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## Marvel Transforms its Practice

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FULL STORY ON PAGE 3...



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FULL STORY ON PAGE 11...



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FULL STORY ON PAGE 16...



### CITED:

"THE MAIN TENET OF DESIGN THINKING IS EMPATHY FOR THE PEOPLE YOU'RE TRYING TO DESIGN FOR. LEADERSHIP IS EXACTLY THE SAME THING – BUILDING EMPATHY FOR THE PEOPLE THAT YOU'RE ENTRUSTED TO HELP."  
—DAVID KELLEY

TUOHY



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## Marvel Transforms its Practice

by Anna Zappia

Once known as Marvel Architects and now practicing under its shortened moniker Marvel, the name evokes all that's happening at the firm—including working as a collective of interdisciplinary teams, with both architects and landscape designers at the helm. Founding principal **Jonathan Marvel**, and **Tyler Silvestro**, landscape architect and a newly promoted partner, talked about the firm's pivot, the evolution of indoor and outdoor spaces, and how design can enhance the quality of our lives, especially in large cities.

The pivot ushers in the new year for the noted practice with offices in New York City and Puerto Rico. By integrating landscape architecture equally into the design process, the studio is poised to tackle some of the most pressing challenges facing cities—during the pandemic and beyond. Jonathan Marvel, founding principal, said this pivot was a natural progression. “I have always felt comfortable partnering with landscape architects. I always saw it as supporting each other, not with architecture first and landscape second. At Marvel, we've always had close ties with landscape offices, and we will continue to do so.”

This symbiotic relationship is not only comfortable, it's effective. In these times of uncertainty, streamlining processes allows staff to stay in step with changes that can

occur at a moment's notice. “We can increase our efficiency, and as a business model, it's a smart thing to do. The world is savvy and moves quickly, and I think you have to be adaptable and ready to shift along with it.” Marvel said.

This merging is good for a healthy bottom line, and it also reflects how design has become even more of a joint endeavor. Everything from designated teams to the latest technology relies on the cooperation of people. “Design services are being folded in with construction services, with the builder and the designers on the same team. The project is pretty much guaranteed to be on time and on budget because that's part of the contract. We're getting into this integrated mode,” Marvel explained.

The firm's approach includes its research-based discipline groups that cover a range of areas, from sustainability and urban design to equity. Marvel said that these teams build on the foundation of comprehensive analysis employed for every project, no matter the typology. “I think that research is built into what we do professionally. We're always re-searching the context and the needs of a neighborhood. Then as we get deeper into the design, we're investigating materials or construction processes. We're always adding something to the knowledge base of the office.”



Jonathan Marvel, founding principal, Marvel.



Tyler Silvestro, partner, Marvel.



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Marvel's vision for Union Square in Manhattan. Render Credit: LiFang



Marvel envisions a more vibrant Union Square in Manhattan.  
Render Credit: Li Fang



Greenery enhances the interior of the 1 Hotel Brooklyn Bridge.  
Photo: Eric Laignel



## companies

The architects are not just gathering data for their own use, but to ultimately share it with the populace. “Our groups are a way of formalizing and structuring what we already do so that we can organize information and share it amongst ourselves. As much as we’re doing research, we are also documenting and expanding our ability to report our findings internally. And the byproduct is that we are then able to communicate that to our clients and the general community at large,” Marvel added.

For Tyler Silvestro, a landscape architect who was promoted to partner along with his colleague Yadiel Rivera-Díaz, it is the ideal time for Marvel to apply the same expertise and research to the outside world as they had to the buildings that surround us. In urban centers like New York, access to nature is even more critical, and at

the forefront of our minds, as we’ve endured lockdown for months on end. “This felt like an opportunity to really

think about what the exterior world can bring to the function and ecology of a city,” Silvestro said.



*Building 77 in the Brooklyn Navy Yard features a range of businesses and options for food.*  
Photo: Josh Simpson



*Formerly a military burial site, the Brooklyn Naval Cemetery Landscape serves as a respite from the hectic pace of the city.*  
Photo: Max Touhey

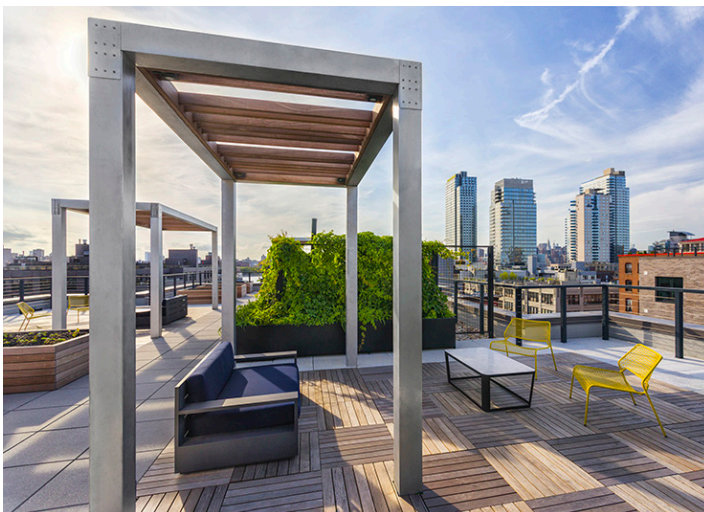


## companies

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New Lab at the Brooklyn Navy Yard is an innovation hub for start-ups.  
Photo: Spencer Lowell



Outdoor spaces like this one at Housing 94 will be in demand.  
Photo: Aaron Thompson



Theatre Squared  
Photo: Timothy Hurlsey



## companies

Indeed, as city dwellers migrate to rural areas for open space and respite in the midst of the pandemic, developers have a renewed interest in outdoors spots. Terraces or rooftop gardens are premium features now, designed to garner buzz—and top dollar. “It’s come to the point where people are thinking of exterior space not only for recreation but as a potential place for working and office functions. We’re going to see buildings that have these very adaptable and usable public spaces,” Silvestro noted.

What does all of this mean for the office as we know it? “We’re creatures of habit, so I don’t think office space is ever going to go away completely. I think we’re going to see a lot of offices being converted into other things,” Marvel said.

Watch for retail stores to be recast first, ideal because of the abundant windows and ample square-footage

to accommodate all types of activities, without fear of being too packed in. “We’re exploring a retail space two blocks from our office here in lower Manhattan. You want those storefronts to be active, so that when pedestrians walk down the street, they’re not looking at these blank, empty buildings,” Marvel added.

Storefronts at ground level are prime locations because of their street access. As restaurant owners have embraced outdoor dining to keep business going, the street has become one of the few places where social interaction is still happening in cities. “It has actually become safer and more inviting at the street level. There are less people on the subway and more out riding their bikes. So, I think there’s a lot of potential on the ground floor. In order to adapt, we’ll have to find ways to incorporate that exterior urban environment into our office and

retail spaces,” Silvestro noted.

The inside of the office will become activated in a different way as well. “I think with office landscapes specifically, we’re seeing what we call ‘neighborhoods.’ They are like-minded in some fashion and each have their own workstations and social areas. You can develop those professional relationships within your neighborhood, and they’re meaningful,” Marvel explained.

Whether our offices are inside or out, there will be an appreciation for working together again in person. “When we come out of this, that’s going to be the exciting part. We’re not going to go back to where we were. We’re definitely going to be in a better place, a more aware place. I think the gathering of people in a way that feels safe is going to be the number one luxury,” Marvel said. ■



Marvel's offices

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## Herman Miller Hasn't Given Up On Offices, But Sees A Post-Pandemic Future In WFH

by Aaron Smith

Herman Miller showed surprising resiliency last year as offices emptied nationwide in the wake of the coronavirus pandemic.

The specter of empty offices would typically be a nightmare for a company that makes office furniture, and Herman Miller (Nasdaq: MLHR) did indeed experience a drop in companywide sales in its second quarter, ended Nov. 28, 2020. During a disruptive era when the conference room has been replaced, albeit temporarily, by video conference calls via Zoom and Microsoft Teams, HM still managed to eke out a profit and perform better than its top competitor, Steelcase (NYSE: SCS).

HM also has plans for future expansion in retail, after opening stores last year [in New York City](#) and Los Angeles, targeted, in part, to well-heeled clients who work from home.

While the office furniture industry suffered through a grueling 2020, HM was positioned to capitalize on the nationwide flight of workers from the corporate office to WFH. Slouching on the couch just didn't cut it anymore for Americans who were stuck in their homes, tapping on keyboards for months at time. They began to spend more money on ergonomic chairs. HM sold them its classic Aeron office chairs, as well as its newer gaming chairs, including the [cyberpunk-style Sayl](#), which was launched as the pandemic gathered steam last year.

"We've had a tailwind in demand because of Covid," said **Jeff Stutz**, Chief Financial Officer for Herman Miller, referring to the company's spike in sales related to WFH. "It's been a very profitable part of our business."

HM experienced a steep sales decline for its North American contract furniture sector, which represents its domestic B2B sales for office furniture. That's the biggest sector of its business, and it fell 28% to \$323 million in the second quarter. But overall net sales only dropped 7%. That's because the losses were offset by a 42% surge in international B2B net sales to \$135 million, and a 28% jump to \$135 million in retail net sales. The retail category represents home furnishings, including chairs marketed for WFH.

"I think that HM can rightly take credit for some of this, and some of it is that we've been fortunate to be in the right place at the right time," said Stutz. "We really doubled down on our belief that residential retail is an area where we can go further."

Meanwhile, competitor Steelcase (NYSE: SCS) reported a much steeper 35% decline in revenue to \$617.5 million in the quarter ended 11/27/2020, with a plunge of 97% in net income to \$2.1 million. The Michigan-based office furniture maker [released a report](#) on Jan. 21, 2020, based on its own data, finding that 41% of WFH workers "frequently are dissatisfied" with the experience, and saying that 95% of them expect to return to the office "in some capacity."

Meanwhile, Stutz said that HM has been ramping up its retail division for at least six years, selling home furnishings like lounge chairs and coffee tables, but also office chairs, to individual home consumers. When the coronavirus came along in 2020, driving millions of workers out of their offices and into their homes, HM was ready with its home office chairs.

"Herman Miller's focus in the past few years on the retail business, which has meaningful home furnishing spending exposure, has paid off during the pandemic in a big way," said Steven Ramsey, an analyst with Thompson Research Group.



Jeff Stutz, Herman Miller CFO. Photo: Courtesy of Herman Miller



# companies

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In a note to investors, Ramsey wrote that one of his relatives had recently bought a chair from Herman Miller, “with travel being on hold and spending most days at the home desk.”

So what happens next? While WFH might represent the future, B2B isn’t going away. Of the millions of workers who abandoned their offices to WFH last year, some never looked back, but many have already returned, and more will follow. Upwork, a work marketplace based in California, [released a survey](#) in December 2020 saying that 41.8% of the workforce was still working remotely nine months after the pandemic swept through America in March, shuttering cities. According to the survey, managers believe that 26.7% of the workforce will be fully remote within a year “suggesting that individuals will gradually continue to return to the office, but a significant share will remain remote in the near future.”

This seems to suggest a split in the industry, between retail WFH and B2B, rather than the rise of one at the demise of the other. Just because WFH retail is experiencing a meteoric rise doesn’t necessarily mean that B2B will wither away. HM experienced a bump in international sales during the

second quarter, rising 42% to \$168 million, in contrast to its 28% slump in North American B2B sales.

Ramsey said this is a sign of economic strength in countries in mainland Europe and Asia that are “managing the health crisis fairly effectively.” He was referring to the success in controlling the spread of Covid-19 that some European and Asian nations experienced last year by

imposing restrictions on cities. He said this could provide a hint of things to come if the U.S. can get the pandemic under control.

“The current environment for office furniture remains challenging in North America, but international demand is improving at a superior rate and may offer a view on what North America could look like once the virus is past,” he wrote in a note to investors.



Herman Miller's storefront in the Shops at Hudson Yards, NYC. Photo: Carl Gustav Magnusson for officeinsight



A WFH display in Herman Miller's store in the Shops at Hudson Yards, NYC. Photo: Carl Gustav Magnusson for officeinsight



The chair trial area in the Herman Miller shop. Photo: Carl Gustav Magnusson for officeinsight



## companies

He said that vaccinations in the U.S. are providing optimism and better sentiment as the return to offices seems “more tangible,” suggesting that the slump in demand for B2B office furniture in North America could be bottoming.

But of course, the future of office furniture remains uncertain. While the development of vaccines from Pfizer (NYSE:PFE), Moderna (Nasdaq:MRNA) and Johnson & Johnson (NYSE:JNJ) has lifted hopes for economic revival, mutated strains of the deadly coronavirus keep emerging, casting shadows over America’s pent-up demand for recovery.

HM seems to be betting that a lot more home-bound workers are going to be rolling around on gaming chairs for quite some time. But the company hasn’t given up on the office, which has shown signs of life after its pandemic hiatus, as workers begin to drift back in

from their home offices in the suburbs.

“We believe the working world will include both offices and WFH, and

[HM] is positioned to help companies navigate this evolution,” said Ramsey, in a note to investors. ■



The gaming display. Photo: Carl Gustav Magnusson for officeinsight



The chair trial area. Photo: Carl Gustav Magnusson for officeinsight



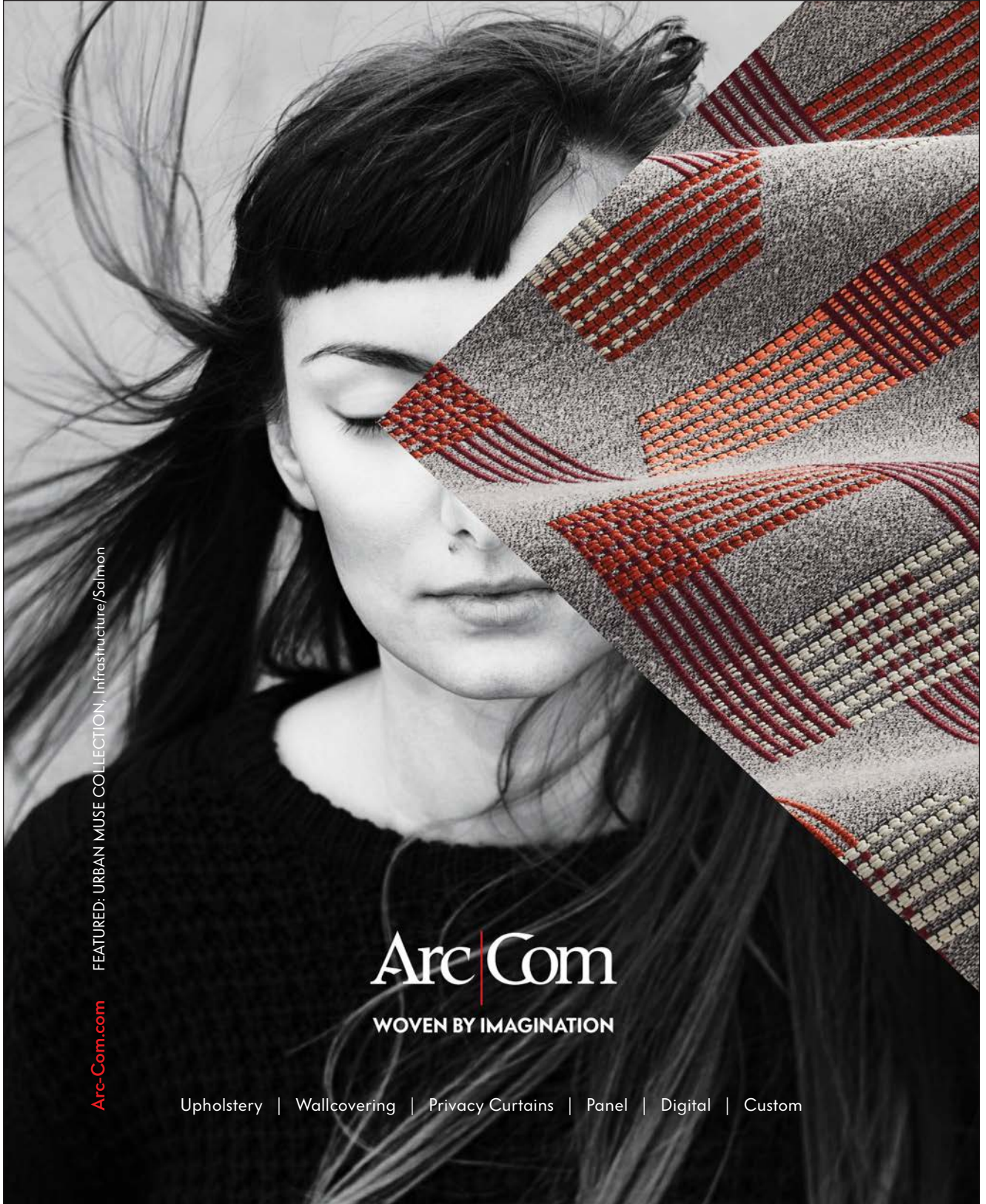


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## awards



January 27, 2017. Contract Magazine 2017 Interior Awards, Cipriani 42nd Street, NYC. Photo: Margarita Corporan, from officeinsight archive.

## Remembering the Interiors Awards

by John Rouse

This week marks the first time in 42 years that the Interiors Awards, featuring “The Designer of The Year,” will not be celebrated.

They were and remain the only awards juried by an elite group of professionals presented for singular and collective design achievement. They were the standard.

The *Designers of the Year* are, for the most part, imminently recognizable brands today. Many elevated to icon status. At the time they were discovered most of their best work was ahead of them. The accompanying, amateurish photograph taken by the author depicts just a few of the design professionals who are extremely successful and also have mentored design talent we have yet to appreciate. I’ll add that most have truly given back to the community in terms of pro-bono work and education.

There are many not pictured that deserve mention including John Saladino, Orlando Diaz -Ascuy, KPF, William

McDonough, Ralph Appelbaum, Richard+Bauer to mention a few. There are also a few who have left us including Michael Graves, Charles Pfister, Neville Lewis and Phil Freelon. I trust those I didn’t mention will forgive.

Countless editorial and marketing professionals made it all possible. Beverly Russell merits a most deserved callout as the creator of the awards. Taking chances on undiscovered talent in the early 80’s was risky business in design publishing. Following Beverly at *Interiors* were Paula Rice Jackson, M.J. Madigan and Julie Lasky. Continuing the tradition at *Contract* were Jennifer Busch, John Czarnecki and Paul Makovsky.

The marketing firms that helped execute the Breakfast are too numerous to mention, and my bandwidth doesn’t allow for it, but The Moderns, Grant Design Collaborative, Rick Valicenti of Thirst and Pentagram are a few of the heavyweights that created the dramatic visuals that entertained on the last Friday of January.





*The all-important (and much missed) preshow networking. Photo: officeinsight archive.*



*The doting wait-staff of Cipriani 42nd Street greeted attendees. Photo: Courtesy of Contract magazine, from officeinsight archive.*



## awards

## officeinsight

I would also like to mention Dennis Cahill, Jeffrey Zink and Karen Donaghy as the business people who found imaginative ways to support and promote the concept.

I hope there are an august group of self-assured and progressive sponsors who might wish to renew these industry standards to maintain the prominence that design continues to gain in our everyday existence. Perhaps there is a design patron, or an unknown publisher waiting in the wings to refresh and reimagine the awards.

Finally, an overwhelming thanks to the design community at large. Without your support the awards and the talent responsible may never have been found.

For me personally, it was and is a privilege to be associated with such a vital and collegial industry. Stay safe and well. ■



A selection of Interiors and Contract magazine covers featuring Designers of the Year.  
Photo: John Rouse.

John Rouse was the Publisher of Interiors and Contract Magazines from 1994 to 2016. He is currently a

Partner at Perception Studio ([www.perception.studio](http://www.perception.studio))



January 27, 2017. Contract Magazine 2017 Interior Awards, Cipriani 42nd Street, NYC. Photo: Margarita Corporan, from officeinsight archive.

## r-d connection

**RESEARCH-DESIGN CONNECTION****Experiences Over Product Life Cycles**

by Sally Augustin, Ph.D.

Yoon, Kim, and Kang investigated people's changing experiences with products over the time products are owned. The team reports that "five attributes of positive user experience were adopted in the study: aesthetics; instrumentality; association; self-focused identification; and relationship-focused identification. . . . results indicate that the critical attributes of positive user experiences



differed to a large extent according to the phase of product usage. . . . these differences were not significant in terms of gender and age. Among the five attributes, instrumentality played a main role in positive experiences throughout the product usage life cycle, while the importance of the other attributes tended to decrease after first-time usage. The findings highlight implications for design practice that can aid the process of designing for long-lasting positive user experience throughout the product usage life cycle." The Yoon, Kim, and Kang article is available to all at the web address noted below. ■

Jung Yoon, Chajoong Kim, and Raesung Kang. 2020. "Positive User Experience Over Product Usage Life Cycle and the Influence of Demographic Factors." *International Journal of Design*, vol. 14, no.2 <http://www.ijdesign.org/index.php/IJDesign/article/viewFile/3641/902>

*Sally Augustin, PhD, a cognitive scientist, is the editor of Research Design Connections ([www.researchdesignconnections.com](http://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](http://www.designwithscience.com)) and can be reached at [sallyaugustin@designwithscience.com](mailto:sallyaugustin@designwithscience.com).*

**SUDOKU**

Fill in the empty cells so that every row, column and cube contains a digit from 1-9, without duplication. (Level: Medium)

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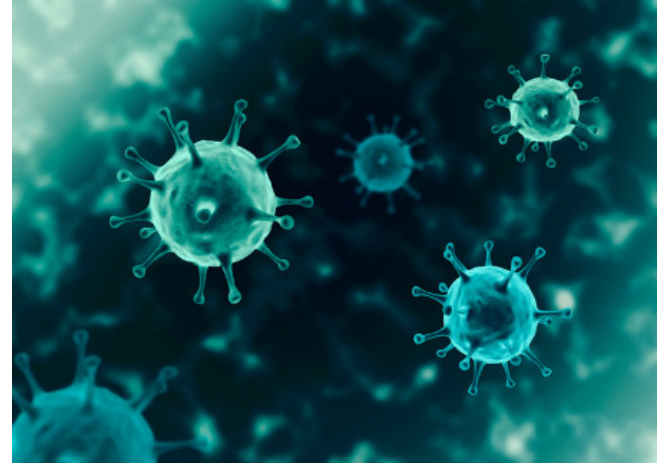
## PRODUCT INTROS

**>The Arc-Com design studio looked to botanicals for inspiration for its newest bleach cleanable, large scale, organic design introduction: Pattern Glinda.**

The beautiful flowering poppy plant was the muse for this modern floral. The use of an angular silhouette and a chunky weave structure gives a hand-stitched flavor with a contemporary feel. The pattern's name references the beloved tale of "The Wizard of Oz." Glinda, the Good Witch, heard the pleas of Dorothy and friends when they became trapped in the poppy fields. Glinda helped them by using her magic wand to make it magically snow, causing the effect of the beautiful poppies to

be neutralized. Though the ground area has a wool-like feel to it, this textile is manufactured from 100% bleach cleanable polyester. This, coupled with a 150,000 DR test result, means pattern Glinda is an appropriate choice for any heavy traffic area. The nine sku palette includes a range of neutrals as well earthy tones with a pop of color. [Read More](#)

**>Camira launched Camira StaySafe, an advanced textile treatment, effective against viruses and bacteria.** Designed for use in commercial interiors which feature multi-occupancy furniture – such as universities, offices, hotels and restaurants – Camira StaySafe works in three simultaneous ways to



*Camira StaySafe textile treatment destroys viruses and bacteria*

attract, attack and ultimately destroy a virus, Camira StaySafe is a high-powered combination of silver and liposome technologies which first attract a virus, then attack the virus membrane, depleting it of cholesterol and allowing the silver to kill the entire virus. Independently tested to ISO 18184 and AATCC 147 and determined to reduce viral activity on a fabric by 97%, the treatment provides an enhanced layer of protection to interior spaces. It is available on a wide range of Camira's most popular fabrics. [Read More](#)

**>Dauphin's Bosse Ion Cloud takes the already state-of-the-art Bosse Acoustic Pods and Room-in-Room Systems to the next level of health and wellbeing.** Bosse's Ion Cloud simulates nature by introducing negative ions into its enclosed environments. The Ion Cloud minimizes the risk of infection from airborne pathogens and improves air quality promoting general health, mental wellbeing and cognitive performance. The

University of Leipzig studied the effectiveness of the Bosse Ion Cloud. Scientists added viruses and bacteria, in aerosol form, to an acoustic pod and activated the Bosse Ionizer. Research test results showed that the Ion Cloud reduced these viruses and bacteria by 95%. The Ion Cloud's negative ions are invisible, and the device is quiet and unobtrusive. Ion Cloud heads, on the ceiling of the enclosure, emit a subtle blue light when activated. (The image shown has been altered to show the emission of air, but in actuality, the Ion Cloud is not visible). The Bosse Ionizer device is available with any of the Bosse Acoustic Pods and Room-in-Rooms and can also be retrofitted to some already installed Dauphin cube models. What's so good about negative ions? Surprisingly, it's the positive Ions that are the bad guys with a molecular composition that has been impacted by pollutants and pathogens. Conversely, negative ions are the super



*Arc-Com: Glinda*



Dauphin.Bosse: Ion Cloud

heroes that are naturally generated in our environment by plant life, ocean waves and waterfalls. Negative Ions clean the air by adhering to the positive ions, neutralizing and rendering them harmless. The higher the negative ions per cubic inch, the greater the benefit. [Read More](#)

## NOTEWORTHY

**>Tyra Cunningham was named President of Doug Mockett & Company, a worldwide supplier of furniture components.**

Ms. Cunningham is a 20-year veteran of the company, beginning in 2000 as a Customer Service Representative. After serving as Assistant Customer Service Manager for one year, she was named Customer



Tyra Cunningham

Service Manager in 2007 before accepting the General Manager/Vice President role in 2017. A native of Los Angeles, and US Army Veteran, she has a BA in Management and an MA in Business Administration with a specialization in Management. "All of the words of encouragement and constructive criticism throughout the years have prepared me for this position," said Ms. Cunningham. "I look forward to my new duties and I assure you, I will not disappoint." Company founder Doug Mockett commented, "Following our 40th anniversary last year, I am thrilled to start our fifth decade with the announcement of the new President of Doug Mockett and Company." [Read More](#)

**>Brianne Devine was promoted to Vice President of Product Line Management at AIS.** Ms. Devine joined AIS in 2018 and previously served as Director of Seating, Tables, and Ancillary. In her role, she focused on bringing quality ergonomics products to the market and driving growth

for AIS and its dealers. In her new position, she will expand that methodology across the entire AIS portfolio. Her team will work collaboratively with internal AIS teams to ensure AIS is bringing the right products, tools and training to the market. "We look forward to the continued growth and expansion of the AIS product portfolio while supporting our dealer partners with the ability to fill the floorplate," she said. Prior to her time at AIS, Ms. Devine served as manager of Haworth's Health Environments portfolio where she gained extensive experience in ergonomic task-seating research, product development and product launches. Before joining Haworth, she worked for Kellogg's as a product manager and researcher. [Read More](#)



Brianne Devine

**>ASID appointed Gary Wheeler as CEO and promoted Susan Chung, Ph.D. to Vice President, Research and Knowledge.**



Gary Wheeler

Following Mr. Wheeler's appointment as Interim CEO last summer, the Society's oversight committee and CEO search committee finalized the decision to promote him to the permanent position. Throughout his career spanning more than 40 years, Mr. Wheeler has demonstrated tremendous skill and expertise within the design industry. He has led practices at Perkins&Will, Gensler, and HDR; and designed workplaces for companies such as Apple, Time Warner, American Express, and JP Morgan. He has been a member of ASID since he was a student. His many ASID accomplishments and milestones include being named the Designer of Distinction (1999), granted fellowship, serving as National president (1994), and much more. Beyond Society honors, he has received the Senior Fellow Award from The Design Futures Council and was named an IIDA Fellow, one of the very few designers



with Fellow distinction from both ASID and IIDA. One the many shared visions of Mr. Wheeler and ASID is the importance of research and evidence-based design. To ensure research remains a cornerstone of the Society, Mr. Wheeler elevated longtime ASID staff member Susan Chung, Ph.D. to the role of Vice President, Research and Knowledge.



Susan Chung

Dr. Chung constantly seeks to address the impact of design research. Her work aims to improve human experiences in the interior environment, translate research into applicable design implications and demonstrate research projects that create meaningful positive impacts. She has developed some of the Society's signature research, including the Outcome of Design Awards and Impact of Design Series, and aided in the COVID-19 response with projects such as the Resiliency Report and ongoing Pulse Surveys. Dr. Chung has a doctorate in human behavior and design from Cornell University and master's and bachelor's degrees in interior design from Michigan State and the University of Florida,

respectively. Additionally, she is on the IWBI Research Advisory and received the 2020 IWBI Community Award. "Dr. Susan Chung is one of the brightest minds I have encountered in all of my years in design," stated Mr. Wheeler. "This position will give her the opportunity to advance the Society's mission on a larger scale and lead industry research into a new era." [Read More](#)

**>ArchDaily, a prolific source of architecture news from around the world, opened public voting for its 2021 Building of the Year Awards.**

This is its 12th consecutive year of tasking its readers with the responsibility of recognizing and rewarding the projects that are making an impact in architecture and in our built environment. Open through 12:01am Eastern Time on Feb. 10, the collective intelligence gained via public voting will filter over 4,500 projects down to just 15 stand-outs for the best in each category. [Read More](#)

**>NYCxDESIGN, as one of its first initiatives as a new non-profit organization, launched The Breakout Grant.**

Kicking off a year of activations and celebrations to support the city's vibrant creative community, the inaugural Breakout Grant will help fund and promote entrepreneurship in design in NYC. Developed as a strategic lifeline during the current economic crisis and as a key pillar of the not-for-profit's mission, this will be an annual program

focused on independent design companies that have been in business more than three years and need support to bring a product or project to the next level. The Breakout Grant invites local independent talent and businesses across the five boroughs of New York City to submit proposals around bringing to market a new product or project that is in late-stage development and can show demonstrated viability. A jury of distinguished design leaders will evaluate ideas across the following professional design disciplines: Architecture, Graphics & Branding, Urban Design, Interior Design, Product Design, Digital & Technology. "More than ever, New York City's creative community is in need of support and the city is in need of its inventive, entrepreneurial spirit," said Justin Garrett Moore,

NYCxDESIGN jury member, transdisciplinary designer, and Program Officer for the Humanities in Place program at the Andrew W. Mellon Foundation. "This new initiative will have a lasting impact on an independent designer or business by giving them the resources and tools to pursue their next great idea. It is paramount that any candidate's work demonstrates a foundational commitment to diversity, inclusivity, and sustainability – three integral pillars to designing a greater NYC." This May, NYCxDESIGN and the jury will extend grants to three local independent designers or design businesses to go-to-market with their next design product or project. One \$15,000 grant will be awarded to support a career-making moment. Two additional \$5,000 grants will be given to back continued project growth. Finalists





and grant recipients will be notified in late April and will be featured in an online gallery to showcase their proposed projects. [Read More](#)

## RE-SITED

**>David Krakoff was named the new CEO of Momentum Textiles and Wallcovering.**

He takes over from Roger Arciniega who announced his retirement in November after a 33-year career at Momentum. Mr. Krakoff has had a diverse, international career spanning more than 30 years as a senior executive with leading, world class, global companies in the building materials, decorative products, and technology sectors. These include companies with strong worldwide brand names such as Electrolux (Stockholm, Sweden), Frigidaire, Kaiser Aluminum, and Southwire Company (USA), and TOTO Ltd. (Kokura, Japan), the world's largest manufacturer of plumbing fixtures, where he served as President, Americas. Mr. Krakoff is a specialist in creating strong corporate cultures and high-performance teams. He is a multilingual, multicultural

executive and has worked in most of the world's major and emerging markets. He has had a consistent track record of leadership success through a combination of industry-leading organic growth, mergers and acquisitions, and award-winning new product development, highlighted by a commitment to sustainability and good corporate citizenship. When announcing his retirement, outgoing CEO Roger Arciniega said, "It has been the opportunity of a lifetime to be part of the Momentum team. We have accomplished so much together, and I am confident David will continue our incredible track record of success." [Read More](#)

## EVENTS

**>IFDA is asking its members to support the Bailey House 33rd Annual Gala & Auction**

**Mar. 11-26**, re-imagined in response to the current times. Founded in 1983, Bailey House was the first organization in the country to create innovative supportive housing and healthcare coordination models for people with HIV/AIDS experiencing homelessness. Today it offers nearly 700 units of housing to formerly homeless and low-income men, women, families, veterans, and LGBTQ youth affected by HIV/AIDS and other chronic illnesses, with an additional 250 units of congregate housing in development. In January of 2019, Bailey House officially



merged with Housing Works, with the combined organization becoming one of New York's largest housing, health, and human services providers. The annual Gala & Auction is the centerpiece of fundraising activities directly benefitting Bailey House's expanded housing programs. Historically, it has convened over 600 individuals from the corporate, media, design, art and fashion communities. This year's virtual experience will be a multi-day, multi-channel event with a focus largely on art complemented by luxury personal and home goods and lifestyle experiences. Gala guests will enjoy an exclusive VIP Virtual experience featuring special guest appearances, curated gift baskets, an Online Auction powered by Artsy and a memorable Awards Show Presentation packed with many surprises. [Read More](#)

**>IFDA NY's CCC+C event (Cocktails, Conversations & Connections + Chinese Lunar New Year) today, Feb. 1, will celebrate the Year of the Metal Ox.** Irene Mak, a Hong Kong native and 50-year New Yorker will demystify the year to come during this Zoom event, 5:30-6:30pm Eastern Time. Attendees are encouraged to "Wear Lucky Red and discover what Chinese Zodiac Sign you are." [Read More](#)



IFDA NY CCC+C: The Year of the Metal Ox



David Krakoff





**IFDA NY Chapter's New Series**  
featuring talented IFDA professionals,  
guest designers and their rising stars.  
This week's guests

**Monika Nessbach and Erika Schlissel**  
Moderated by President David Santiago

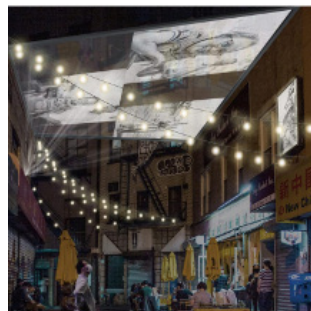


**IFDA NY Chapter Webinar**  
**Wed., February 3<sup>rd</sup> @ 11:00am**

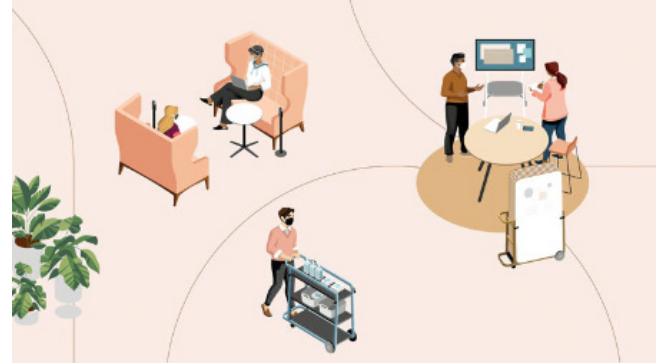
>**IFDA NY this Wednesday, Feb. 3 will present "OMG! I'm on a Panel!" – a new webinar series featuring talented IFDA professionals, guest designers, and rising stars, 11:00am Eastern Time.** This week's guests are Monika Nessbach of designbar and textile designer Erika Schlissel. IFDA NY Chapter President David Santiago of Casa Santi Interior Design will moderate the panel. [Read More](#)

>**IFDA NY on Wednesday, Feb. 17 will host a special Student Spotlight event: "Covid-19 Community Memorial Design Competition," 11:00am Eastern Time.** Featuring exceptional student talent from Professor and Architect Marvin Clawson's Studio III Interior Design Course at the Fashion Institute of Technology, the event will feature the winners of the

Studio III COVID-19 Memorial Project. The class focused on a small office and flagship showroom for an innovative material and a large flagship office for an innovative technology. These are the

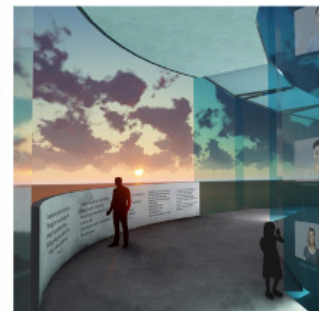


*IFDA.FIT Interior Design Students Present "Covid-19 Community Memorial Design Competition" Feb. 17*



*Steelcase: Work Better Webinar*

bookend projects for the studio. A project that elicits an emotional response is placed between the two corporate projects in order to introduce the students to conceptual design and its relationship to social issues. This year the Covid-19 Community Memorial International Design Competition was selected as the "Emotionally Evocative" Project. The challenge was to design a local memorial that honors those who have been



lost to Covid-19 and brings solace to the designer's own community. The projects were judged on design, personal impact, community impact, practicality, and presentation. Students Mia Felicissimo (First Prize), Do Hyun Chang (Second Prize), and Shannon Chin (Third Prize) will present their winning concepts during this online event. [Read More](#)

>**Steelcase will present a "Work Better Webinar" on Thursday, Feb. 25, 11:00am Eastern Time.** Steelcase researchers in Hong Kong, Munich and the U.S. will share what's different, what's the same and what we can learn from the global study. The company also shared a link to an article in Forbes, "What People Want," in which Steelcase's Dr. Tracy Brower discusses what leaders get wrong and provides five tips to make sure people's new needs are met. [Read More](#)



## business

## officeinsight

**BUSINESS AFFAIRS**

**>DIRTT Environmental Solutions Ltd. on Jan. 25 successfully closed on the issue and sale of C\$35 million aggregate principal amount of 6.00% convertible unsecured subordinated debentures.** The Debentures were offered to the public through a syndicate of underwriters led by National Bank Financial Inc. DIRTT also granted the underwriters an over-allotment option to purchase up to an additional C\$5.25 million aggregate principal amount of Debentures on the same terms, and on Jan. 29 announced that the underwriters had exercised in full and closed on their over-allotment option.

A portion of the net proceeds of the Offering, together with the company's leasing facilities and cash reserves on hand, will be used for capital expenditures, including investments in the company's technology innovation, with the remaining portion being used for working capital, and general corporate purposes, including continued investments in the Company's sales and marketing functions.

The debentures issued pursuant to the Offering are listed on the Toronto Stock Exchange under the symbol "DRT.DB".  
<https://www.dirtt.com/investors/>

**>Kimball International, Inc. will announce its second quarter fiscal year 2021 financial results this Thursday, Feb. 4, after the close of the market.** The company has scheduled a conference call the same day at 5:00 p.m. ET to review its financial performance. 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 archived replay after the call, can be accessed at [www.ir.kimballinternational.com](http://www.ir.kimballinternational.com).

## Industry Stock Prices

	1.29.21	12.31.20	10.2.20	7.2.20	4.3.20	12.27.19	%frYrHi	%fr50-DayMA
HMiller	34.3	33.8	33.7	22.3	17.8	41.6	-17.6%	-3.0%
HNI	32.3	34.5	34.1	29.0	21.8	37.4	-24.8%	-6.9%
Inscape	1.1	1.0	0.7	0.4	0.8	0.8	-25.0%	9.7%
Interface	10.0	10.5	6.6	7.6	6.7	16.5	-42.6%	-2.6%
Kimball	12.1	12.0	10.9	11.3	9.6	20.7	-37.4%	-2.8%
Knoll	15.0	14.7	13.1	11.5	8.6	25.4	-43.2%	-0.1%
Leggett	41.0	44.3	42.7	34.3	22.7	51.2	-15.9%	-4.5%
Mohawk	143.6	141.0	102.2	99.2	62.0	134.4	-6.4%	0.7%
Steelcase	12.9	13.6	11.5	10.3	8.2	20.6	-33.5%	-2.4%
Virco	2.8	2.5	2.3	2.8	2.2	4.4	-33.7%	7.2%
SUM	304.9	307.7	257.7	228.8	160.4	352.9		
DJIndust	29,983	30,606	27,683	25,827	21,053	28,645	-4.1%	-1.9%