin Development’s progress in River North slowed but did not stop it. Today there stands a clutch of buildings by Zeppelin Development, having evolved from what started with a single parcel purchased in 2000.

In that year the working relationship between Zeppelin Development and Dynia Architects began. This architectural firm, whose work has earned the Denver duo a host of awards, was founded in 1993 by Stephen Dynia, FAIA, an alumnus of Skidmore, Owings & Merrill’s New York City office.

Mr. Dynia believed as the Zeppelins believed that sustainable development incorporates a neighborhood culture, rather than interfering with it. As a philosophy, he and the Zeppelins have more than embraced it conceptually – they have saturated their public offerings with the local culture.

“We are only interested in doing buildings that have some kind of social relevance and incorporate or create culture of the building as well as a cultural integration of the community,” said Mr. Dynia.
Among the transformations willed into reality by Zeppelin Development is Denver’s first food hall, the Source. It’s sited at an 1880 foundry building that was previously disused and in ill repair.

“The Source had its own character as a cathedral to 19th century industrial architecture, so this was about not messing up something that was really magical,” said Mr. Dynia.

Now a bustling center, come May 2018 it will gain The Source Hotel featuring a brewery, three restaurants and a continuum of the Source’s retail and food hall. These would not be the Zeppelin’s only food hall projects, nor the last with ideal siting.

If a crystal ball for site selection exists on this side of life, the Zeppelins have mastered its use.

Arrivals in River North via the light rail stop at 38th and Blake Streets cross the railroad’s right-of-way on this newly completed pedestrian bridge, exiting mere steps away from Zeppelin Station. Image: JC Buck
Zeppelin Station locates at the east end of a four-block strip of 35th street slated for conversion to a people-friendly woonerf [a living street, in which devices for reducing or slowing the flow of traffic have been installed]. A pedestrian bridge at the west end coming this year spans the South Platte River and leads onto Taxi, another Zeppelin property.

“The enlivenment of what had been a dead-end street in no man’s land, gaining opportunity from Denver’s ongoing infrastructure improvements, becomes more than some neutral office building or a simple residential block,” noted Mr. Dynia.

The site’s characteristics served to inspire more than stifle. To the south lies open undevelopable land promising full sun and prime city views. To take advantage, a series of terraced gardens face south. The car park locates at the building’s northern side, easily accessed by vehicular traffic off Wazee Street.

At the west, Zeppelin Station tenants on the building’s three floors of office space get mountain views over an existing warehouse that Mr. Dynia believes could be redeveloped later on. That leaves the building’s east face, trackside to Union Pacific’s right-of-way.

Also in that right-of-way is the region’s light rail system whose A line service operates from downtown’s Union Station to Denver International Airport.

“The east face became very important to us,” explained Mr. Dynia. “With all of the railway activity, we had to super-insulate windows and wall cavities.”
Remarkably that same railway exposure drove a look sure to become a signature to A-line passengers.

“We covered the building’s east exposure with a screen of vertical galvanized metal extrusions,” said Mr. Dynia. “It reads as this neutral billboard along the railroad tracks, so commuters can see it approaching and passing.”

The building’s proximity to the RiNo stop at 38th and Blake on the A-line and the reality that this stop is merely a platform with a 200-space car park attached led to including the word ‘station’ in the building’s name. It drops passengers at Zeppelin Station’s front door. Not literally, but it is just a few minutes’ walk over the railroad’s right-of-way on a newly built pedestrian bridge.

When the L-line extension completes, this same stop becomes a transfer point, expanding the audience for what awaits them at the other end of the pedestrian bridge.

Mr. Dynia recalls his client’s intentions. “The Zeppelin’s programmatic objective was a ground floor that would be something welcoming to all, a space people filter through and have cocktails, lunch, coffee.”

Realizing those intentions meant building the 22,000 square foot mixed-use space to include a nine-vendor food hall.

This was to be Zeppelin Development’s third project of a similar nature, and not the time to go with the same approach again.

“The market is shifting to accommodate food halls,” wrote EATER’s Whitney Filloon in August 2017. “Diners appreciate them for their myriad (and typically affordable) options, and real estate developers have come to see them as an attractive option for anchoring the ground floor of their buildings.”

Yet there is a trend within the trend. Joe Gose’s New York Times article reported a Cushman and Wakefield analyst’s observation that smaller food halls with seven to 10 vendors are “popping up with more regularity.”

While smaller incarnations are becoming more regular, Mr. Dynia’s interpretation of it is decidedly irregular.

“The difference at Zeppelin Station is that you don’t enter it and consider it a grand open space,” said Mr. Dynia. “This market hall has an object in the middle where there are food stalls that you circulate around – and then there is a mezzanine above it with a bar.”

“The shape of the inside of the island and the mezzanine above mimics the shape of the whole building in that it has an angle that cuts through it,” said Mr. Dynia.

He muses that it’s probably something only architects will notice.

More easily noticed are opportuni-
ties for intimate spaces that the plan creates. Mr. Dynia identifies these intimate spaces as another departure from food hall norms. This break is only the start of Zeppelin Station’s differences from the firm’s earlier market spaces.

“From the beginning, we wanted to give Zeppelin Station’s food hall more of an international street food focus.” That is Justin Anderson’s overview of the concept governing the selection of vendors for the project. Mr. Anderson is the firm’s Director of Hospitality Development at Zeppelin Development.

“Denver’s culture is expanding, and it’s reflected in the food and beverage scene,” said Mr. Anderson. “It has enhanced what we’re doing here, leading us away from staples like pizza and fries toward unique concepts that allow the community to have choices that are new and different.”

His big idea is going small.

“Let’s scale down and include a select number of vendors that fit our culture at Zeppelin, a few who are community minded with design-forward thinking,” he said. “We sought vendors that I thought fit this niche.”

Top choices from Denver’s eclectic food scene include Vietnamese banh mi, pan-Latin American specialties, Montreal-style barbecue and fresh stylings on traditional Korean dishes.

New for hungry Denverites at Zeppelin Station is gelato from a favorite Boulder-based shop, Hawaiian-inspired sushi-to-go from a Chicago restaurateur and a unique offering of espresso drinks and pastries from Duc Huynh of Denver’s storied Vinh Xuong Bakery.

Not forgotten are Zeppelin Station’s themed watering holes. Kiss + Ride recalls Europe’s trackside bars for spirits on the go, while Big Trouble on the Mezzanine level sets a classic tone for lingering over cocktails under dim lighting in opulent surroundings.

“Part of our strategy has been building a culture within the building that also helps build and maintain the culture that is River North,” said Mr. Anderson. “This is a very people driven project.”

What’s especially relevant to people these days is delivering a food experience that has excellence and affordability in equal measure. Mr. Anderson has that base covered.

Mr. Anderson’s thoughts on programming to each hour of the day include the late supper bunch, the after-work crowd and the multiple uses to start the day.

He says that morning commuters can get their coffee, while in the same space is room for those looking for a meeting over coffee outside the office. “I see people hanging out with their tablets, reading, friends meeting and collaboration happening.”

QSR Magazine’s Danial Smith mused on the different hours of the day in food service in April 2016. In “The Daypart Dance,” he wrote that “breakfast: where the action is. According to NPD Group data, quick-service traffic for morning meals jumped 5% in 2015, and breakfast now accounts for 24% of all quick-service visits.”

The QSR article then characterized the noon day section: “Lunch traffic at fast-casual eateries has jumped 11% in 2016.” He added that lunchtime “focal points” are including diversified menus, healthier fare and greater customization.

Mr. Anderson has a similar take on noontime.

“I think it will be quick – just sort of in and out.” Speed is essential, as is price and value. Mr. Anderson envisions New Economy workers that Kyle Zeppelin sees as a prime customer. They want a $30 lunch experience for $15 in a 30-minute interval. QSR Magazine’s article echoes the same point.

“I think you’ll have this late afternoon and evening push,” said Mr. Anderson. “There’s the after-work cocktail hour and those having a drink while waiting for their train.” He envisions being opened late enough for couples and families to have supper.

“People can go home to roommates or family and say ‘Hey it’s only seven o’clock, let’s change and go out to dinner.’”

East face of Zeppelin Station, showing the vivid graphic from galvanized extrusions visible to passengers on Denver’s light rail system and along the Union Pacific right-of-way. Photo: JC Buck
The attraction is the menu and the value. Mr. Anderson says that four people can come to Zeppelin Station and spend $50.00, instead of dining in a restaurant setting “at $60 per person in a long drawn out meal.”

One thing Denver can use is more late-night spots for cocktails and dining, which also plays well with Mr. Anderson’s planning. “We’re hoping to capture a large audience on weekends and provide a late-night destination for drinks and dining.”

The angles to consider seem endless. Why bother with it all? Why should Zeppelin Development nurture RiNo’s food and drink landscape? For one, Zeppelin Station has 78,000 square feet of office space to fill on the upper three floors. Could the food hall itself be a reason those spaces are filling up quickly? Kyle Zeppelin believes so.

“A food and beverage amenity at the highest level becomes a game-changer for companies looking to draw talent of all ages, but especially the under-30 group.”

And he believes he knows his fellow Denverites. By doing right for them, he shows them respect.

“There’s the idea that we do things that aren’t typical in commercial real estate,” he says. “But they add value to how people want to live and cause them to get involved in our projects.”

Hearing about Zeppelin Station and where Kyle Zeppelin is leading the father-son firm leaves even the most jaded listeners planning how soon they might experience his buildings.
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On the northern tip of the San Francisco Peninsula is the Presidio, a California dreaming national park of lush landscapes, gorgeous views and historic buildings that architectural and design firms continue to reinvigorate, project by project. The 1,500 acre park is a major outdoor recreation hub, but it also includes a lively restaurant, art and history scene (it’s also a former U.S. Army military fort) accompanied by historic residences and businesses including Lucasfilm.

Within the Presidio, a technology investment firm had outgrown its current office, and selected its new space in an adjacent building for its similar location and larger scale.

**Feldman Architecture**, a firm with residential roots, won the project because of a residential home it had designed for one of the tech investment firm partners. The firm’s leaders were intent on bringing the same light-filled, refined residential palette of the partner’s home to its new offices.

Staff and guests enter the new offices through a wood-clad wall and pivoting door leading to a reception.
Historic buildings within the Presidio are known to have fixed structural elements imposing a repetitive infrastructure that cannot be altered. In their client’s new 11,791 square foot space, Feldman Architecture set about designing an office around two key structural elements: the building’s existing skylights and a series of concrete columns that were haphazardly placed throughout the space. Everything within the space, from layout down to the smallest aesthetic details, is a reaction to these key structural elements.

“These fixed elements acted as a source of inspiration for the design,” reads the project description. “The rhythm of the exposed columns organizes a progression through the office and serves various programmatic needs of the employees and guests.”

“The building had these amazing skylights that had previously been cut off from the space below,” noted Jonathan Feldman, founding partner and director of Feldman Architecture, in an officeinsight interview. “The first thing we did was reveal those skylights in order to design around them.”
Feldman Architecture worked tirelessly to infuse a refined aesthetic stemming from its residential expertise. “Our curating a super tight palette was one of the best things we did – laboring over the exact tones, the stain of the wood, the color of the whites,” said Mr. Feldman. “And then letting the natural light do its thing. It’s a very restrained, thoughtful exercise, but in the end it gives the space a lot of freedom and natural warmth.”

To execute certain pieces of the project, Feldman Architecture brought in its own metal work and carpentry partners.

The library, at the heart of the office, features an angled ceiling leading up to an expansive ridge skylight that supports a warm, welcoming aesthetic.
Arriving from the elevator lobby, employees and guests alike step through a continuous wood-clad wall with a pivoting door to a warm, light-filled reception featuring double-height ceilings and a living wall. The workplace beyond is "We wanted to give the private offices a very tailored, residential feel, so we brought in our own craftspeople to design them to fit like a glove," said Mr. Feldman. "And they do. We used the same wood floorboards I used in my house, applying them vertically to create the wood accent walls. It has that residential influence, but it’s subtle in its design."
Airy lighting cushions a double height ceiling. Hallway. Wood clad wall and pivoting door.
Two wood-clad compression corridors branch off from the reception area and lead to private offices as well as large, double-height public spaces, including an open office and a library. The library, at the heart of the office, features an angled ceiling leading up to an expansive ridge skylight that supports a warm, welcoming aesthetic.

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“We broke down some of the barriers that were there before to give them a few new places to work.”

Mr. Feldman noted the palette of wood and painted white steel, chosen as a way to embrace the textures and colors that were already present in the space. Feldman let the office’s steel tiled floors act as a dominant material in the design.

“The acoustics of the floor were terrible, so we had to make up for that elsewhere.”

“We had done just one or two offices before, and the biggest difference for us was the pace,” said Mr. Feldman. “Office work is a sprint, and this client was particularly aggressive scheduling. They needed more space as soon as possible in order to allow their business to grow unhindered.”

Since Feldman Architecture’s completion of this project, the firm has added several new office projects to its portfolio – a signal that residential’s influence on the contract market is continuing to shift the manner in which new work is being acquired and the ways firms are exploring new markets.
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Snack type matters; they’re not all equally distracting. Corbin Cunningham and Howard Egeth report in Psychonomic Bulletin and Review that “Sugary, fatty foods are a distraction – more so than low-calorie foods and everyday objects – even if you are busy with a task that isn’t remotely related to food, or are not even thinking about eating.” Designers can apply this information about snacks in their own break areas and also share it with clients who have hired them to design in wellness supports.


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.

SUDOKU

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PRODUCT INTROS

>Arper marked its first venture into smoke glass tabletop with Meety, a dining table that’s also a conference table. The Meety table by Lievore Altherr Molina was inspired by the structure of bridges – sturdy support, lightweight surface, and spare space for air. Its new tabletop will debut at the Stockholm Furniture Fair Feb. 6-10. Read More

>Coalesse entered an alliance with Sagegreenlife, a leader in creating both interior and exterior living green walls. This alliance provides for marketing and distribution of Sagegreenlife’s Verdanta™ line and its custom-designed, built-in living wall products through the Steelcase dealer network and Coalesse sales force in North America. Sagegreenlife collaborated with Gensler’s product design team to create Duet and Productivity – part of the Verdanta collection and the market’s only truly mobile living partitions. Coalesse has chosen Sagegreenlife’s home of Chicago to begin offering their full line of products through Steelcase dealer Forward Space, where products are on display in their Goose Island and Oak Brook showrooms. In the coming year, the companies will manage the expansion of sales and distribution into select North American markets. Read More

>FilzFelt entered the desktop screen market with new designs from Architecture Research Office and Spanish-designer Jordi López Aguiló of Kutarq Studio. Three new screens, designed to be easy to move but completely stable while in place, pair 100% wool felt with thin and lightweight sound-soaking substrates available in a wide range of customizable sizes. The screens disassemble or fold flat for efficient storage but assemble in a jiffy to create pops of color and natural texture with authentic detailing, unexpected forms, and high performance. ARO Divide is a portable desktop screen designed by Architecture Research Office based on simple geometry; and ARO Fold, also by Architecture Research Office, features folding geometry that creates notched openings allowing peeks of beyond while providing structural stability. The Kutarq Studio design, Just Fold It (pictured) is a faceted screen with individual panels of 100% wool felt mounted to a durable stay material and uses integral and flexible nylon hinges to allow reconfiguration by simply shifting sections. Read More

>JESCO Lighting Group introduced Custom Lit Mirrors. Models include rectangular, round, and oval wall-mounted mirrors and a rectangular stand-alone mirror, with either LED or T5 linear fluorescent energy-conserving illumination choices. Each model provides abundant white light, at very low wattage with long, maintenance-free operating life. The minimalist design of these mirrors provides high function, flattering visual clarity and makes a lasting
design statement. Light placement enclosed inside the mirror makes cleaning easy and eliminates damage, breakage, or injury typical to exposed light sources. Special glazing and diffusion of the glass makes light output more effective and optimizes viewer comfort as well as clarity of peoples' images. JESCO also can produce a color tuneable mirror that can tune white light from 2700K up to 6000K tailoring light to the planned event that day. Read More

> Maharam introduced Albe marle, the sixteenth woven textile designed by Paul Smith in collaboration with the Maharam Design Studio. A departure from Mr. Smith’s signature stripes, Albermarle’s overlaid ellipses multiply into a large-scale, sinuous pattern of curving lines and interlocking diamonds. Finely etched into a tightly woven cotton ground, the motif is surrounded by shades of chartreuse, cranberry, olive, or cornflower—thereby infusing elegant geometric repetition with unexpected vibrancy. Unlike many of Mr. Smith’s upholstery textiles, Albermarle does not draw from traditional apparel references. Instead, it’s based on the bespoke cast-iron façade covering his No. 9 Albermarle Street shop in London. Designed in partnership with 6A Architects, the façade is based on drawings by Mr. Smith, translated into high relief, and nods to the Regency style of Georgian architecture found throughout London’s Mayfair district. The same ornamental pattern has since been translated into various garments and embossed leather accessories as part of the Paul Smith No. 9 collection, which debuted in September 2015. Read More

> Nevins launched Bio Canvas - a maintenance-free way to bring the beauty and calming effects of nature into the workplace. The collection consists of three preserved natural materials: acoustic moss, sustainable poplar bark, and light stone. These natural materials are held on to the wall by an easy way to install, two-piece, fire-resistant frame. The patent pending frame design offers an easy snap on/off system enabling the user to interchange panel inserts with ease to create a work of biophilic art. Both the moss and the bark have acoustic properties. The moss is harvested by hand with a technique that ensures plant renewal, and it is 100% biodegradable. The bark is sourced from the discarded bark from poplar wood used for furniture, thus eliminating waste. Read More

> OMT-Veyhl USA, supplier of height adjustable and ergonomic products, unveiled twelve new powder coat paint colors in its 2018 Top 30 Color Book. The new colors include two blues, several warm neutrals, a purple, and two reds. Looking at color trends in the office and resi-
Office Newswire

Pallas Textiles’ new Verona Collection is designed for vertical surfaces including wrapped panels, tackboards or architectural elements. Inspired by Verona, Italy, an important artistic center since the Middle Ages, the patterns in Verona meld refined modernism with organic textures to create dimensional interest and timeless diversity. Busmati offers a consistent balance of structure, curvature and complex color; Diago uses light reflection to create dimension which serves as the foundation of this geometric pattern; Gridlock features a structured yet organic weave, subtly reflective and intriguingly tactile. Sillio (pictured) blends detailed stitching with variegated fibers to create a pattern full of textural dimension.

Patcraft premiered Subtractive Layers, a new LVT Collection inspired by original paintings. It was designed by Kelly Stewart, Patcraft’s Hard Surface Designer, who worked from her original acrylic paintings, inspired by artists Harry Morgan and Pierre Soulages. For the paintings, Ms. Stewart used a broken comb to achieve a linear texture that became an integral part of the Remove and Withdraw style designs. Both tiles within the collection were made by manipulating scans of Stewart’s original paintings and layering them over one another. The final tiles showcase both a simpler and then more complex design that stand alone beautifully or can be coordinated together.

Plumen has partnered with Pantone in the launch Deneb, six new pendants designed to fit Plumen’s range of LED filament bulbs, WattNott. According to Plumen, the partnership arose because the Pantone story resonated with Plumen’s own. Pantone was born out of a frustration with a system that allowed for poor quality. Founder Lawrence Herbert noticed how hard it was to print exact colors from names, and created a numerical system that allows accurate reproduction of specific colors. Plumen’s founders saw efficient lighting as a broken system of unimaginatively designed products so chose to create a new, more inspiring language to accelerate the growth of this new category, thus basically reinventing the light bulb.

Poppin’s Key Desk, inspired by the streamlined style of a carpenter’s table, is supported by two sets of slender legs angled outward. A discreet pull-out drawer on the desk’s right side provides storage for the day-to-day work essentials and hides away unsightly cords. Reimagining a classic table style, with clean, crisp finish offerings, the Key Desk is designed with modern work spaces in mind.

NOTEWORTHY

Joe Flynn, Business Development Manager for Allsteel, was named Chairman of the Board of Directors of the Massachusetts Building Congress for 2018. An influential business and networking forum for the state’s architectural, engineering and construction industries, MBC
has about 1,700 active members and is the oldest such group in the United States. Mr. Flynn, an active member of the MBC for more than 15 years, previously served on several committees and was the organization’s President in 2013. Read More

Joe Flynn

>Dennis Krause on Jan. 15 retired from his role of Senior Vice President at IIDA. Mr. Krause’s steadfast leadership has contributed to amplifying and advancing the work of commercial design professionals since the earliest days of the association, committing more than 20 years to IIDA and its membership. He established and led cornerstone events and competitions, expanding their scope and prestige, including both the annual Global Excellence Awards ceremony and COOL, the signature black-tie event that recognizes the winners of the Interior Design and Will Ching competitions. He also supported growth and enhanced dialogue with corporate and industry members of IIDA. He is currently the longest serving member of the board of the New York Building Congress and served as Vice Chair/Architecture from 2008 to 2010. One of his signature achievements was launching the Architects’ Leadership Council.

Dina Frank, with Mancini Duffy since 1994, orchestrated the expansion of the practice, opening new offices in San Francisco and Washington, DC, and imbued it with the highest standards of design excellence and client service. During her long and successful career, she worked extensively with law firms, and headed up such major projects as offices for Drinker Biddle; Dorsey & Whitney; Fitzpatrick, Cella, Harper & Scinto; Fried, Frank, Harris Shriver & Jacobson; Latham & Watkins; and Steptoe & Johnson. She also worked on large-scale corporate headquarters in the financial and publishing sectors including Blackrock, Condé Nast, Donaldson Lufkin Jenerette, Goldman Sachs, JP Morgan, Prudential Asset Management, and Ziff Davis.

Going forward, the firm continues to thrive under the leadership team of President Christian Giordano, new CEO William Mandara, Scott Harrell, and Dana Jenkins, who have led the practice in recent years, with the valuable input of Chairman Ted Hammer. Read More

>SmithGroupJJR promoted Bill Ash, David Paul Johnson, Doug Kozma, Carolina Lopez, Roxanne Malek, Craig Passey and Jay Rambo to Vice President.

Bill Ash, continuing in the role of Design Principal, is design representative for SmithGroupJJR’s Higher Education Practice. He has served as lead designer for significant projects such as the $49.5 million, LEED Platinum S.J. Quinney College of Law at the University of Utah; and the $33.5 million, 92,000sf Lola & Rob Salazar Student Wellness Center at the University of Colorado Denver, now under construction and scheduled for completion in spring 2018. He is also design principal for one of the firm’s most exciting international, waterfront projects: the Ayia Napa Marina and Resort, now under construction in Ayia Napa, Cyprus. Mr. Ash joined the firm in 1998 at its Los Angeles location and since 2013 has been based at the Detroit office.
David Paul Johnson, continuing in the role of Higher Education Practice strategist, specializes in translating high-level, strategic drivers into design solutions that solve clients’ biggest challenges. Among his current project work is the Boston University framework plan, an urban/campus plan assessing the development potential and future needs of the university in its rapidly evolving urban environment. He is also playing an integral role in the University of Michigan School of Dentistry project, a comprehensive renovation and expansion program including pre-doc, resident and specialty clinics, and a laboratory addition. Mr. Johnson joined SmithGroupJJR in 2005 as an architect, progressing to the roles of office director, science & technology studio leader, and planning and research director at the firm’s Detroit office, where he is now based.

Doug Kozma is Campus Planning Practice Director and a registered landscape architect based at the firm’s Ann Arbor, Michigan office. Throughout his 21-year career with SmithGroupJJR, he has worked with a wide spectrum of college and university clients, including those representing public comprehensive, research, academic medical, and private institutions of higher learning. He is presently serving as lead planner on the Boston University framework plan, Kent State University campus master plan, and California State University, Chico, master plan. Other long-time clients for Mr. Kozma include The Pennsylvania State University, Indiana University and Arizona State University. The Lancaster, PA native resides in Ann Arbor, MI.

David Johnson

Carolina Lopez is Director of Operations at the Chicago office and a member of SmithGroupJJR’s Science & Technology Practice. With 21 years in the architecture and engineering industry, her project experience encompasses some of the firm’s most complex projects. This includes the $95 million, 230,000sf University of Illinois at Urbana-Champaign Electrical and Computer Engineering Building, for which she served as project manager. Her Chicago area clients include Loyola University and Argonne National Laboratory, both with which she’s remained active in a project management role. Lopez started with SmithGroupJJR in 2000 at its Ann Arbor office, transitioning a few years later to its Detroit location, where she served as its project manager for the $158 million renovation to the Detroit Institute of Arts and Madonna University’s 64,000sf Franciscan Center for Science and Media, Livonia, MI. In 2008 as part of a strategic move to grow the firm’s Chicago office and add interdisciplinary services, she relocated and was promoted in 2010 to serve as its operations director.

Carolina Lopez

Roxanne Malek

Carla Lopez

Craig Passey is Health Studio Leader at the firm’s Phoenix, AZ office. A 23-year veteran of healthcare architecture and planning, his project experience spans across the entire care continuum – from birthing centers to hospice. Among his clients are Banner Health, Mountain Park Health Center, Ironwood Cancer & Research Centers, Salt River Pima-Maricopa Indian Community and the U.S. Department of Veterans Affairs. He served as principal-in-charge for the award-winning, newly completed Mountain Park Health Center Tempe Clinic as well as Banner Health’s...
newest and largest specialty outpatient Center: the new, $100 million University Medical Center-Tucson North Campus Outpatient Center. He joined SmithGroupJJR in 2005.

Jay Rambo continues in the role of Office Director at SmithGroupJJR’s location in Dallas, a position he has held since 2010. A registered architect with 20 years of experience, he is currently serving as the firm’s principal-in-charge for the $83 million, 206,000sf University of Texas at Dallas Engineering Building. For Southern Methodist University in Dallas, he is leading SmithGroupJJR’s design of the Ford Research and Innovation Center, a 40,000sf graduate-level interdisciplinary research facility that will house SMU’s high-performance computing capabilities and also become the new home for the Dedman College Interdisciplinary Institute. In the corporate sector, he is leading the SmithGroupJJR team for the new 150,000sf headquarters building for Independent Bank of Texas. Rambo, a registered architect with 20 years of experience, Read More

> bde, a leading NYC-based public relations and communications firm focused on design, entered into a strategic partnership with Paris-based communication and media agency 14 Septembre. Through this partnership, titled “14 Septembre + bde,” the firms will refer new clients to each other and offer support to current clients in their respective locales, North America & Europe. Services between the two will comprise of events, social media, influencer campaigns, market research, brand development, think tanks, and all that encompasses public relations in today’s marketing landscape. Beth Dickstein, founder and CEO of bde, and Laurent Denize d’Estrees, founder and president of 14 Septembre, saw this opportunity as a natural next step for their companies; both agencies recently celebrated their 21st anniversaries and share a roster of complementary clients. Read More

> IFI celebrated the latest city to adopt the IFI Interiors Declaration: Zürich, Switzerland. Since its initial adoption by the IFI global community in 2011, the Interiors Declaration has now been adopted and proclaimed by 126 cities and nations around the world. “We are most proud of this first adoption by a Swiss city,” said new IFI President Steve Leung. “Thank you, Ms. Corine Mauch, Mayor of the City of Zürich. This important adoption is the result of an immense effort by our Swiss member, Vereinigung Schweizer Innenarchitekten und Innenarchitekten (VSI. ASAI). Our warmest congrats to Mr. Remo Derungs, President of VSI. ASAI, our own Ms. Iria Degen, a former member of the IFI Executive Board (2009-2011) and their team who made this adoption a reality.” Mr. Leung also noted that IFI is now developing an important and related new initiative, the IFI City Connect. “This program will further help to bring together our design community, policymakers and the people of the cities and nations that have adopted the IFI Interiors Declaration,” he explained. “By providing a platform for IFI IDA cities to connect on the unifying principles stated in the Declaration, IFI aims to promote and coordinate further action.” Read More
IIDA hosted its 21st Annual Industry Roundtable Jan. 12-14, engaging a group of some of the industry’s top leaders for a discussion on topics relevant to the interior design profession. “The Business of Design,” the overarching theme of this year’s meeting, encouraged participants to think not only about their own businesses and teams, but the ways in which design impacts the cultures and ultimately, the bottom lines of their clients. The Roundtable featured presentations given by key leaders across varied verticals. Dana Arnett, vice chairman and founding partner and Patrick Palmer, partner and strategy practice lead at VSA Partners gave a dynamic presentation on “Design, Data and the Pursuit of Design Excellence,” and speaker and communications consultant Ken Schmidt led an energetic discussion on “Leading Winning Teams.” Other keynotes included “People Services and Design: Aligning People, Space, Human Resources and Design,” given by Michael F. Ramirez, executive vice president – people, places and administration at Herman Miller, Inc. and “Innovation Culture,” given by Johannes Lampela, director of design, LA studio at Designworks, a BMW Group Company. An executive report, to be released in March, will provide a summary of key insights from Industry Roundtable 21.

IIDA, in partnership with Hospitality Design magazine, announced the opening of the 22nd annual IIDA/HD Expo Product Design Awards. These awards, only for products displayed at HD Expo 2018 and offered for sale or use after June 1, 2017, honor innovation, functionality, and aesthetic advancements in product design for hospitality industry. The deadline to enter the competition is April 13. Winning products will be recognized on May 2 during HD Expo in Las Vegas.

SmithGroupJJR expanded its national presence with the acquisition of TRO, a Boston-based, multidisciplinary healthcare design firm. The move increases the company’s resources to 1,300 employees and 12 offices across the U.S. and China. TRO’s recent projects include the Alfond Center for Health at Maine General Medical Center which utilized a collaborative Integrated Project Delivery method to complete the project ten months ahead of schedule; the Neonatal Intensive Care Unit at Brigham and Women’s Hospital, a complex expansion over the Hospital’s Labor and Delivery floor, as well as the full renovation of the existing NICU; and the Menino Addition and Renovation at Boston Medical Center, which faces the compounded complexity of relocating existing, active departments into currently occupied space without interruption to patient care. TRO will become the Boston office of SmithGroupJJR. Mark Jussaume who has been with TRO since 1990 and most recently served as the firm’s CEO, steps into the role of office director for this location.

Trendway, which celebrates its 50th anniversary this year, launched the Give 50 Challenge, encourages all employees to participate in 50 hours of community service throughout 2018. The company has nearly 300 employees in Holland, MI and an additional 25 offsite employees throughout the U.S. To participate in this initiative, employees may volunteer for traditional Trendway charities like Hope Lodge, the annual Trendway Cruise-In Benefit, and Angel Tree for foster children in Ottawa County, or choose relief efforts, environmental stewardship, or any charitable cause the employee supports. Some volunteer outings performed with a team or department will be company sponsored. “We know that many team members are already exceeding 50 hours of volunteerism per year,” said Trendway President Mark Kinsler. “If everyone rallies behind the Give 50 Challenge, we anticipate some impressive results – both in total hours of service and of impact to the greater Holland community.”

SmithGroupJJR
TRO
The William Thomas Agency is a new manufacturers’ representative focused on small- to medium-sized creative and independent companies in the architecture and lighting market. Founded by interior designer and urban designer Christopher W. Quigley, who has more than 10 years of professional experience in contract and specification grade lighting, the new agency offers custom design and full project management for lighting projects, landscape lighting, landscape furnishings, public art and urban realm projects, and architectural expressions, as well as public relations for its partners, including events and social media management.

Ron Gorham

Aaron Harcek joined HDR’s Denver studio as a design principal. With a strong focus on the civic, education|science|technology and healthcare sectors, he will work with Managing Principal Julianne Scherer to focus on design excellence in the Denver region. Mr. Harcek most recently led the design efforts on complex, highly sustainable civic projects at RNL Design (now Stantec) in Denver. He has 20 years of experience working on a variety of project types, and he has led many award-winning project teams. Among his accomplishments is a Progressive Architecture award for the Calexico West Port of Entry project in Calexico, CA.

Nick Haritos

Kelly McEachern

John Newland joined ICF Group as Vice President – ICF. Mr. Newland has vast experience in the contract furniture industry having served in various executive capacities in IIDA and ASID and with a history of leadership positions in the design furnishings segment. His most recent position in the industry was as Vice President of Architecture and Design for Herman Miller, where he was also a member of its Executive Leadership team.

>RE-SITED

Ron Gorham joined Perkins+Will’s Boston studio as Principal and Practice Leader for the healthcare sector. Mr. Gorham’s 25-year career in healthcare planning, design and management is expected help broaden the firm’s already significant industry presence, and expand the firm’s regional expertise nationwide. He will join Healthcare Principal Chuck Siconolfi at the firm’s Boston studio, where clients include Maine Medical Center, Spaulding Rehabilitation Hospital, Nemours Children’s Hospital.

Aaron Harcek

Nick Haritos

Kelly McEachern

John Newland

>beautifull and highly functional interior environments tailored specifically for each end user group, with a design approach that combines both creative design solutions and program analysis. At lauckgroup, she will focus on workplace strategy consulting.
Ryan Williams joined SIXINCH® North America as Art Director. In the newly created role, he will oversee the group’s creativity and design work, ensuring quality is translated across all the product lines. He will liaise with U.S., Canada and Mexico customers in order to forge design assets that cater to each market. Mr. Williams has 12 years design of experience, working with past clients such as Metropolitan Title, Indiana Carton, Dwyer Instruments, Afdent Dental, and Utilimaster.

EVENTS

>IFDA NY Chapter on Monday, Feb. 5 will host a “spirited conversation” with Benjamin Moore’s Amy Figueroa and Sherwin-Williams’ John Mohrmann. They will talk about their respective Colors of the Year, key trends in paint colors, the emergence of new technologies and more. The discussion will be moderated by Libby Langdon, interior designer, author, product designer, and makeover television personality. To be held at Jacob K. Javits Convention Center, Room 1A-01, during NY NOW, it is a morning event, with coffee & networking at 8:30 a.m. and the presentation starting at 9:00 a.m.

Registration is now open for NeoCon 50, Jun. 11-13 at The Mart in Chicago. Celebrating its 50th year, NeoCon partnered with an award-winning creative agency, Maiarelli Studio, to develop a new campaign and an updated logo that aligns with NeoCon’s design expertise and position as a market leader. It also launched the NeoCon blog, which will include exclusive one-on-one conversations with industry notables as well as interesting and entertaining history about the people, products and parties that made up the first 49 years of NeoCon. This year’s marquee presentations will feature a series of headliners addressing the future of design and the industry. Special events will include inspiring retrospectives and a festive NeoCon 50 party on Tuesday evening. Details will be announced in February.
BUSINESS AFFAIRS

DIRTT Environmental Solutions Ltd. announced highlights of its go-forward plan for the quarter ending Mar. 31, 2018. Company co-founder and executive chair Mogens Smed confirmed his continued focus on the revenue generation aspects of the business, including sales and marketing activities, and partner engagement and success. “DIRTT is built on a culture of empowerment to drive change and make things happen, and that’s not always comfortable, but it’s worth it,” said Mr. Smed. “We’re determined to push DIRTT forward and I’m committed to helping this team succeed.”

Michael Goldstein, DIRTT’s interim president and CEO, laid out a 90-day plan to build momentum:

1. Deliver on near-term growth: The Company reaffirms its commitment to capitalize on the significant investments made throughout 2017, to drive revenue growth and focus on improvement to Adjusted EBITDA.

2. Integrate senior leadership initiatives: Changes to DIRTT’s senior management team announced on January 2, 2018, establish a leadership group that is driven to realize the Company’s growth and profit potential. Company founders and other members of the senior management team have confirmed their commitment and support. The team is actively engaged with integration work related to new executive team members and roles. The Company diligently continues its search for a permanent CFO, and management and the board are participating in the search process.

3. Launch strategic growth analysis: The Company believes its opportunity for growth and increased earnings generation is substantial. As such, it is undertaking a strategic assessment to sharpen its strategy for growth and to support a renewed resource focus on significant markets and opportunities to evolve.

4. Implement shareholder engagement initiatives: The Company will implement a program to increase its connection and communications with shareholders and to encourage open dialogue and the exchange of ideas with its shareholders.

“We believe DIRTT has a compelling opportunity to dominate significant portions of this market,” said Mr. Goldstein. “I have never experienced a more committed, engaged and motivated team than what DIRTT has. What the founders have created here is truly remarkable, and we are committed to reinforcing and building upon the capabilities of this team and the Company’s technology to fully realize the potential of DIRTT.”

An updated investor presentation is now available on DIRTT’s Investor Relations website at https://dirtt.net/company/investor.

Industry Stock Prices

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Kimball International, Inc. plans to announce its second-quarter fiscal year 2018 financial results on Wednesday, Jan. 31 after the close of the market. The company’s conference call to review the results will be held on Thursday, Feb. 1, 11:00 a.m. Eastern Time. The telephone number to access the conference call is 844-602-5643 or internationally at 574-990-3014. The passcode to access the call is “Kimball.” The live webcast of the conference call, and an archived replay after the call, can be accessed at www.ir.kimballinternational.com.

Mohawk Industries, Inc. plans to post its fourth-quarter 2017 earnings release on Thursday, Feb. 8, with a conference call on Friday, Feb. 9, 11:00 a.m. Eastern Time. To access the call by phone, please dial 1-800-603-9255 (U.S/Canada), 1-706-634-2294 (Int’l), or 1-253-237-1879 (Int’l); Conference ID: 1786655. To listen live via webcast, please visit the Investor Information section of Mohawk’s website, www.mohawk.com.

USG Corp. scheduled a conference call and webcast to discuss fourth-quarter and full-year 2017 results on Thursday, Feb. 1, 9:00 a.m. Eastern Time (8:00 a.m. Central). To participate by phone, please dial 1-888-771-4371 (U.S. & Canada). International callers should dial 1-847-585-4405. The pass code is 46214317. This call and webcast, as well as accompanying presentation materials, can be accessed at USG’s investor relations website. A replay of the webcast will be available until Friday, Mar. 3 both on the website and via telephone. The replay dial-in number is 1-888-843-7419 (1-630-652-3042 for international callers), and the pass code is 46214317. http://investor.usg.com.

Configuration’s CET Designer User of the Month is Christaline Adrianti, winner in the 10th annual CET Designer Awards’ Best Success Story category. A designer at One Workplace in Santa Clara, CA, Ms. Adrianti first found her passion for commercial design when involved in the design and construction of several five-star hotels in her home country of Indonesia. Already possessing a bachelor’s degree in architecture, she then pursued a master’s degree in interior architecture from the Academy of Art University in San Francisco.

She’s been using CET Designer for two years now to create, inspire and transform spaces. “With CET Designer, I can accomplish more tasks,” she said. “For example, it’s easier to produce 2D line drawings, nice 3D renderings and final specifications for relatively less amount of work. Also, CET Designer is quick to adopt the latest technology.”

CET Designer has already integrated video and 360-degree virtual reality technology into the program and soon will launch a CET Designer Extension through a partnership with Praxik that enables an augmented reality experience.

Ms. Adrianti’s project that received top honors in the recent CET Designer Awards involved designing a rebranded space for an international software company with about 5,000 employees. The design that she submitted to the client would play a major role in helping to transform workplace culture. “Good design has an important impact on people’s behavior,” she said.
When she’s not designing fabulous spaces, she finds herself singing. She grew up in a family that encouraged love of music. She sings regularly in a choir – but singing isn’t just limited to choir practices and performances. She said she finishes tasks faster if she hums or sings while working. Read More

Formica Group and ConvenientPower Systems have formed a strategic partnership in the development of scalable wireless charging infrastructure. Together, the companies expect to bring new solutions to market in 2018.

“ConvenientPower Systems has the proprietary technology to deliver seamless wireless power, and Formica Group is known for innovations in surfacing design. Together, we look forward to bringing wireless charging solutions to market as partners and fellow members of the Wireless Power Consortium,” said Francisco Irazusta, chief executive officer of Fletcher Building’s International Group, which includes the Formica Group.

“With its proven expertise and extensive knowledge of the architecture and design community, Formica Group is an ideal partner in the development of wireless charging infrastructure,” said Camille Tang, president of ConvenientPower Systems. “We are excited about what our collaboration will mean for the market.” Read More

OMT-Veyhl USA launched a new website, www.omt-veyhl.com. The Holland, MI-based company, a joint venture between German companies OMT Gmbh and Veyhl Gmbh, supplies a range of height-adjustable and ergonomic products. The new website includes many new features including a full product portfolio breakdown, concept products, quote request forms, new resources and more about their processes. Read More

Vectorworks, Inc. added augmented reality capabilities to its free Vectorworks Nomad mobile app. This new viewing mode is available on iOS devices that support Apple’s ARKit technology. While many third-party ARKit-based apps are available on the App Store, few exist for viewing CAD/BIM models. Nomad already had a 3D model viewing mode that let the user orbit around a model or walk through a model. However, with this new viewing mode, users can view Vectorworks models at their actual size and in context with the real world to make design decisions before they are built. The AR viewing mode removes the barrier between the virtual model and the real world, helping users and clients to better understand the design at scale, as well as illustrate potential design problems and facilitate discussion about the design.

“The Research and Mobile teams have been demonstrating prototypes of this technology in various forms internally and at public events, learning about the technology and gathering feedback,” said Alex Nicol, mobile team manager at Vectorworks. “This is the first iteration of AR for Vectorworks, and we won’t stop here. As users begin adopting the new technology, we’ll continue making enhancements based on their feedback.” Read More
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HAWORTH® Collection
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


Marketing & Communications - Oxnard, CA

We’re looking for someone to support the Manager of the Design & Marketing Departments and to lead our social media presence nationally. They would be responsible for all aspects of social media activities, including content, execution, and tracking across all channels. We are also looking for someone to research our competitors and can create spreadsheets for sales review and presentations. The right candidate is comfortable working autonomously and is excited by the opportunity to work on multiple projects simultaneously. Applicants should be organized, resourceful, proactive, and like a challenge.

Hourly wage: DOE
Job Type: Full-time
Job Location: Oxnard, CA
Required experience: Social media marketing: 3-5 years
MOMENTUM GROUP

Sales Representative - Texas and Tennessee

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