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June 7, 2017

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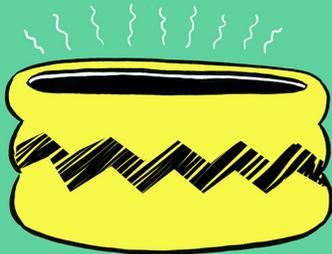
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11-14 September 2017
home/homedecor/hometextile/outdoor
office/hotel/commercial/materials&machines

National Exhibition and Convention Center (Shanghai) in Hongqiao



Upfront



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Sneak Peek: What NeoCon 2017 Tells us About the Industry

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curbed.com

WeWork is opening gyms in its office spaces

Coworking behemoth WeWork is branching out past co-living into yet another venture beyond its core office space business: gyms. Over the last year, the company has been experimenting with running fitness classes across its New York City locations, using common areas, decks, and other spaces for yoga, spinning, dance, meditation, and kickboxing, in addition to massages.



BIG NUMBER

1.2
MILLION

By the end of 2017, nearly 1.2 million people worldwide will have worked in a co-working space. While 60% of all co-working spaces are not profitable, co-working has definitely been a huge trend in the last 10 years. In fact, 14,000 co-working spaces will be in operation worldwide by the end of the year. It seems that what started as a niche product is now changing the way offices are designed and consumed, as offices become a service.



A Designer's perspective on Jim Hackett: Ford's System Thinker in-chief

The question goes, "Do you think a guy that ran a furniture company is the right pick to steer Ford through the coming upheaval?"

As a younger designer, I said I could never work inside a company. Straight out of school, my wife and I opened our Brooklyn-based design studio, which we ran for 11 years, until a beloved friend and design ethicist said I needed to move to Grand Rapids to design for and learn from Jim Hackett. At that time, Jim was the CEO of Steelcase. So I did. *playorbitstudio.com*



Are Flexible Workspaces Becoming the Norm?

Clerkenwell Design Week is always one of my favorite design exhibitions of the year. With Clerkenwell home to more creative businesses than anywhere else, it's the best place to discover what's shaping innovative design, and I always leave with fresh ideas to bring to Forster Inc.

This year, I was lucky enough to attend a few interesting talks at Clerkenwell Design Week. While they were all great, one that really got me thinking was How We Work Now: Are Flexible Workspaces Becoming the Norm?

At Forster Inc, we talk a lot about workspaces. From takeaway design tips to how to avoid big mistakes in your office, we are always considering how best to design spaces for an ever evolving workplace.

Speakers Nick Hartwright, Luke Pearson and Katrina Larkin all come from unique backgrounds and brought a different perspective to this topic.

We were all left with the question: are flexible workspaces becoming the norm? The answer is: yes. It's such an exciting time to be creating spaces in which to work. Technology has enabled us to free ourselves of the conventional office environment and encourages us to be more sociable. And it's up to us designers to meet this need. *fosterinc.co.uk*

Why It's Worth Paying for an Office Instead of Working from Home

My daily commute is about 30 slow, zombie shuffles between my bedroom and my home office. While I'm grateful to say I have the option to work wherever and whenever I want, I sometimes love-hate my arrangement. Because working from home has a way of slowly sucking away your sanity.

I'm a vagabonding writer who's worked out of different homes from around the world since 2015. Earlier this year I'd started to settle for a bit in Los Angeles, where it's not uncommon to commute for several hours each day due to crazy traffic, and decided that I needed to work from outside the home. I traded my "free" home office space and two-minute commute for a 40-minute commute to a proper office that I paid \$500 per month for. *lifehacker.com*

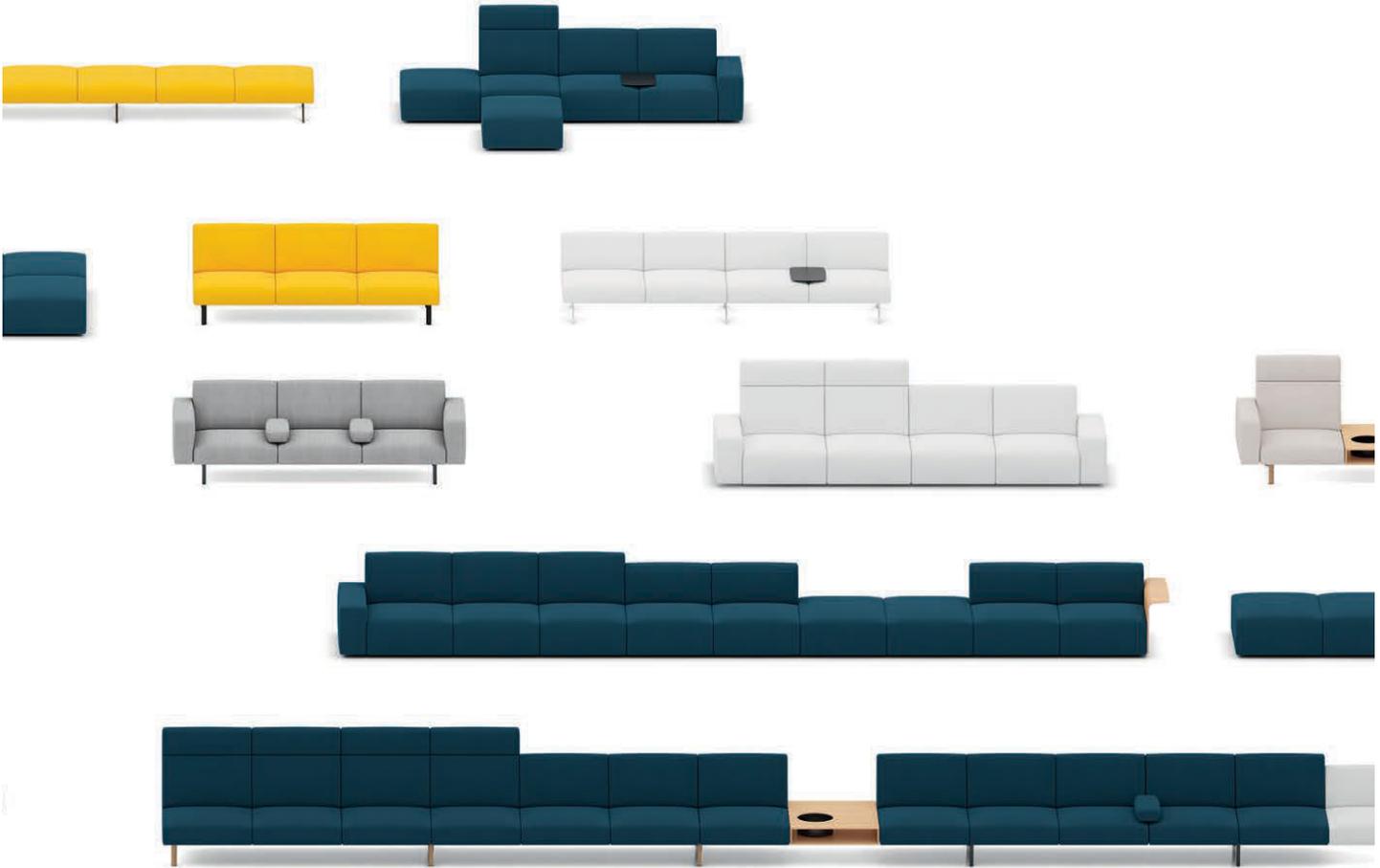
AIA Openly Opposes Trump's Decision to Pull the US From the Paris Climate Deal

The American Institute of Architects has released a statement in response to President Donald Trump's decision to pull the United States out of the landmark Paris climate deal. The national organization openly opposed the withdrawal and reaffirmed its commitment to mitigating climate change in the United States and around the world.

The International Union of Architects (UIA) also released a letter supporting the AIA's declaration. So far, 147 of the parties in the agreement have ratified, while only two other countries openly oppose the deal: Syria and Nicaragua. The United States is the second largest carbon dioxide-emitting nation in the world. *architizer.com*

CLERKENWELL DESIGN WEEK 2017 - VIDEO HIGHLIGHTS FROM WELLWORKING





Coalesse to Become Exclusive Distributor of Viccarbe in the Americas

NEW COLLABORATION BROADENS WORKSPACE DESIGN OPPORTUNITIES FOR THE CONTRACT MARKET

Coalesse is expanding its longstanding relationship with Viccarbe, a furniture manufacturer renowned worldwide for contemporary lounge settings.

Beginning this summer, Coalesse will offer the entire Viccarbe portfolio to the contract market

throughout the Americas (United States, Canada, Mexico, and the countries of Latin America) – as the Viccarbe Imports Collection. This strategic alliance creates a unique opportunity for architects and designers in the corporate, higher-education and healthcare sectors to develop progressive

commercial environments with a comprehensive range of products.

Low Epstein, Coalesse General Manager, speaks to the vast potential for the alliance: “Viccarbe, based in Spain, is among a small circle of cherished partners and a key contributor since we

launched Coalesse in 2008. This summer, we're extending our relationship further by introducing the Viccarbe Imports Collection from Coalesse. We're looking forward to the significant breadth of these new, award-winning additions to our Americas portfolio and celebrating our longstanding collaboration with Viccarbe."

The abundant sunlight deeply influences Viccarbe's connection with color and inspires the warmth of the materials, while the brand's sense of humor and emphasis on friendship are unique differentiators.

Located in the Mediterranean city of Valencia, Viccarbe experiences more than 300 days of sun each year. The abundant sunlight deeply influences Viccarbe's connection with color and inspires the warmth of the materials, while the brand's sense of humor and emphasis on friendship are unique differentiators. Viccarbe operates in more than seventy countries and designs in accordance with the ISO 14001

environmental certificate, making the brand an ideal collaborator for the Coalesse focus on sustainability.

Daniel Benedito, CEO, and Victor Carrasco, Strategic Director, of Viccarbe are similarly optimistic: "We are excited about this collaboration, as Coalesse and Viccarbe have a complementary aesthetic and share a mutual attention to quality. Like Coalesse, we work with prestigious international designers to develop cutting-edge products. Our collection is internationally esteemed for waiting areas and lounge environments, and we are confident this close connection with Coalesse will benefit both brands and positively impact organizations worldwide."

With the addition of complementary Viccarbe furnishings to the extensive Coalesse portfolio, architects and designers will be able to curate an entire space with settings that combine beauty with utility.

"The exclusive alliance exemplifies the valuable collaborations that Coalesse promotes among modern organizations around the world. And as a leader in the industry, Coalesse will continue to develop forward-thinking collaborations that bring new life to work," said Epstein. **BoF**

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Sneak Peek: What NeoCon 2017 Tells us About the Industry

AS ONE OF THE MOST PIVOTAL ANNUAL TRADESHOWS, ONE COULD LOOK AT NEOCON AS A MEASURE OF OVERALL HEALTH OF THE INDUSTRY, AND INDICATORS ARE OVERALL POSITIVE. BY AMANDA SCHNEIDER

It's here again. For those who manufacture and innovate in the contract office furniture space, it comes once a year (and usually too quickly). This year is no exception. From June 12-14, theMART in Chicago will host more than 50,000 international architects, designers and C-suite

executives who want a first look at new products and prototypes transforming commercial design.

As one of the most pivotal annual tradeshows, one could look at NeoCon as a measure of overall health of the industry, and indicators are overall positive. Registration is on par or slightly ahead

of last year, according to Byron Morton, vice president of leasing for the Merchandise Mart properties, but an interesting thing being seen is the slightly unique makeup of the attendees. "We really have targeted corporate end users and decision makers in our marketing, and we are seeing

those audiences on the rise as an overall percentage of the audience,” Morton says. “In fact, end user attendance is approaching 20 percent of the overall NeoCon audience.”

This year, there are more than 425 Best of NeoCon submissions, which is the highest number of submissions in the history of NeoCon, according to Morton. Additionally, more than 25 percent of floor seven will represent new to NeoCon brands, including A. Zahner (architectural metal and glass), ATU, Gantner, Boral Stone, H Contract, MU Form, National Wood Solutions, Jab-brrbox, JUMPSPORT, Friant & Associates, The Edge Desk and windmöller, to name a few. Cutting edge international designs from Italy, Spain and Portugal can be found in the Italian Trade Commission, Interiors from Spain and APICER booths, all on the seventh floor.

If we take all of these as indicators of strength in the market, what else can we learn about shifts in the industry as we look toward NeoCon 2017? Here are a few predictions about trends we will see at the show.

Industry focus continues to shift to enhance and expand options within the ancillary category.

TheMART is at capacity, and many manufacturers are on waitlists to get into showrooms. This is indicative not only of the key role the Merchandise Mart plays, but also the key role Chicago plays as a central location

for the industry. TheMART will welcome six new permanent additions to the building, including two seating companies focused on the forefront of evolutions in seating design; UK-based office brand Boss Design (359) and via seating (10-148). Both companies will showcase new products that emphasize trends in shifting work styles. Via will have a special emphasis on products focused around health and wellness. The third floor will feature the ROTTET Collection (3-107) from Lauren Rottet, a celebrated interior designer extending her interiors talents to the furniture world. Carvart (11-136) opens its doors on the 11th floor with its extensive array of facility-wide glass solutions, which is reflective of the ever-increasing use of glass in commercial spaces, even extending to lockers and storage solutions.

But perhaps showroom moves within theMART are even more indicative of the breadth of shifts of the industry’s ancillary focus. Knoll’s December 2016 acquired company, DatesWeiser (1119A), will be setting up shop just across from Knoll. According to a December press release from Knoll, the acquisition of the brand is an enhancement of Knoll’s arsenal of “ancillary” offerings to build its global capability as a constellation of go-to resources for high-design workplaces and homes. Similarly, Janus Et Cie, recently acquired by Haworth, will be moving closer to its new parent company on the third floor, expanding the Haworth

presence and offering. These acquisitions are representing the shift in mindset of the major manufacturers to focus much more strongly on their ancillary offerings.

The ancillary category is expanding to the outdoors.

TheMART’s recent investment in renovations of its outdoor space is just one indicator that “contract interiors” is expanding its focus to the exterior. “Haworth’s purchase of Janus Et Cie was not just for hospitality, but also ... an indicator of the rising workplace trend of outdoor workplace,” Morton says of this rising trend. “Herman Miller and Knoll also are rolling out outdoor lines that are directed toward the workplace and smaller living environments.”

This activity is not limited to the major manufacturers and their acquisitions. Via seating, with its new showroom, is making a statement with many new introductions focused on outdoor spaces. “As the workplace expands outdoors, we now offer a range of outdoor seating, tables and benches,” says Chas Helper, president and CEO at Via Seating. “We are launching a new range at Neocon called ‘Tahoe.’ All of these products are made with a unique hot anodization process that allows us to offer a five-year warranty against any rust or corrosion, even in salt-water environments — which is very uncommon. Additionally, while outdoor furniture typically is sold through contractors and



Marshall's Landing at the Mart

landscape companies, we will be enabling our dealer network to expand its service into the outdoor offering.”

A focus on wellness and the influence of hospitality spaces will continue to expand.

At NeoCon 2016, you couldn't go 10 feet without running into another height-adjustable table. This year is likely to be no different, but hopefully with even more innovation on products to enhance wellness in the workplace. While there are hundreds of examples of new products launched with a more casual hospitality feel or a specific focus on health and wellness, perhaps the programming of the show is indicative of even more future product launches we will continue to see in 2017 and beyond. “We are inviting this year's keynote speakers to address this question: ‘How can a better tomorrow be achieved through

design and wellness?’” Morton says. Keynotes will include Arianna Huffington, Jessica Green and John Ronan. From business to science to architecture, this programming will explore a healthier future for workers from multiple standpoints.

This year's keynotes will be in the NeoCon theater in Motorola's space on the 19th floor with live streaming to a projection wall on the new grand stair, allowing for more casual viewing. Also open this year will be Marshall's Landing, an all-day lounge at the top of the stairs that will reflect the industry's ideas of additional casual spaces to meet and collaborate. With easy, no-pressure ordering from morning coffee to chef-inspired menu items and after dinner drinks, this space will create a new experience for showroom employees and visitors.

“Everyone is redefining them-

selves to match the need of generational qualities in the workforce and traveling public (business or non),” Morton says. “When you look at that level of diversity in the workforce and what is happening in our industry, it is easy to understand where these shifts are coming from. Corporations and smaller companies alike are finding new ways to appeal to hot, young, new talent. At the same time, they must accommodate nearly equal percentages of Gen Xers and baby boomers who, in many cases, remain in decision-making roles. What I love about what is happening is that the workplace is designed with more entertainment and whimsical ideas than in the past. The designs feature fun applications, including practical to outrageous ideas from the various furniture manufacturers, and NeoCon 2017 will be no exception.” **BoF**



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Clarus Creates Projection Glass

CLARUS GLASSBOARDS WILL BE UNVEILING ITS NEW PROJECTION GLASS AT NEOCON NEXT WEEK. BY ROB KIRKBRIDE

Conference rooms and collaborative areas are expected to perform a lot of functions in the modern office, but outfitting them for every contingency can get expensive. That's why Clarus Glassboards' new Projection Glass product is such an important innovation. It turns a glassboard

surface into a projection screen as well, saving the cost of buying both and eliminating clutter at the same time.

Clarus Glassboards will be unveiling its new Projection Glass at NeoCon next week. Since both glassboards and projectors are becoming commonplace in conference rooms and collabo-

ration areas, many have already tried projecting on glassboards, whiteboards and other surfaces with little success. The images are milky, there are reflections and glare, and it doesn't provide the crisp image office dwellers are looking for.

"This is definitely the No. 1 question we get: 'Is it possible to



project on a glassboard?” says Bryce Stuckenschneider, vice president of marketing. “People are already adopting glassboards like crazy, but they also want projection. Can we combine the two? With Projection Glass, we can.”

Designed by Dony Dawson, Projection Glass provides a glassboard writing surface and a theater quality projection surface in the same product. There’s no milkiness, glare or reflection.

Clarus gets this quality image through the way Projection Glass is made. The glass has three layers: The base is a theater quality projection screen that provides the high quality picture; the second layer is the “secret sauce,” the technology that allows it to work; then comes a millimeters-thin pocket of air that allows the arrant light to dissipate; and the top layer is clear glass (not back-painted like typical Clarus products — the screen provides the

“white” surface).

Projection Glass gives you the quality glassboard you’d expect from Clarus along with a screen that provides a very crisp image. The market is responding already, though the product has not officially launched. “We’ve sold tons of them already,” Stuckenschneider says.

Though there is a slight up-charge for the Projection Glass, it still costs less than having a glassboard and a separate screen. And unlike high definition televisions and screens, the technology will never be obsolete. Projection systems can change and improve, and they will still work with the Clarus Projection Glass.

“A lot of furniture makers are trying to integrate technology,” Stuckenschneider says. “We wanted to make this product completely compatible with technology, not reliant on it. When you create a product that

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is complementary to technology, it can slide into more situations. Projection Glass is simultaneously a low-tech and a high-tech product.”

Clarus developed Projection Glass about a year ago and showed it at its headquarters in Fort Worth, Texas. The breakthrough caught the eye of just about every customer the company took through the space. Clarus showed Projection Glass side-by-side with another product not designed for displaying video. They would turn the projector 90 degrees, from the Projection Glass to the other product, and the reaction to the difference was immediate. “They would say, ‘That is unbelievable. Is that the

same glass?’ Only when people get up close can they see the engineering behind it,” Stuckenschneider says.

Many customers are wrapping entire conference rooms in glassboards, and Projection Glass fits right into the plans since it matches other products in the Clarus catalog. That means designers can replace a standard glassboard with the Projection Glass to add the technology into the space. Since Clarus products are modular, one or two Projection Glass panels can be added to a space.

The Projection Glass performs as well as any Clarus Glassboard product. It will never stain or fade, and dry erase markers

will leave no ghosting or marks. Clarus can make the Projection Glass in any size, but there are aspect ratio guidelines — more from the projection equipment than the glass — that prescribe preferred sizes for use. Clarus can create them in colors other than white too, though white certainly works best for projection.

Projection Glass will be sold through the typical contract channels, but Clarus believes it will open up the audio/visual integrator market to them as well. “All four levels of customers are excited — AV, furniture dealers, designers and end users,” Stuckenschneider says. **BoF**

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IdeaPaint launches Mobile Dry Erase Collection

IDEAPAIN'T FIRST PREVIEWED ITS MOBILE FURNITURE LINE AT NEOCON IN 2016, WINNING BEST OF NEOCON SILVER FOR OFFICE ACCESSORIES, FOLLOWED BY THE GOOD DESIGN AWARD.

IdeaPaint, best known for creating the dry erase paint category, is bringing flexible design and beauty to the office accessories market with a mobile dry erase collection.

Each of the three mobile solutions (Hive, Pivot and Think-Tank) leverages IdeaPaint's high-

performance dry erase coating, and is designed to complement IdeaPaint coated walls throughout the workspace to foster frictionless collaboration.

The line features industry-first solutions: the world's first dry-erasable wood, combining the warmth and beauty of high-quality

maple veneer; and a pivoting, multifunction piece of furniture that can serve as both a standing-height work table and mobile dry erase board.

Created in partnership with award-winning designer and new IIDA President Primo Orpilla of Studio O+A, IdeaPaint's Hive,





Think Tank Mobile: This statement piece for your office campus is a towable trailer that combines comfortable seating for six to eight people, IdeaPaint dry erase coating on interior walls and ceiling, two custom-built wood tables and independent LED lighting.



Pivot and ThinkTank Mobile are unique, flexible and fully-mobile solutions that bring beautiful, reconfigurable design to the workplace. All of the solutions feature high-quality materials and attention to design, built with Baltic birch plywood edging, maple veneer and solid steel.

“Innovation, collaboration and workplace design are not one-size-fits all — teams and individuals within companies work in different ways, requiring flexible tools to fit their needs,” says Jeff Avallon, vice president of business development at IdeaPaint. “As the walls of the office have come down, it has put increased emphasis on the office accessories category to provide solutions that are highly versatile and high-functioning, without sacrificing design. Pivot and Hive add new dimensions to this category: as a dual-function piece, Pivot serves two purposes within an office environment. You can also configure multiple Hives and Pivots together as a system to create ad hoc flexible workspaces.”

Unlike typical mobile whiteboards, Pivot and Hive are manu-

factured with design and quality as a focus, allowing them to become a part of the office environment rather than getting rolled away and hidden when not in use. Both also feature the industry-first, dry-erase wood.

Through becoming a part of the overall office design, these tools are always accessible, allowing for collaboration at any time, in any space. Features of each product include:

- Hive: 44.5-inch wide, 76 inch high, 19.75 inch deep vertical dry erase board available in magnetic white (\$1,750) or dry-erasable maple veneer (\$1,600)
- Pivot: 50 inch wide, 73.5 inch high, 32 inch deep vertical dry erase board with the ability to pivot into a 42-inch standing-height table, available in magnetic white (\$2,400) or dry-erasable maple veneer (\$2,250)
- Think Tank Mobile: This statement piece for your office campus is a towable trailer that combines comfortable seating for six to eight people, IdeaPaint dry erase coating on interior walls

and ceiling, two custom-built wood tables and independent LED lighting.

“Designing for collaboration is the most effective way to encourage creativity and innovation, and that thought was at the forefront of our minds as we worked to develop Hive, Pivot and ThinkTank Mobile,” says Primo Orpilla, founder of Orpilla, Inc. and principal and co-founder at Studio O+A. “Our goal when creating these products was to help teams be more productive, successful and engaged at work, and the feedback we’ve received thus far has been overwhelmingly positive.”

IdeaPaint first previewed its mobile furniture line at NeoCon in 2016, winning Best of Neocon Silver for Office Accessories, followed by the GOOD DESIGN award (The Chicago Athenaeum Museum of Architecture and Design). The full line is available through IdeaPaint for pre-order and specification. The collection will be available through select dealer/distributors nationally, starting with InsideSource in San Francisco. **BoF**





Thonet Reconnects to Legacy Collection

THE HISTORY OF THONET'S INNOVATION BEGAN MORE THAN 170 YEARS AGO WHEN MICHAEL THONET REGISTERED A PATENT FOR BENDING SOLID WOOD. BY ROB KIRKBRIDE

A handful of furniture makers have cashed in on the legacy of past products, trotting out the names of important designers who have created furniture for them in decades gone by, regardless of whether they continue to honor that history today.

Thonet is a brand that has

avoided this revisionist history, despite its legacy being able to stand up to any in the industry. Arguably, Thonet's history is the most important in terms of innovation and design. The company's designers included Otto Wagner (Postparkassen Stool), Marcel Breuer (Wassily chair), Mies Van der Rohe (double canti-

lever chair), Le Corbusier (haise lounge) and Bruno Weil (1294 chair and Model 1177).

The history of Thonet's innovation began more than 170 years ago when Michael Thonet registered a patent for bending solid wood. This simple act set in motion a series of design, material and process innovations that

inspired many of the designers who became icons of the Modern age.

For NeoCon, Thonet is returning to its roots and introducing the Legacy Collection. But instead of simply retreading classic products, the brand is making classic designs new again through the use of the latest materials and furniture construction methods. Inspired by Bruno Weil's bent plywood collection for Thonet in 1945, the Legacy Collection uses the same bent plywood manufacturing methods of that era.

Designed to facilitate multi-purpose, collaborative space in corporate, education, hospitality and health care environments, the Legacy Collection includes chairs, barstools, personal desks, dining tables and community tables at various heights. It is a modern twist on midcentury modern design.

Although plywood has a very ancient lineage, today's plywood technology allows Thonet to bring ultra modern aesthetic, environmental and functional benefits to the Legacy Collection. It will be available in numerous species, including maple, birch, ash, oak, walnut and cherry.

The design process for the Legacy Collection began last year when Thonet commissioned Dorsey Cox — a very successful Thonet designer during the '80's — to create a new furniture collection that would pay homage to the company's design legacy.

"The brief was simple to say, but very challenging to do," says Seamus Bateson, president and

chief executive officer of CF Group. "First, stay true to the Bauhaus idea of 'less is more.' Next, use a very modern material, plywood, and ensure that the products can be 100 percent made in the USA. Lastly, give it the aesthetic qualities of a 21st century classic."

Thonet couldn't have re-engineered the Legacy Collection without innovative new products. Today's plywood technology allowed the company to create the early Thonet designs to develop features not viable at that time. Thonet's 1177 and 1294 chairs, designed by Bruno Weil, were the bridge to the new collection, but the company wanted a thinner profile, a less "clunky" construction, leaner, yet stronger than the original and BIFMA compliant.

"We preferred soft, rounded edges to deliver greater ergonomic comfort and a smooth, sensuous, tactile effect, yet we wanted to retain the simple architectural lines of the original," Bateson says, adding other key objectives were for the new collection to be lighter in weight, easier to move and cost less to ship.

Plywood has become an ultra-modern material, says Bateson, noting it is being used more and more in construction since it is more fire resistant than steel and can be used to create substantial buildings. The Stadthaus in London is 75 percent plywood and a new 12-story building made of plywood is going up in Portland, Oregon.

It isn't that Thonet abandoned plywood as a material for furni-

ture as much as style and fashion changed. Aluminum, plastic and solid wood furniture took over. But the market is moving back toward plywood. "There was a fashion trend away from (plywood), and we were caught up in it as much as anyone," Bateson says. "In recent years, as mid-century modern furniture has (made a comeback), plywood has become more important. Every design intern in the world knows that plywood has become an important construction material."

Seating in the Legacy Collection combines comfort and classic design. While retaining the basic lines of the original design from the 1940s, the back and undersides of the plywood components have gently rounded profiles that offer greatly improved ergonomic comfort. Chairs and barstools feature finished wood seats or an upholstered seat option. The barstools and bar-height tables have metal foot rails.

A personal desk is available with casters. "The Legacy Collection uses modern design and manufacturing techniques to refine Thonet's timeless classics and builds on Thonet's legacy of bringing reasonably priced, beautifully designed products to the commercial market, while staying true to the simplicity and beauty of the originals," Bateson says.

It is worth looking at Thonet's history to better understand what the brand is doing today.

After patenting his bentwood process 170 years ago, Michael

Thonet established a furniture company, Gebrüder Thonet, or in English, Thonet Brothers, which later was shortened to Thonet. The company was based in Austria, but quickly became well-known around the world for producing sturdy, low cost, highly functional furniture.

Thonet's strategic advantage was that his patented bending process provided the means to create the first mass-produced line of furniture that was beautiful and unique. Prior to Thonet's innovation, all furniture was handmade by artisans who crafted each piece one at a time. This costly method of production meant well-designed furniture was out of reach for most consumers.

While the first patent awarded to Thonet was in France in 1841, his company was founded in 1830, and his first chair on record dates back to 1836. Named the Boppard Chair after Thonet's birthplace, Boppard, Germany, this masterpiece was manufactured from laminated veneer, known today as plywood. However, this type of plywood chair did not establish Thonet

as a household name — it was instead the solid bentwood products introduced years later. Arguably the most popular chair created in bentwood was the No. 14 chair, which didn't reach the market until 1859, many years after the original patent registration had been awarded.

During the late 19th century, many bentwood furniture designs were created by Thonet, with the help of unknown artists and artisans, who received little or no recognition for their innovations. However, by the turn of the century, a new design trend had emerged, and furniture manufacturers recruited renowned artists and architects of the time to create innovative new products. Throughout the early 20th century, the volume, expertise and reach of the Thonet Company's manufacturing capabilities attracted many of the world's leading designers, listed earlier in this story.

In 1941 as demand for their furniture in the U.S. continued to grow, and as WWII disrupted their European markets and material supplies, Thonet sent several experienced family members to start production in Statesville, North Carolina. Soon after they added locations in Sheboygan, Wisconsin, and New York City, where the factory was outfitted with state-of-the-art, radio-frequency bending equipment to produce the highest quality plywood furniture parts available at that time.

The idea of using bent plywood to produce chairs became increasingly popular during the middle of the 20th Century. The technology was evolving rapidly due to the demands of the war effort and the subsequent post WWII construction boom.

There were several iconic furniture designers, notably Alvar Aalto, Gilbert Rohde and Charles Eames, who worked with bent plywood at this time. It is unclear who was really first to use bent plywood for seating during this period. However, it is indisputable that the process traces back to Thonet's patent in the mid-1800s, more than 100 years before anyone else.

Now fast forward to more recent times. In 1987 Shelby Williams, a company now owned by CFCGroup, purchased Thonet's business in the U.S., and by doing so made it independent from the European parent company. This enabled it to continue to make Thonet furniture in the U.S.

Thonet's U.S. workforce and management took great pride in honoring the company's rich heritage and traditions while bringing an American sensibility and practicality to chair making. Many new models, including 1250, 1311, 1312, 1177, 2001, and 1318, were introduced between 1945 and 1955 and became staples in universities, libraries and restaurants in every state. Now, in the early years of the 21st Century, Thonet pays homage to Michael Thonet's essential and influential role in midcentury modern furniture with the introduction of the Legacy Collection designed by the American furniture designer Cox, and manufactured completely in the U.S. **BoF**



PACIFIC WEST

SEEING SUSTAINABILITY



PORTLAND, Ore. — Interior glass has become the material of choice for office spaces because of the extremely large floor plates in North American projects that strive to get more natural light deep into the office core. Glass is being used to reduce space but still give the appearance of openness. “We’re trying to be as sustainable as possible,” said Alan Gerencer, LEED AP, Principal and Architect with ZGF Architects about what’s driving the greater use of glass in offices.

[Building Design and Construction](#)

DULL OFFICE REFRESHED



SEATTLE — Michelle Newberry, owner of The Mine, innovator in the merging worlds of design and technology, enlisted designer Cassandra LaValle to give her once-tired Seattle office new life. Newberry’s original office was a drab space with little personality. LaValle imagined a fresh space that would inspire creativity.

[Architectural Digest](#)

LEEDING THE WAY

CENTURY CITY, Calif. — Watt Plaza, the first building in Century City to achieve LEED Platinum certification, has earned the highest possible LEED certification from the U.S. Green Building Council again — noteworthy because the building has been operational for over 30 years. Watt Plaza exceeded its previous Platinum performance by five points, due to ongoing improvements, sustainability commitments from all vendors servicing the building and a 66 percent reduction in annual landscape water use.

[Business Wire](#)

MOUNTAIN WEST

ELEGANCE MEETS DEMAND

SALT LAKE CITY — The Patrinely Group formally announced plans for a 320,000-square-foot structure, and if market conditions live up to Patrinely’s expectations and “650 Main” fills with tenants, a second, similar structure may be built. “We’re best known for elegantly crafting complex projects,” said Robert Fields, Patrinely’s president and CEO, explaining that his 34-year-old company is moving into the Salt Lake City market because the time is right for new Class A space for demanding office tenants.

[Salt Lake Tribune](#)

PRIME SPACE FOR RELOCATION

FORT COLLINS, Colo. — Commercial real estate investor Cress Capital LLC has acquired the Prospect Portfolio, a 23-building office and flex industrial portfolio totaling over 500,000 square feet in Fort Collins. Developed between 1984 and 2004, the Prospect Portfolio sits near the developed intersection of Prospect and Timberline roads, one mile west of the state’s commuting corridor

I-25. With a current unemployment rate of 2.1 percent, the nation’s third lowest, Fort Collins features a vibrant economy, anchored by a major research university, a strong quality of life and diverse employer base.

[Colorado Real Estate Journal](#)

MIDWEST

ELEVATED LIFESTYLE

EVANSTON, Ill. — DMAC Architecture is heading a revamp of the iconic Chicago Midtown Athletic Club, housing one of the largest indoor tennis facilities worldwide, a hotel and a retail complex. DMAC introduces a new genre of lifestyle destination, transforming the facility into Chicago’s preeminent athletic club and the largest health- and- fitness property in the U.S. the firm unveils a game-changing urban hub and lifestyle destination unlike anything else in the Windy City.

[Isabelli Media Relations](#)

DISTINGUISHED DESIGN WINS

GRAND RAPIDS, Mich. — Steelcase was awarded Best Commercial Product Design for its Brody WorkLounge at the recent Index Architecture and Design Awards. The high-performance and supportive WorkLounge features patented LiveLumbar technology, bringing thoughtful ergonomic design to the lounge posture. Providing privacy screens and an enhanced sense of psychological security for workers, Brody WorkLounge offers the ideal microenvironment for people who need a place to get away without going away.

[Trade Arabia](#)

TAKING TIPS FROM SILICON

ST. LOUIS — Varsity Tutors moved into its 20,000-square-foot space in Clayton with an eye on growth. The office houses 100 employees, with plans to add 30 by the end of 2017. The company built out the office with a modern and cohesive design. The space represents the best of the modern office — an open collaborative workspace, cutting-edge technology, and amenities often only seen in Silicon Valley.

[St. Louis Business Journal](#)

NORTHEAST

EVENT COMPANY STARTS PROJECT



NEW YORK — Convene, the first workplace-as-a-service platform and the operator of a network of full-service meeting and event venues, has acquired Assemble Design Group to internalize its architecture and design capabilities. Brian Tolman, the Managing Partner of Assemble Design Group, has been named the Head of Product for Convene.

[Business Wire](#)

LONG OVERDUE RENOVATION

BERWYN, Pa.—Leasing has begun at a newly renovated Class A of-

fice building in West Chester, Pa at 1475 Dunwoody Drive, following a \$3 million renovation, featuring an outdoor terrace overlooking natural scenery, a dramatic two-story lobby, restrooms, café, elevator finishes, landscaping, electric vehicle charging, and a modern, expanded fitness center. This marks the first leasing opportunity of any kind since building’s completion in 1999.

[Jones Lang LaSalle](#)

WORKPLACE STRATEGY FINE TUNED

BOSTON—Margulies Perruzzi Architects unveiled new workplace strategy research to help businesses envision and leverage their workplace to inspire tomorrow’s talent. For a workplace strategy to be successful in any industry, businesses must focus on these critical aspects to: inspire creativity with collaboration and technology, support for mobile work, and quiet space; attract and retain talent by creating community, supporting social interaction, and promoting wellness; and enhance mission engagement by crafting an image and increasing brand awareness.

[Facility Executive](#)

SOUTH

COMPANY DEBUTS IN THE SOUTH

AUSTIN, Texas — Scandinavian Spaces, a new commercial interior design company focused on workplace wellness, will open a showroom—the company’s first—in Austin. The 3,000-square-foot future design showroom is currently under renovation, and the company has not yet announced an opening date. Scandinavian Spaces founders are brothers whose family business is Kinnarps USA, where they have

worked since 1991.

[Curbed](#)

HOT PROPERTY FOR SALE



NASHVILLE, Tenn. — James Robertson Parkway is quickly becoming downtown’s next potential hot spot for residential and commercial development, as unlikely as that may seem for a roadway created during the heyday of urban renewal as a bypass around downtown’s north side. Two parcels totaling 2.1 acres will be sold at auction in the Grand Ballroom of the Hermitage Hotel. The registration deadline for bidders is June 16. Developers across the country are inquiring about the properties, as Downtown Nashville has become a place where families want to live and businesses want to operate.

[The Ledger](#)

FIRM UPS ITS ANTE

ORLANDO, Fla. — Construction has started for a \$400 million campus in for professional services firm KPMG LLP. The firm expects to occupy the 55-acre development in late 2019. The campus will have more than 800,000 square feet of meeting space and 800-single occupancy rooms, plus a coffee and wine bar, hiking and biking paths, and a fitness center, volleyball court and softball field.

[The Real Deal](#)

Compiled by Emily Clingman

BoF

ALL TIME | January 1, 2016

BoF Industry Index Start: \$24,379.54

YEAR TO DATE | January 1, 2017

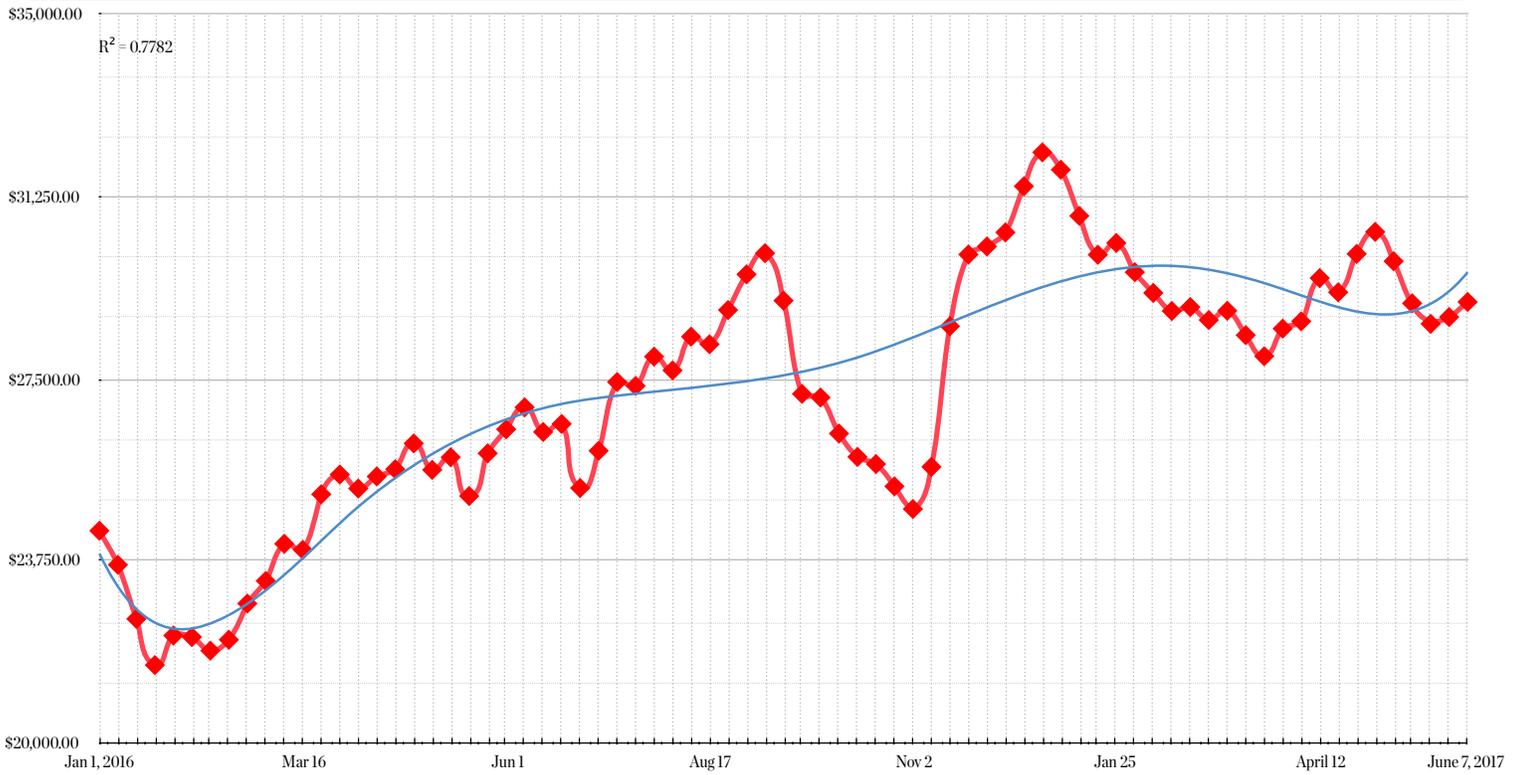
Yearly Start: \$31,809.16 (2016 Ended +30.49%)

Total Value (USD) **29,087.93** ↓ **-301.81** | **-1.03%** ↑ **4,701.95** | **+19.28%** **-2,721.23** **(-8.55%)** 2017 YTD

Symbol ▶	Last Price Time (ET)	2 Day Performance	%Change Day Change	Volume 30 Day Average	52 Week Range
DRTT:US DIRTT Environmental Solutions	4.48 15:59		+0.30% 0.01	32,600.00 20,654.30	3.44 5.73
FLXS:US Flexsteel Industries Inc	50.72 16:30		-2.61% -1.36	35,020.00 26,142.33	37.93 62.99
MLHR:US Herman Miller Inc	32.40 16:30		+0.93% 0.30	311,121.00 302,828.03	26.99 36.46
HNI:US HNI Corp	43.92 16:15		-0.92% -0.41	134,035.00 192,728.80	37.24 56.96
INQ:CN Inscap Corp	3.85 06/05/2017		+0.26% 0.01	3,700.00 5,336.60	2.80 5.34
TILE:US Interface Inc	20.65 16:30		-0.24% -0.05	263,479.00 445,690.09	14.56 21.05
KEQU:US Kewaunee Scientific Corp	23.17 16:30		-0.12% -0.03	399.00 1,917.37	16.38 27.60
KBAL:US Kimball International Inc	17.68 16:30		-1.83% -0.33	135,876.00 153,061.64	10.71 18.94
KNL:US Knoll Inc	21.39 16:15		-2.28% -0.50	506,752.00 426,646.28	20.37 28.40
LEG:US Leggett & Platt Inc	52.01 16:15		-1.16% -0.61	810,023.00 1.08 M	44.02 54.97
SCS:US Steelcase Inc	17.05 16:15		-0.29% -0.05	467,647.00 553,167.25	12.67 18.15
VIRC:US Virco Manufacturing Corp	4.55 16:30		0.00% 0.00	2,034.00 9,779.03	3.52 4.94

STOCK GRAPHS

BoF Industry Index - Since Jan 1, 2016



Exxon Mobil vs Steelcase, Leggett & Platt, Kimball - Five Years



You Want A Day Off Because Your Dog Died? Good Luck

Dear Stephen:

I hope you do not think this is a weird letter. It's about Biscuits. Not the biscuits you eat, but my miniature collie Biscuits, who I had for 17 years. She just passed away, and I feel as if a family member died. I am a single man with no partner, and Biscuits was like my child.

I work in outside sales in Chicago for a contract manufacturer. On Fridays, when the office was a bit more casual, I would often bring Biscuits to work with me. Everyone loved her. I know everyone thinks their pet is the cutest, most affectionate and smartest, but my miniature Lassie really was. Biscuits got cancer a year ago, and I spent the last year and thousands upon thousands of dollars trying to help her recover. I finally had to put her to sleep last week.

It was awful. The vet asked me if I wanted to be in the room, and I did. I held Biscuits until I felt the life leave her. Now, I wake up despondent. I cannot motivate myself to work. I do not even feel like going to NeoCon next week. Everyone at the office knows I was very attached to my dog. My boss keeps telling me to get over it and just go out and buy another dog. That is the last thing I want to do.

If Biscuits were my child or family member, my boss would take my feelings more seriously. I know it is not exactly the same thing, but these feelings are real. No one seems to understand this, though. Even friends at work who used to give Biscuits treats on Fridays have started rolling their eyes and snickering when I bring her up. None of this makes going to work any easier.

I do not want to be the crazy person at work, but I can't just pretend I'm not sad. I just want to stay out of the office, but I do not have the vacation days to spare. What is the deal with pet bereavement? Do any companies offer something like this?

Jo(a)nesing for My dead Doggy!

Dear Jo(a)nesing:

First, I am sorry to hear about your dog. Seventeen years is a long time to have a pet, and when any relationship that long comes to an end one needs time to grieve. You had Biscuits for longer than most marriages last today and certainly for longer than most people spend in their jobs today. Pets give us unconditional love, and that is very rare to find.

I think anyone who has had any sort of pet they loved, be it a dog, cat, hamster or goldfish, can relate to your story. It is always sad when a pet dies, and it can discomfit us



You can send your workplace questions to Stephen at: StephenSays@bellow.press

Questions selected to be answered, will appear in this column. Please use the Subject: Stephen Says for all emails. Stephen Viscusi is a bestselling author, television personality, and CEO of The Viscusi Group, global executive recruiters located in New York. Follow Stephen on Twitter @WorkplaceGuru, Like Stephen on Facebook; and follow him on LinkedIn.

when we are forced to reckon with the power of our feelings for these animals.

Me? I am a cat person, and my cat is even older than Biscuits was, never mind what that is in dog and cat years. I can promise you now when my cat dies, I will be crying a river's worth of tears. Then, I will hide away for as long as I can because I will be too embarrassed to tell anyone I am so upset my frigging cat died. Even so, I think those of us who know how important pets can be can still recognize the loss of a pet cannot compare to the loss of a human family member, even for those of us who treat our pets like children. You seem to understand this though, so I don't want to get hung up on it, but it is worth emphasizing.

Now, there are some companies

— Mars, Inc. of candy bar fame, is probably the most famous — that offer special bereavement leave for pets, although none in our industry. Did you really even have to ask that question of the furniture industry? There has been some debate about the fairness of this policy because those employees who aren't pet people would not be eligible for this extra benefit. This claim of inequity is absurd on its face, and those companies that offer time off to mourn pets seem to agree.

I am hopeful this trend continues and companies in our industry consider making it part of their leave policy. Going into work the day after putting down a pet is usually not worth it — for the employee or the company. Why not offer one or two days paid? Manufacturers all love to show off their Fortune magazine ranking as proof they are great places to work; anyone want to take on the Biscuits dilemma?

With that said, I wouldn't hold my breath while waiting for this policy to spread. Leave policies have been going in the opposite direction of late, as companies are packaging sick-days and vacation-days into a single "paid time-off" pool. The unique nefariousness of this movement is a topic for another column, but suffice it to say you could get another Biscuits tomorrow, and when she dies you likely still wouldn't have paid leave to mourn her.

Speaking of getting another Biscuits, I know you don't want to hear it, but your boss is right. If you still want to have a dog, the best thing to do is get another dog. I don't mean to turn into a shrink here, but the best things about pets is that we feel like we have something that depends on us and loves us because we take care of them. Getting another pet fills that void. Just do me a favor and do not name the next dog after something you can buy at McDonald's.

In the meantime, if you need to talk with people at work, talk to the pet people. I don't just mean people who have pets, either. In every office there are at least two people who are absolutely crazy about pets. These people want to see all the stupid pictures you take of your pet; they want to hear all the stories about the mischief your pet made; they may even get your pet a birthday present. It sounds like you are one of these people, but I am sure there is someone else in your office who is similar. Talk to that person about this stuff, and avoid the topic around others. Some people will understand, others will think you're crazy. Those who think you're crazy have chunks of dirty ice where their hearts should be, but steering clear of the subject around these people makes it simpler for everyone — yourself included.

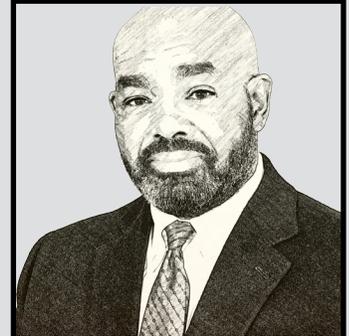
Stephen

Would you like of meet BoF's own Stephen Viscusi during NeoCon and "Ask Stephen" your career question in person? E-mail him at Stephen@visucsigroup.com to schedule your appointment.

HEARD ON THE STREET WITH STEPHEN VISCUSI

¶ We heard some noise about **Holly Hunt** hiring a new president. **Rick Kilmer** is the new guy at Holly Hunt and he was president of **Interface Flor** division and previously worked as vice president for strategy at **Janus et Cie**. Before that he was running **Kohler's Kallista**. **David Schutte**, who had run Holly Hunt since **Knoll** acquired it, was promoted to run all the Knoll subsidiaries. Big Loss for Knoll's NYC region: The very popular **Eric Stroud** leaves Knoll to become vice president of sales for the U.S. for **Teknion's** subsidiary called **Studio TK LTD**. This is a hot poach for Studio TK LTD. Stroud is a popular national executive with close ties to major A&D firms. In other news, **Herman Miller** released Grand Rapids-based **Linda Choong** from her roles as chief merchandising manager for **Herman Miller for the Home**. Miller is shedding people in that division and at **Design Within Reach**. **Richard Munsey** left Design Within Reach after Herman Miller transferred him to that division in Los Angeles. **Anne Issackedes** left **OFS** in NYC to join the independent rep group **Levine Contract Group**. **Annette Barrelet** left **Teknion** in New Jersey to join **Herman Miller** in that sale territory. **Carrie Scott Johnson** left as an executive for **Baker** (division of Koehler) in the Northeast to become the managing director for creation at **Bauman North America**. They make contract and residential textiles in Switzerland for the U.S. and have a partnership with **Carnegie** fabric and their own showrooms. It's fun to see where someone got a new job, but just as important for you is to remember: That means the position they left might be open! It could mean a new job for you. Go to the company's website where you can apply on line. For everyone who gets a new job, that means, someone usually left an opening somewhere else.

The Touchstone



Al Everett is a partner of MethodWhy, LLC. MethodWhy helps you find, nurture and keep more customers like your best customers.

Al can be reached at: aeverett@methodwhy.com and you can learn more about MethodWhy at: www.methodwhy.com

It can be difficult at times to tell what is real and what is not. It seems that much of what gets put in front of us promising value ends up being a form of fool's gold. Held in the right light, it looks good enough to buy into, but upon closer examination, it wasn't what was promised.

Fool's gold has been around for quite a while. In the land formerly known as smoke and mirrors (sales and marketing), promises get tossed around as if they were supposed to actually mean something. The absence of tools to help us determine what is the chemical element of Au looks good without being able to pass the test. Enter the touchstone.

Originally, a touchstone was a piece of fine-grained dark schist used for testing alloys of gold by striking the mineral against it and observing the color of the mark they made on it. A touchstone was a method of determining the value of the rock someone was trying to sell. The idea has grown to include a measure by which the validity or merit of a concept can be tested.

A touchstone helps one determine the relative value of something, whether tangible or intangible. Shakespeare created a character in "As You Like It"

called Touchstone. He was described as "a wise fool who acts as a kind of guide or point of reference throughout the play, putting everyone, including himself, to the comic test."

At MethodWhy, we believe this familiar symbol acts as a touchstone.

First, if you don't know "why" you are doing what you are doing, how do you really know what you are doing? Confusion about "why" is the number one reason businesses suffer from low productivity, low morale, high turnover and decline. It is a manageable process to trace back issues within almost any organization to a root cause. Lack of clarity over "why" the business exists, which leads to "how" the organization fulfills the "why," which leads to "what" the organization does, is a growth-killer.

In the world of professional B2B sales and marketing, lack of performance is more often associated with the people/process/tools touchstone test than it is to the people themselves. Remember, a touchstone is a simple test to reveal whether something is gold or if it is fool's gold. Emphasis is on simple.

In the world of professional B2B sales and marketing, lack of performance is more often associated with the people/process/tools touchstone test than it is to the people themselves.

Sales process may be the most simple place to understand the value of the PPT touchstone:

- Does a sales process exist?
- Is it written down?
- Does the entire sales organization know the process?
- Does it reflect reality?
- Is it evolving?
- Does it drive behavior?
- Is it a measure of performance?
- Can you measure its effectiveness?

The answers to these basic questions will surprise almost every organization in the broad commercial furnishings market. Actually, almost everyone. The touchstone almost always reveals fool's gold and not the real thing.

As with any system, one or more of its elements being out of alignment causes the entire system to operate below potential. If you have good, well-trained people equipped with awesome tools, but the process sucks, you have a problem. You can choose any one of these three areas, and if they are not in balance, your people lose, and your company loses.

While it is easy for leadership to point fingers at team members who are not meeting quotas, the lack of integration of people, process and tools is always a management issue. There may be people on the team who should not be there. Your process may be 10 years old and not valid in the digital age. You may have to wind up your technology to get it to work. These all beg leadership to think through their decisions as they relate to each other, to think of how one resource or capability can build off another. Touchstones are not easy to identify, find or believe. We want the fool's gold of an off-the-shelf process to work, to believe the hero salesperson and to just add an app when major investment into tools or technology is required. Not everyone is willing to pay the price to believe it when the touchstone points us away from fool's gold toward the real thing.

If you choose fool's gold, your choice to settle will reveal itself over time, as the market is the highest-level touchstone. So, why not set your team and your company up for success by using the touchstones available to you? Make Shakespeare proud.

BoF



Why residential influences are just part of the story in the evolution of the workplace. A Q&A with Pair

Our relationship with the workplace is changing. As work-life and home-life collide, residentially inspired environments are reshaping our vision of the modern office. The more we bring our work home – the more we bring our personal lives into the corporate sphere. In response, our workplaces have begun to feel more like living rooms and cafes than they do workstations and corner offices. Furnishings and accessories are now valued as-much for the stories they tell, and the emotional responses they create, as they are the function they provide.

Interestingly, this revolution has fractured the commercial furniture market – creating in-roads for upstarts and causing industry giants to rethink products and strategies. One company believes the need for authentic customer experiences is driving this revolution and is betting on their ability to quickly bring unique, custom, and purposeful solutions to their clients.

[READ THE FULL ARTICLE](#)

Watch: Touring Adobe Headquarters



[WATCH THE VIDEO](#)

Yesterday's Urban Factory could be tomorrow's tech HQ



Midcentury facilities designed for once-humming industries are finding new leases on life through adaptive reuse, as architects reanimate these aging relics into tech offices, loft-style residences, and even art institutions. In San Francisco, the Pinterest headquarters is a striking example of the potential for modernizing a former factory in a post-industrial age. Designed by the team of

IwamotoScott Architecture with Brereton Architects, the Pinterest HQ revitalizes a former John Deere factory in the city's South of Market district—which itself has seen transitions from Gold Rush boomtown to today's tech hub, and also boasts adaptive reuse offices for companies such as Twitter and LinkedIn.

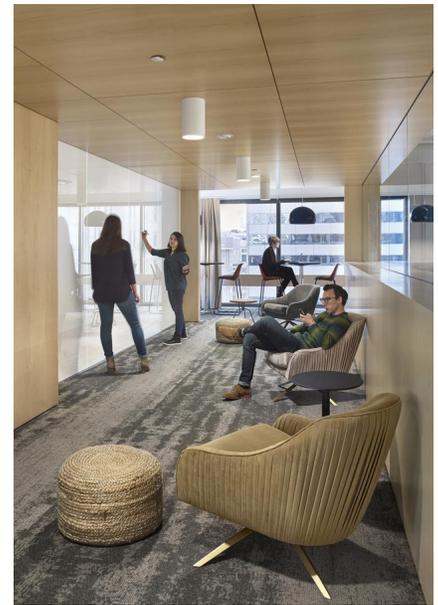
[READ THE FULL ARTICLE](#)

A Health Minded Approach to Workplace Design

Office design goes far beyond functionality and appearance. Designing to promote employee wellbeing is a strategy that more and more organizations are beginning to implement in the workplace. Over the last decade, we've seen a surge in workplace wellness programs and other workplace trends centered on health and wellbeing. Ergonomic solutions, alternative working spaces and office flexibility for workers have begun to gain more momentum. Here are a few of our suggestions for taking a health-minded approach to your workplace design.

Work environments designed for movement are the result of heightened employee concerns on their health as well as increased productivity. According to a Steelcase Impact Study, employees who received a Leap chair and ergonomic seating training, experienced a decrease in pain and discomfort while working. Additional solutions like height adjustable workstations and educating the importance of workplace flexibility are all ways to encourage physical movement.

[READ THE FULL ARTICLE](#)



Photography: Halkin Mason Photography

Civis Analytics Offices – Chicago

NELSON has designed the new offices of big data firm Civis Analytics located in Chicago, Illinois.

Upon reviewing their real estate opportunities in the wake of increasing growth in staff operations, Civis Analytics decided to uproot and find a new space that was reflective of their culture to grow into. With a history of renovating existing spaces, the team selected a building in the Chicago Loop to build on a fully gutted floor.

Looking to create a technological vibe, the NELSON team, in conjunction with Civis Analytics, pulled inspiration from various avenues including the social media platform, Pinterest. Simple materials, charcoal shades, and the use of glass helped inspire transparency throughout the open office environment. High pops of color were added in the form of graphics. Meeting spaces, phone rooms, and a large cafeteria with bleacher style seating provide employees with breakout space for collaboration.



READ MORE ON
officesnapshots.com

FIRM: NELSON
CLIENT: Civis Analytics

SCOPE: New Offices
SIZE: 29,000 sqft
LOCATION: Chicago, IL
INDUSTRY: Technology

CHICAGO, ILLINOIS

NeoCon - Chicago

June 12-14, 2017



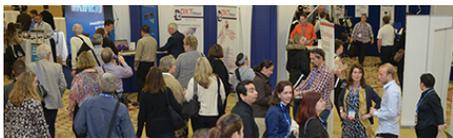
NeoCon is the largest commercial interiors show in North America, taking place at The Merchandise Mart in Chicago since 1969. The three-day event attracts nearly 50,000 design professionals and showcases more than 700 leading companies. The show launches thousands of new products and covers a spectrum of vertical markets.

www.neocon.com

LAS VEGAS, NV

National Ergonomics Conference & ErgoExpo

August 22-25, 2017



Since 1994, the **National Ergonomics Conference & ErgoExpo** has been the best place to learn how to build an ergonomics program or maximize an existing program — on any budget, for any industry. Attend and you'll discover fresh approaches for your ergonomics, safety and wellness programs that will take your organization's productivity and cost-saving measures to the next level.

www.ergoexpo.com

PHILADELPHIA, PA

NeoCon East

November 15-16, 2017



Now located in the City of Brotherly Love, **NeoCon East** continues to evolve as the premier design expo and conference for interiors on the East Coast. Design on the Delaware Conference will once again run in tandem with NeoCon East at the Pennsylvania Convention Center.

www.neoconeast.com

KANSAS CITY, MO

EDspaces

October 25-27, 2017



The gathering place for architects, dealers, pre k-12, colleges and universities, independent manufacturers representatives, exhibitors, and corporations to learn about trends and experience the latest products and services to enhance student learning.

www.ed-spaces.com

TORONTO, CANADA

IIDEXCanada

November 29-30, 2017



IIDEXCanada is Canada's National Design + Architecture Exposition & Conference, and is proudly co-presented by IDC, Interior Designers of Canada and RAIC, Royal Architectural Institute of Canada. The annual show focuses on all areas of design including workplace, healthcare, hospitality, retail, residential, education, architecture, landscape architecture, lighting and sustainability, wellness and accessibility. North Building of the Metro Toronto Convention Centre.

www.iidexcanada.com/

SHANGHAI, CHINA

CIFF - China International Furniture Fair

September 11-14, 2017

CIFF Shanghai will present a feast of office furniture and home furnishings. Over 2000 brands from the upstream and downstream industry will participate from various sectors including home furniture, office furniture, commercial furniture, hotel furniture, furniture machinery and raw materials.

www.ciff-sh.com

EVENT	DATE & LOCATION
<p>DIFFA / CHICAGO GALA 29 Connect, Commune, and Celebrate. Take in breathtaking skyline views, enjoy extra special edibles and elixirs. A VIP Pre-Gala Cocktail Party Hosted By Honorary Co-Chairs Gensler Co-CEO's Andy Cohen and Diane Hoskins 5:30 – 7:00 PM in Terzo Piano of the Modern Wing of the Art Institute https://diffa.org/event/diffa-chicago-gala-29/</p>	Jun 10, 2017 Chicago, Illinois
<p>NEOCON 2017 The premier, global platform for connecting, learning and conducting business in commercial interiors. http://www.neocon.com</p>	Jun 12, 2017 - Jun 14, 2017 Chicago, Illinois
<p>DWELL ON DESIGN Brings together the brightest people, latest products, and curated content in modern design. The exhibition and conference showcases the best in modern design materials, furniture and accessories, home technology, garden and outdoor materials, kitchen & bath, and international design. https://la.dwellondesign.com/</p>	Jun 23, 2017 - Jun 25, 2017 Los Angeles, California
<p>HOTEC DESIGN Crafted specifically for hospitality design professionals, HOTE Design brings designers, hoteliers, architects, management companies, purchasing firms together for three days of one-to-one meetings and creative exchange. http://www.hotecglobal.com/design</p>	Jun 27, 2017 Palm Beach, Florida
<p>BITAC PURCHASING & DESIGN EAST 2017 BITAC Purchasing & Design attracts executive level purchasing decision-makers, specifiers and project managers from top design, architectural and purchasing firms; prominent independent & branded hotel, gaming, and resorts. http://www.bitac.net/Event/PurchasingDesign/East/2017</p>	Jul 16, 2017 - Jul 18, 2017 Southampton, Bermuda
<p>NATIONAL ERGONOMICS CONFERENCE & ERGOEXPO The premier, global platform for connecting, learning and conducting business in commercial interiors. Join us in the Expo Hall to see, touch and compare thousands of products side-by-side from the industry's leading vendors – more than 125 exhibitors in 2016. You'll leave with new strategic contacts and available options to enhance your ergonomics, wellness and safety programs. http://www.ergoexpo.com/</p>	Aug 22, 2017 - Aug 25, 2017 Paris Hotel, Las Vegas, Nevada
<p>BITAC GLOBAL 2017 BITAC® Global attracts top hotel company decision-makers, hotel owners and operators, project managers; the right people for you with properties in Europe, Middle East, North Africa, Asia, India, as well as South America and Central America. Prominent independent and branded hotels, gaming, and resorts. http://www.bitac.net/Event/Global/2017</p>	Aug 27, 2017 - Aug 29, 2017 Toronto, Canada
<p>CIFF - FALL 2017 SHANGHAI CIFF has been organized biannually at China Import & Export Fair Pazhou Complex, Guangzhou in March and at National Exhibition and Convention Center (Shanghai), Hongqiao in September. It will create a world-class multifunctional and interactive platform for trading, fashion display, channel maintenance, industry gathering and design inspiration. http://www.ciff-sh.com/</p>	Sep 11, 2017 - Sep 14, 2017 Shanghai, China
<p>ICFF MIAMI ICFF returns to Miami for its second annual Southeast Event. North America's premier showcase for contemporary design, the ICFE annually lures those in determined pursuit of design's timely truths and latest trends to an encyclopedic exhibition of up-to-the-moment offerings, as well as a series of fascinating, fun, edifying programs, and a packed schedule of exhibits and features. http://www.icffmiami.com/</p>	Oct 3, 2017 - Oct 4, 2017 Miami, Florida
<p>BITAC PURCHASING & DESIGN WEST 2017 BITAC Purchasing & Design attracts executive level purchasing decision-makers, specifiers and project managers from top design, architectural and purchasing firms; prominent independent & branded hotel, gaming, and resorts. http://www.bitac.net/Event/PurchasingDesign/West/2017</p>	Oct 15, 2017 - Oct 17, 2017 Rancho Palos Verdes, California
<p>EDSPACES The gathering place for architects, dealers, pre k-12, colleges and universities, independent manufacturers representatives, exhibitors, and corporations to learn about trends and experience the latest products and services to enhance student learning. http://www.ed-spaces.com</p>	Oct 25, 2017 - Oct 27, 2017 Kansas City, Missouri
<p>LODGING CONFERENCE The Lodging Conference is one of the top hotel industry events in the world. We bring together the hotel industry's most influential owners, operators, presidents, CEOs and dealmakers to strategize about development, finance, franchising, management, construction, design, and operations. http://www.lodgingconference.com/</p>	Oct 30, 2017 - Nov 2, 2017 Phoenix, Arizona
<p>ARCHITECTURE & DESIGN FILM FESTIVAL Located at Cinépolis Chelsea a four-day weekend of short and feature films. Festival director Kyle Bergman has already secured several interesting films and this year's festival is sure to bring an increasingly fascinating depth of topics, stories, filmmakers, and architects to the forefront. Film submission closes July 17, 2017. http://www.adfilmfest.com/</p>	Nov 1, 2017 - Nov 5, 2017 New York City, New York
<p>NEOCON EAST 2017 Now located in the City of Brotherly Love, NeoCon East continues to evolve as the premier design expo and conference for interiors on the East Coast. http://www.neoconeast.com/</p>	Nov 15, 2017 - Nov 16, 2017 Philadelphia, Pennsylvania



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EVENT	DATE & LOCATION
IIDEXCANADA 2017 IIDEXCanada brings together the multidisciplinary interior design and architecture communities for a sourcing, networking and education event that celebrates creativity and best practices.	Nov 29, 2017 - Nov 30, 2017 Toronto, Canada
NEOCON 2018 The premier, global platform for connecting, learning and conducting business in commercial interiors. http://www.neocon.com	Jun 10, 2018 - Jun 12, 2018 Chicago, Illinois
ORGATEC 2018 ORGATEC 2018 is an international exhibition for office facilities including architecture and design, acoustics, lighting, furniture and equipment. http://www.orgatec.com/	Oct 23, 2018 - Oct 27, 2018 Cologne, Germany

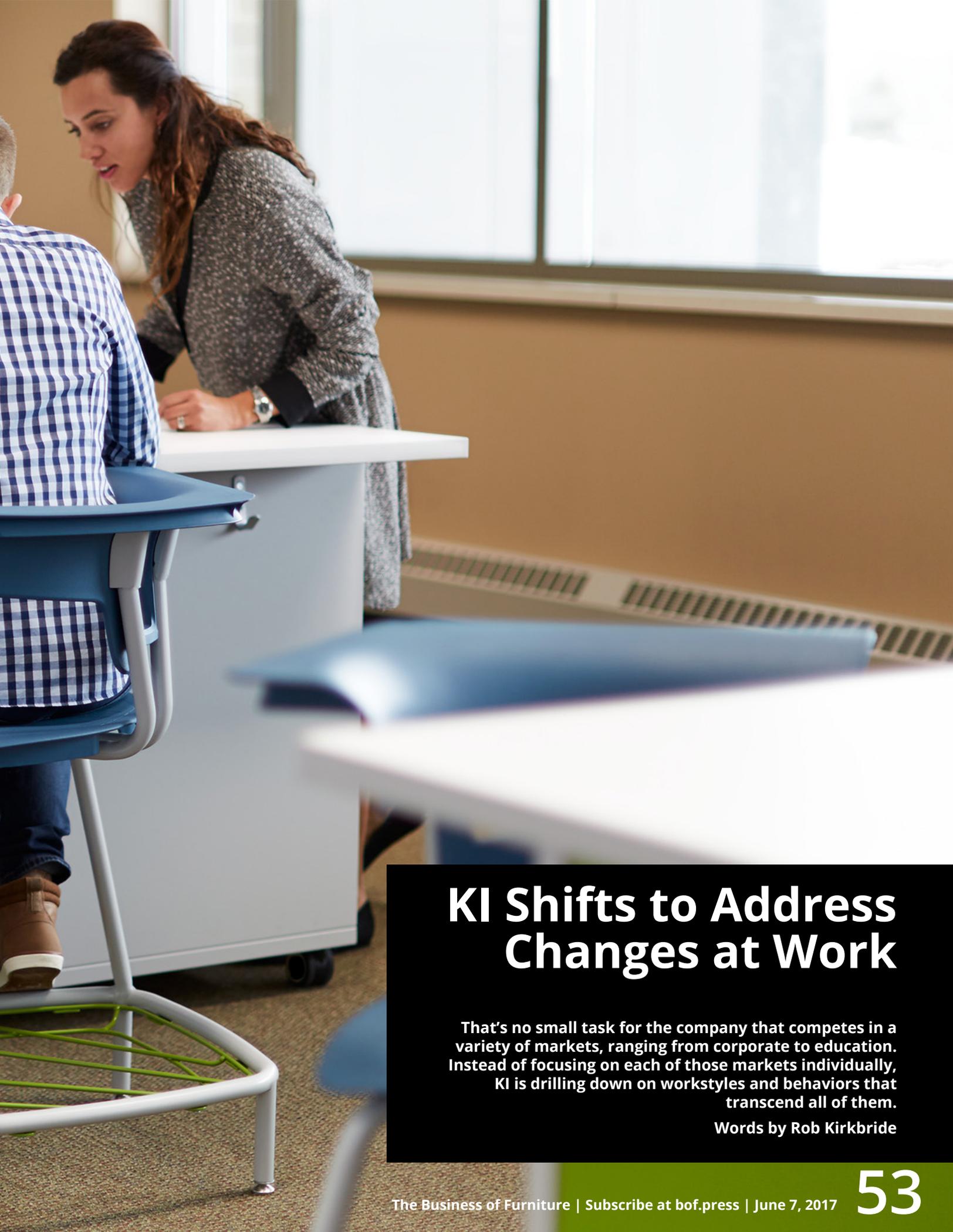
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KI Shifts to Address Changes at Work

That's no small task for the company that competes in a variety of markets, ranging from corporate to education. Instead of focusing on each of those markets individually, KI is drilling down on workstyles and behaviors that transcend all of them.

Words by Rob Kirkbride





How many showrooms do you visit at NeoCon? Fifty? 150? How many do you actually remember? KI is hoping to change that this year by creating a space Vice President of Design and Product Marketing Shawn Green calls “more experiential” — a space that won’t lose its luster after three days.

That’s no small task for the company that competes in a variety of markets, ranging from corporate to education. Instead of focusing on each of those markets individually, KI is drilling down on workstyles and behaviors that transcend all of them.

“Campus life will translated into corporate life,” Green says.

“Third spaces are becoming primary spaces. All of these are behaviors that relate to our idea of human-centered design and human-centered design principles.”

KI has a unique view, given the markets it completes in. Because it is so strong in the higher education market, KI has a front row seat for how work will happen next. Since KI also works in health care and government, it understands how people are working in those segments as well. Green says some of the behaviors across all those segments are universal. So KI decided to create a showroom at theMART that emphasizes the similarities, not the differences.

It is never easy programming a 15,000-square-foot showroom, but in recent years KI has shown it can create a compelling story at NeoCon with the best companies in the industry. Its showroom has taken the top prize several times in the last few years, besting competitors twice its size. One reason KI’s showroom has succeeded at NeoCon is

because it is true to the brand. The company does not try to be something it is not.

“We want visitors to be able to visualize and project themselves into the space,” Green says. “Our goal is to keep it open to the interpretation of the architecture and design community. We like to think of our showroom as a physical look book — like a live Pinterest or Instagram. It has more of a retail catalog feeling to the space. It is not segmented.”

KI’s Ruckus will play an important part in the showroom’s design. The Ruckus Collection is designed for learning spaces and focuses on movement, which is essential to cognitive development and learning. The collection fosters student engagement, enabling a wide range of teaching styles and adapting to a variety of users and uses. It looks like nothing else, and KI believes it can be used like nothing else.

The collection includes innovative seating that promotes essential movement and user choice (stack and four-leg chairs in two heights, stools in two heights and task chairs); fixed and adjustable desks; plus storage that keeps learning tools at hand and learning spaces neat (bookcases, cubbies, lockers and work tables). Ruckus seating is stackable, lightweight, non-directional and can be perched. Integrated back and arms also function as a work ledge for impromptu collaboration and ac-



Ruckus Makerspace Worktable and Stool



Privacy is becoming more important in increasingly open offices.

commodates leaning or perching. Ruckus desking adjusts to create tiered classrooms or adapt to any user with a roller option.

Though Ruckus was designed as a classroom collection, it goes beyond education environments, including makerspaces, tiered classrooms, labs, interactive pods, training rooms for business or health care settings.

KI will also show its Pillar Table Collection, which is defined by clean lines, a simple leg and a multitude of configurable top shapes. Pillar tables provide a place to gather, an area to create or spot to focus. From elementary classrooms to corporate training rooms, users can arrange Pillar tables into endless configurations. Combine 120-degree tables to create a serpentine touchdown space; round and square shapes encourage collaboration in cafe and third spaces. Diamond and reduction shapes combine for a variety of configurations or separate into single tables for more privacy. The Pillar Table Collection is made up of 10 standard top shapes that can be combined or used individually for a variety of purposes. The tables are available in a 29-inch standard height or a 42-inch cafe height option. Surface options feature 50 standard laminates, including markerboard. Leg options include more than 30 powder coat paints and chrome.

Also, look for a new stacking chair. The X60 stack chair from Aichi achieves flexible comfort and maximum high-density stacking in a lightweight chair design. An elastomer stretch seat makes it lightweight. And, it reaches new heights in stacking — ideal wherever space is at a premium. X60 chairs stack 60-high on a dolly. Yet the slim profile of the chairs results in a stacked height similar to most 40-high stacks, keeping it easy to maneuver. Its light weight (10 pounds) makes it easy to move. When chairs are used in rows, ganging glides securely join the chairs to maintain an uncluttered, orderly look.

Privacy is becoming more important in increasingly open offices, so KI will show its Universal





Universal Height Adjustable Screens



Also, look for a new stacking chair. The X60 stack chair from Aichi achieves flexible comfort and maximum high-density stacking in a lightweight chair design.





Pillar Tables



“We are not going to populate our furniture on the windows.”

height-adjustable screen created with modesty and privacy in mind. The screen is easily affixed to a worksurface or table, allowing employees to move it to their desired position. It also serves as a surface for tacking important documents. Designers can choose from acoustic PET felt and colorful opaque acrylic.

KI is also showing off products from Akaba, a Spanish furniture maker it is bringing to the North American market as part of its Blue Sky Collection. The Akaba portfolio of products chosen by KI has a balanced mix of products that include Iconic, Unique and Trending styles. Akaba designers include: Jorge Pensi, Frances Rife, Dhemen Yorgo, Lykouria, Miguel Angel Ciganda, Perry A. King/Santiago Miranda and Patxi Mangado.

That’s a lot to fit into a showroom, but Green believes they have designed a space that connects everything together. “We are not going to populate our furniture on the windows,” he says. “We want the space to be more active. Furniture will be (placed) ahead of the aisles and through the core of the space. That way it will be more expressive and realistic.”

There are two things KI will not do, according to Green. KI will not dictate how people work, and it won’t be buying into tech companies. Instead, it wants to allow architects and designers to respond to the designers and use the furniture any way they would like. As for technology, KI believes in providing furniture that supports it, not integrating it into products.

The company’s strategy seems to be working. It had a record sales year in 2016 and expects 2017 to mark another record. “KI is being viewed as something more than just an education company,” Green says. “What we learn through education definitely creates a stronger connection from campus to corporate.” **BoF**





The *Toyification* of the Office

Companies are trying to create spaces that produce genuine moments for employees to come together and have conversations.

By Jennie Morton



Playful furnishings such as game tables and scooters have become a hallmark of tech companies and start-ups. Facebook’s New York City office has a basketball arcade game, and Google has installed slides (yes, slides) at numerous sites. Is the office-as-a-playground approach just a fad or is it a legitimate way for employees to burn off stress? The experts say it all depends on the execution.

The line between youthful enthusiasm and infantilization

If done thoughtfully, adding games to your office landscape can score big points. A little friendly competition opens the door to relationship building and improved morale.

“Companies are trying to create spaces that produce genuine moments for employees to come to-

gether and have conversations,” says Melissa Price, CEO of the workplace firm dPOP. “Because games capture coworkers’ likes and interests, they add variety for casual interactions.”

“With four generations in the workplace, it’s essential for companies to support and cultivate camaraderie,” says Seth Hanley, co-founder, principal and creative director of the architectural firm Design Blitz. “Games can

provide a social opportunity that fosters better communication.”

Companies are going beyond board games and puzzles and personalizing their spaces with these popular additions:

- Indoor putt-putt
- Pool tables
- Foosball
- Air hockey

- Shuffleboard
- Arcade video games
- Interactive gaming systems, like Wii or Dance Dance Revolution (DDR)
- Bowling
- A music room for jam sessions
- Skate board ramp
- Scooters

But not everyone can, or more importantly, should mimic Silicon Valley. These quirky features will devolve into a gimmick if they aren't in sync with your workplace culture.

"Games have to reflect the authentic self of the organization," Hanley stresses. "They need to be an extension of who that company is and how they feel about themselves."

"Companies have long had softball teams or bowling leagues," points out Price. "Games within the office serve a similar function — they are an activity for employees to rally around."

Start exploring options by paying attention to pastimes your employees enjoy both in and outside of the office. For example, it doesn't make sense to add ping-pong if no one has an interest in it. The most successful game cultures tap into an underlying inclination for certain activities. Use a simple survey as a litmus test to vet ideas and gather suggestions.

"Any game has to mean something to employees," Price says.

"You have to find out what kinds of activities will pull them away from their desks."

Hanley says you can also connect games to your founding story. "Games will have longer staying power if they are a celebrated tradition," he says. "They also add another piece to the narrative of how your company sees (itself) and how you want your employees to work together."

An amenity, not decoration

If your company has only recently moved to a more relaxed atmosphere, it's particularly important to apply the principles of change management to games. Placing a pool table in the middle of a collaboration area isn't enough to encourage workers to shoot a few rounds.

"By deliberately integrating games into the design language of the office, it subconsciously says to employees 'we want you to use this.' The architecture should give them permission to play," Hanley says.

This means being mindful of where games are located. If they are placed near management or in an open space where noise would distract others, workers will hesitate to engage. Similarly, placing games in an out-of-the-way corner signifies these features aren't truly part of the workplace routine. Dedicated real estate space for games says your company recognizes their value, Hanley says. Price recommends positioning games in a

high-traffic location that already has higher noise levels, such as near breakrooms and kitchens or along corridors.

Workplace policies and team expectations should encourage workers to embrace lighthearted recreation. This must be a consistent attitude across the company; it won't work if one division feels free to play while another team feels shackled to its computers. Price recommends one way to instill this is to have visible leadership participation. When employees see their boss and other managers playing, it gives them a green light to join in.

"dPOP has 32 employees, and we have a ping-pong table. It's a great stress reliever and provides the right level of competition," Price says. "It's widely accepted for employees to play one-on-one, in doubles, or on teams with a firm next door."

Games can be a recruiting strategy that compliment other amenities your company offers. "While it's unlikely someone is going to come to a company solely because of a ping-pong table, having a game culture is an expression of valuing work/life balance that can appeal to job candidates," Hanley says.

"Knowledge workers are more aware of their choices and can pick an organization that not only matches their skillset but matches their personality," Price adds. "Workers want to be a whole person at the office. Games can get them excited about what your organization is doing and





Skype Headquarters
Design Blitz, Mathew Millman

what it stands for.”

This also applies to your existing employees, who have grown to expect the office will enable them to move freely between tasks. It only makes sense the removal of walls and cubicles have led to physical amenities like games that purposely invite people to spend time together.

“The newer working environments that emphasize communication and collaboration are about eliminating barriers and bringing people together,” Hanley says. “In an economy of ideas, those ideas can happen anywhere, not just at your desk. Games aren’t just an aesthetic element but a strategy that supports workers to achieve their best.”

Compared to other benefits offered by a company, games are a relatively low-cost investment. Aside from noting usage levels, there’s no metric that will measure how successful these additions are. But if stress diminishes,

laughter increases and collaboration deepens, then a little fun and games will be worth the cost.

Inside the spirited headquarters of Skype

When Skype renovated an existing building for its Palo Alto headquarters in 2013, the company wanted to create an atmosphere of spontaneity for 250 employees. By stripping away previous interior modifications, the Blitz architectural team was able to optimize the entire layout. Collaboration zones are placed along central corridors while concentration areas are located at the perimeter edges. To balance group and individual work, a lounge with games serves a cheerful place to kick back for a spell.

“Skype specifically asked us to include a gaming area,” Hanley says. “It’s a great example of an organization supporting an activity that was already embraced by its employees. The pool and foosball tables are placed in their own

room to keep them separated from work areas. The glass walls keep the space open and inviting while the proximity to the adjacent cafe makes this room a destination. The turf grass on the interior walls provides sound attenuation as well as absorbs blows from balls or pool cues. The visual presence of mechanical ventilation and acoustical sails also says to employees that this room is not an afterthought but a deliberate part of the office.”

“The values of the company could be summarized by the words ‘disruptive, on the move,’ yet elegantly functional — the final design directly reflects these tones,” says Dena Quinn, a real estate portfolio manager for Microsoft. “The space makes you take notice, delights and has a fast feel that supports the expectations of high productivity.” **BoF**

Jennie Morton is a freelance writer who is endlessly curious about the way architecture influences behavior.

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SOFTWARE

2020 Inspiration Awards for Office Designers Winners Announced

👉 The winners of the 2020 Inspiration Awards for Office Designers for 2017 are:

- Groupe Lacasse: Peter Toews of Gray Office Furnishings
- Smart Spaces: Sabrina Silva of SKG
- Wellness in Design: Lycynda Slattery of Creative Office Pavilion
- Collaborative Designs: Elizabeth Favreau of W.B. Mason Co., Inc.
- Flexible Plans: Kara Treen of National Office

“It is great to see our customers leveraging 2020 Visual Impression to provide their customers a realistic rendering of their space,” says Cindy Maple, product manager, office applications, 2020.

The contest was created for designers who use 2020 Visual Impression to show off their designs. Finalists were selected by peer voting and panel of experts selected the final winners. The winning designs will be showcased at the 2020 booth, #7-5122, at NeoCon.

The contest was created for designers who use 2020 Visual Impression to show off their designs. Finalists were selected by peer voting and panel of experts selected the final winners. The winning designs will be showcased at the 2020 booth, #7-5122, at NeoCon.

To see the award entries go to: <https://www.2020spaces.com/gallery-2020-office-inspiration-awards-2017/>.

NEOCON 2017

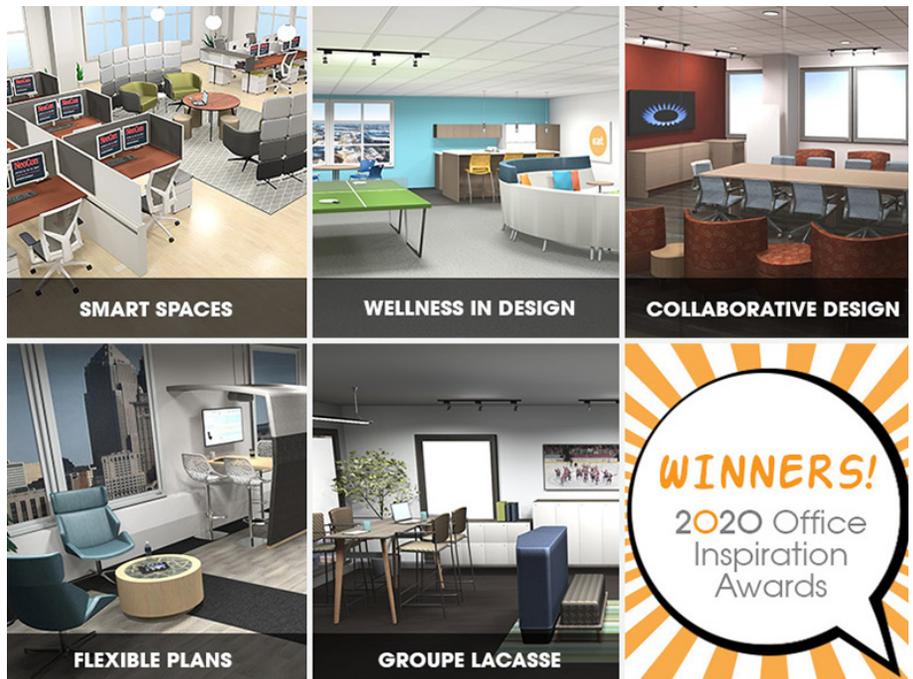
2020 to Stream Live from NeoCon 2017

👉 2020, will stream live from NeoCon 2017.

Viewers will be able to see a virtual tour of the Mayer Fabrics showroom and learn more about its new collections — Renewal, Anatolia and Stitch.

They’ll also hear from Rob Kirkbride, editor-in-chief of Bellow Press, publisher of Business of Furniture and Workplaces magazine, on the emerging technology in the industry, focusing on virtual reality and 3-D printing.

Marxmoda, Herman Miller’s certified Michigan dealer, will discuss trends in office, educational and health care



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spaces. Viewers also will see ExactMats made-to-order products that allow natural surfaces to show through with a secure barrier against damage.

At the Izzy+ showroom, talks will be about trends pertaining to open offices, increasing collaboration, “resimercial” offices and co-working environments.

Follow @2020spaces on facebook to be notified when it goes live.

MANUFACTURERS

Nightingale Presents the Urban Beehive Project at NeoCon

➤ The Nightingale showroom will be presenting the BGHJ Architects’ Urban Beehive Project at NeoCon. Its aim is to raise awareness and educate people about the declining population of bees and how vital they are to the global economy and agriculture.

Nightingale, an environment-friendly, no-waste facility, has teamed up with the people behind the movement to put together a clever and innovative window display adorned with a life-size Urban Beehive Project Installation. Nightingale will be holding a photo contest for the best #FlowerSelfie at its NeoCon 2017 showroom.



MANUFACTURERS

Bisley Showing at Netherlands' Design District

☛ Bisley is going to show for the first time at the Netherlands' premier interiors show, Design District, this year. An installation of Be by Bisley, the flexible workplace furniture solution, will be on display.

Be is designed with people and functionality in mind. Its range of products can be used as a complete workspace solution, from welcome areas and receptions to collaborative team zones and break-out or meeting areas.

Design District is June 7-9 in the Van Nelle Factory in Rotterdam. With more than 150 exhibitors showcasing innovations in furniture, lighting, building materials, flooring and textiles, Design District is considered one of the best trade events for architects and designers in the Netherlands.



SOFTWARE

Speaker reveal for Configura's 10th annual CET Designer User Conference

☛ Configura will announce the keynote speaker for the 10th annual CET Designer User Conference (Nov. 8-9 in Las Vegas) at its NeoCon booth June 12. NeoCon attendees are invited to meet the speaker — a leader in the international design community.

During NeoCon, Configura will open up early-bird registration for discounted pricing to the conference. Users also will have the chance to win a free registration to the conference, a \$475 value. The winning name will be drawn at 11 a.m. June 14 in Configura's NeoCon booth. (Entrants need not be present to win. Some restrictions apply.)

MANUFACTURERS

Bisley's Classic MultiDrawer Recognized with a Design Guild Mark

☛ Bisley's MultiDrawer has been awarded a Design Guild Mark.

The MultiDrawer has grown in popularity year after year since it was introduced in 1958 and has become an icon in storage. Almost 2 million of the diminutive cabinets have been sold, helping the brand name Bisley become part of the lexicon in the German language to describe storage cabinets.

The Bisley factory's expertise in metalwork evolved from car body repairs, to metal waste paper bins, and during the war, to the designing and making of large metal containers dropped by parachute into war-zones to deliver supplies.

The prestigious Design Guild Mark is awarded by The Furniture Makers' Company, the furnish-



ing industry's charity. The award recognizes the highest standards in the design of furniture in volume production, by the best designers working in Britain or British designers working abroad.

ASSOCIATIONS / ENVIRONMENT

USGBC Statement on Withdrawal of the U.S. From the Paris Agreement

🔗 The United States Green Building Council has issued a statement saying it is “deeply disappointed” with the Trump administration’s decision to withdraw from the historic Paris Agreement.

The Paris Agreement, under the United Nations Framework Convention on Climate Change (UNFCCC), establishes voluntary actions to address greenhouse gas emissions and global climate change mitigation and adaptation. It’s been signed by 194 countries.

“The United States government has an opportunity to lead on this, and in so doing, to strengthen global partnerships, yet it has chosen to walk away,” the USGBC statement said.

The organization does see hope in the the surge of climate commitments and actions by the private sector, nongovernmental organizations, governments, cities and states.

Here is more of the USGBC statement:

“We are hopeful for the future because we know that our movement is a community of 13 million strong, and it’s growing. U.S. companies, including many USGBC members, are already working to address business risks from climate change and to adapt their businesses to domestic and global opportunities created around climate-mitigation needs. Businesses and local governments are wisely seeking and investing in low-carbon fuels and technologies to stay on the cutting edge of the global economy. And with platforms like Arc, more and more companies and government entities are tracking their carbon emissions, committing to reduction targets and taking action.

“Right now, ‘business as usual’ is no longer an option. With the work of our organization, our members, our volunteers and many others, we have reached the point where the transition to a low-carbon economy is inevitable, but making the transition remains urgent.”

MANUFACTURERS

The Piuma Chair by Kartell has Received the Prestigious “Red Dot: Best of the Best” Award

🔗 Kartell’s Piuma chair has been honored with the highest accolade of the Red Dot Award contest, the Red Dot: Best of the Best Product Design 2017.

The jury has also given the Red Dot award for high design quality to the Multiplo tables by Antonio Citterio and to the Planet lamp by Tokujin Yoshioka.

The Piuma armchair by Piero Lissoni is a revolutionary product in the succession of technologies and materials utilized by Kartell. Behind the pared-down design of Piuma lie three years of intense research to implement the use of an unprecedented blend: a complex, thermoplastic poly-



mer compounded with carbon to confer rigidity and lightness. Thanks to a sophisticated injection moulding technology, specifically studied for this material and a first for industrial design, Kartell has managed to reduce the chair thickness to an all-time minimum of just a few millimeters (2 millimeters at the most), resulting in an ultra lightweight chair of just 2.4 kilograms.

The awards ceremony of Red Dot: Best of the Best will be at the Red Dot Gala in Essen July 3.

CAREERS

Formaspace Hires Frank Bucher as New Executive VP of Sales



Bucher

➔ Formaspace's hire of Frank Bucher as its new executive vice president of sales signals a significant expansion of its efforts in the office furniture category.

Office furniture is the fastest growing business segment of the company that is a leader in the custom laboratory and industrial furniture segments. Bucher will be in charge of overall revenue growth for Formaspace, primarily via office furniture rep group and dealer relationships.

Bucher has more than 21 years of sales and sales management experience. Most recently, he worked for BKM Total Office of Texas in Dallas as its executive vice president of sales and marketing. While there, he provided sales structure and leadership during a corporate transition. Prior to that, he was vice president of sales at Baker Manufacturing in Pineville, Louisiana, where he helped restructure the JRB Studio sales model and was integral in product development and launches. He also worked as vice president of sales for Paoli Inc.

"Frank will enable us to quickly take the success we have experienced on a regional basis and take it to a national level," says Formaspace CEO Jeff Turk.

CAREERS

Maars Living Walls announces two new hires in United States



Wenzel



Herrin

➔ Christopher Wenzel and Jason Herrin have joined the Maars Living Walls team in the United States.

Wenzel will be regional manager for the western United States. With more than 18 years of experience in the contract furnishing and architectural wall industries, he's completed large-scale projects in most major metropolitan areas in North America. Prior to joining Maars, Wenzel was a sales director for Modernus. Before that, he served as senior account manager of architectural walls for Office Resources, as account manager with MG West Company and as project manager with Hogue and Associates.

Herrin will be regional manager for the southeastern United States. Herrin joins Maars with more than 11 years of experience in generating consultative solutions in the education, health care, corporate and government markets. Most recently, he was a sales specialist for Krueger International. Prior to KI, he held management positions at Schneider National and Burlington Northern Santa Fe Railway.

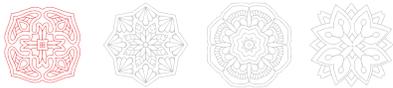
CAREERS

Special - T Promotes Dale Nutter



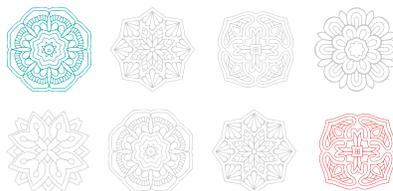
Nutter

➔ Dale Nutter has been promoted by Special - T to President of North American Operations. “Dale has done exceptional work executing our strategic plan and in the process of doing so has contributed to our outstanding year over year performance in all aspects of our business” said Steve Rozeboom, Chief Executive Officer. Joining the team in 2015 as Vice President and General Manger, Dale brings a wealth of experience and a unique perspective to our organization. With the skill set Dale brings and the commitment he has shown we are well positioned to continue providing our dealers and customers industry leading product value and service. We are extremely grateful to have Dale on our team and are eager to see what the future holds with Dale leading the way.



Designer

Tuesday Event



GROUPE LACASSE
Designer Tuesday Event

NeoCon | June 13, 2017

Chicago Merchandise Mart - Suite 1042

BoF
INDUSTRY CLASSIFIEDS
 The Global Marketplace for
 Goods and Services
BELOW

BoF
INDUSTRY CAREERS
 The Global Marketplace for
 Furniture Talent
PAGE 77

SEEKING SALES REPS IN KEY MARKETS

REPRESENTATION / REPS WANTED

Capable, knowledgeable family owned and operated manufacturer since 1989.

Seating Inc. is a manufacturer that has successfully blended quality craftsmanship and production capabilities to provide seating solutions to satisfy unique client specifications. Exceptional competitive high quality products and equally the highest customer satisfaction.

We are growing and are searching for knowledgeable sales representation in key markets. We are proud to be made in America and a certified WBE manufacturer on many government and state contracts.



Please respond to:
christine@seatinginc.com
 with your interest and questions.

REPRESENTATION WANTED - MULTIPLE LOCATIONS

REPRESENTATION / REPS WANTED

The innovation, quality, and service continue. Design and manufacturing excellence, as well as rapid and responsive service, continue to fuel this evolution, making JRB Studio the leader in sit-to-stand office furniture.



JRB Studio by Baker is growing our network of independent representatives and looking for partners in **Atlanta/Southeast, Philadelphia/South New Jersey, Miami/South Florida, Tampa/Central Florida,** and greater **New York City area.**

A trusted and reliable business partner

For over 60 years, JRB Studio by Baker has been a premier manufacturer of contract office furniture, offering the industry's broadest portfolio of furniture with integrated height adjustability including desking, benching, and casegoods. JRB

Studio provides short lead time manufacturing and quick ship programs with no minimum order size. Custom solutions are easily accommodated and ship within standard lead-time.

A partner who supports your efforts

JRB Studio by Baker offers an outstanding commission program with incentives and superior customer service. Each rep firm is assigned a dedicated customer service coordinator for sales support. Training, sample product and marketing programs are also part of the comprehensive package. Sales are credited to your account upon shipment, with quick remittance of commission payments.

Please visit us:

www.jrbstudio.com

to learn more about JRB Studio.

Serious inquires and rep firm information may be sent to:

sheri.scallan@jrbstudio.com

BBF (BUSH BUSINESS FURNITURE) - INDEPENDENT REPS WANTED

REPRESENTATION / REPS WANTED

What you need. When you need it. Where you need it.



BUSH BUSINESS FURNITURE

BBF Bush Business Furniture, the Commercial Division of Bush Industries, Inc., is expanding our Independent Rep coverage and looking for representation in the West and South Western states as well as several territories in the Northeast and Southeast.

Ideal candidates need extensive experience and solid partnerships/relationships with aligned and non aligned contract furniture dealers. Major end user relationships a plus.

BBF is the market leader in the transactional and remote work space specializing in Made in the USA commercial grade ANSI BIFMA modular casegoods backed by a minimum 10 year warranty. BBF has a unique nationwide delivery program in

3-5 days, no minimum order size and turnkey delivery and installation within in 7-10 days to any zip code.

BBF provides complimentary space planning, design and custom co-branded proposals in 48 hours for every project no matter the size. BBF offers an attractive commission rate, hands on product training and best in class dedicated quoting and rep/dealer support.

Please send all inquiries including territory coverage and current line card to Kathy Tucker:

kathytucker@bushindustries.com

<http://www.bbffits.mobi>

HEALTHCARE SALES REPRESENTATION WANTED

REPRESENTATION / REPS WANTED

Healthcare Sales Representation wanted in Upstate New York.

Knú Contract | La-Z-Boy Healthcare is looking for sales representatives with healthcare knowledge and experience in Upstate New York.

Ideal candidates will need to be knowledgeable and experienced in healthcare sales. Applicants should have an understanding of the selling process and comprehension of the relationship between manufacturer, dealer, architect, designer, and end-user.

La-Z-Boy Healthcare Furniture has been producing quality healthcare and commercial furnishings since the mid-1980s and currently sells some of the largest hospital systems in the country. In every product produced, La-Z-Boy strives to balance sophisticated styling with optimal functionality. Our products boast craftsmanship, comfort and competitive pricing for a truly compelling value.

The Knú Contract | La-Z-Boy Contract Furniture line can be viewed at:

www.getknu.com and www.lzbcontract.com

All replies will be handled with the utmost confidentiality.

Serious inquiries and résumés should be forwarded to Richard Franey at:

rfraney@getknu.com



FLEXSTEEL COMMERCIAL OFFICE – HAWAII AND GUAM

REPRESENTATION / REPS WANTED

Seeking an experienced independent sales representative group.



LOCATIONS:

- Hawaii
- Guam

Flexsteel Commercial Office is part of Flexsteel Contract, and has been furnishing commercial offices in a range of styles since acquiring DMI Office furniture in 2003. Building on DMI's strength in traditional case goods and leveraging the vast resources of Flexsteel Industries, Inc., we offer a broad portfolio of case goods selections as well as a full offering of quick-ship and semi-custom soft seating for lobby, lounge, café, work, conference, and collaborative spaces. We are seeking an experienced independent sales representative group for our Hawaii and Guam territories. Qualified candidates must have experience developing selling relationships with dealers, calling on and presenting to A&D firms, purchasing firms, property owners, management companies, as well as managing all aspects of the purchase experience.

If you are a multi-line rep looking to add a premium furniture line, please contact:

Jim Hlavin, National Sales Manager

JHlavin@flexsteel.com

Please visit us at

<http://www.flexsteel.com/for-contract/commercial-office>

SEEKING INDEPENDENT SALES REPS/REP GROUPS

REPRESENTATION / REPS WANTED

New York City, Western US

Studio Wise (www.studiowisedesign.com) is a Grand Rapids design & production company with a compelling, proven, and expanding product collection which has established an enthusiastic following with designers. Our Fuse and POP lines are at home in a multitude of environments including hospitality, office, healthcare, and education; and are a perfect complement to the portfolio of a dynamic representative who has strong relationships in the A&D community.



Please inquire to:

sales@studiowisedesign.com
or 616.437.4167.

We approach every project with an open mind, ready to learn and experiment. We study the industry, learn about the competition, and strive to understand the end user to the fullest. We work with the client to get inside their world, learn what makes them tick, habits, likes and dislikes, needs and wants. The more we know, the more holistically we can approach the design solution. And most importantly we view our role as a partner with and a bridge between all parties involved.

One ad buy. One subscription.

BoF Workplaces 

At **Bellow Press** we deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

- Target the audience you want
- Increase brand awareness
- Put your brand next to great content
- Shorten the link between discovery and purchase

  [Download 2017 Media Kit](#)

REPS AND DEALERS WANTED



Innovation in Working Environments

Take advantage of this great opportunity!

TREMAIN is an international company with over 50 years of experience providing solutions in working environments and one of the major and fastest growing manufacturers of office furniture in Mexico.

We are looking for highly motivated, well established and service driven independent **reps and dealers** with strong experience in the contract market for office furniture systems.



We provide competitive prices, excellent design and service support, amazing quality on innovative product lines and a fast turn around delivery time.

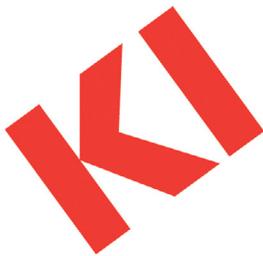


If interested please contact us at
855.312.7770 or visit our web site
tremain.com.mx

TREMAIN®

MULTIPLE POSITIONS OPEN AT KI

Who works at KI? People who know how to really listen, have a deep sense of understanding, and a strong desire to share knowledge and encourage others.



Furnishing Knowledge®

Designer (Washington, DC)

The OEI Division of KI is seeking a talented Designer in the metro Washington DC area.

This position will focus on United States Federal Government accounts. It is a home based position you can expect to travel up to 30% to support our project workload in the immediate geographical area, as well as some outlying areas.

Responsibilities will consist of contacting customers, space planning systems/modular office furniture, creating and reviewing architectural/schematic drawings using CAD, producing bills of materials, and overseeing all space planning phases from inception to completion.

The ideal candidate will possess a Bachelor's degree in Interior Design, preferably from an FIDER/CIDA accredited university, with at least 3 years experience in contract furniture interior design/space planning. An intermediate knowledge of AutoCAD is required.

To be considered for this opportunity, please ensure you have attached a resume to your online application.

You can apply directly on KI's website:

<http://www.ki.com/careers>

In order to be considered, a resume must be attached to the application

Installation Supervisor (Baltimore, MD or Washington, DC)

KI has an immediate opening for an Installation Supervisor in the Baltimore, Maryland area.

The role will be responsible for the following:

- Performing physical installation of product (new and warranty work)
- Providing product technical support for field installations
- Providing technical review of product issues in the field
- Submitting proper paperwork for installations
- Working with and training vendors in the field
- Conducting installation meetings
- Providing customer service/support in the field, including conduct pre- and post- installation walk-throughs and meetings

The ideal candidate will have:

- Ability to understand and interpret floor plans and blueprints as well as strong mechanical aptitude
- Excellent customer service skills and communication skills (written and verbal)
- Strong administrative, organizational and technical skills including Word and Excel
- Comprehension of installation process from start to finish (preferred)
- Ability to travel up to 50% of the time.
- Ability to work nights and weekends as needed

A resume must be attached to your application in order to be considered. Candidates must be able to pass an intense federal government background investigation to obtain and hold a Federal Government Security Clearance. Additionally, candidates must hold and maintain a valid drivers' license.

You can apply directly on KI's website:

<http://www.ki.com/careers>

In order to be considered, a resume must be attached to the application

KI is an Equal Opportunity Employer.

HEALTHCARE SALES SAN DIEGO AREA

MANUFACTURER SALES

Proudly manufactured in NE Indiana and NW Ohio. Grow with an innovative healthcare manufacturer.

WIELAND

WIELAND is a leading provider of patient room and lounge seating products to healthcare facilities across the country. We are seeking a sales professional to represent our healthcare products in the San Diego area. Our continued growth provides an excellent career opportunity for the right individual. This is an employee position with full benefits.

Desired skills and experience:

- Successful sales background in healthcare furniture or medical equipment.
- Proven business development skills.
- Consultative selling skills and aptitude for solving customer problems and recommending appropriate product solutions.
- Strong written and verbal communication skills.
- Based in the San Diego Area

Knowledge of the contract furniture industry in the San Diego market including the key commercial furniture dealers, healthcare designers and medical centers is preferred.

For more information about the position and to apply click on the Careers link at:

www.wielandhealthcare.com

An Equal Opportunity Employer

HEALTHCARE SALES - TENNESSEE

MANUFACTURER SALES

An experienced team of dedicated individuals provide prompt customer service, many of whom have been a part of the Wieland team for 15+ years.

WIELAND

WIELAND is a leading provider of patient room and lounge seating products to healthcare facilities across the country. We are seeking a sales professional to represent our health-

care products in the State of Tennessee. Our continued growth provides an excellent career opportunity for the right individual. This is an employee position with full benefits.

Desired skills and experience:

- Successful sales background in healthcare furniture or medical equipment.
- Proven business development skills.
- Consultative selling skills and aptitude for solving customer problems and recommending appropriate product solutions.
- Strong written and verbal communication skills.
- Based in the Nashville, TN area

Knowledge of the contract furniture industry in the Tennessee market including the key commercial furniture dealers, healthcare designers and medical centers is preferred.

For more information about the position and to apply click on the Careers link at:

www.wielandhealthcare.com

An Equal Opportunity Employer

VIRCO PLANSCAPE MANAGER - LOCATION MID-ATLANTIC & NORTHEAST STATES

MANUFACTURER SALES

As America's leading manufacturer and supplier of furniture and equipment.



- Promotes and utilizes the PlanSCAPE concept for furniture, fixture and equipment planning in the educational furnishings market.
- Assists Territory sales representatives and regional sales managers in promoting and selling the PlanSCAPE program and conducts training sessions as needed.
- Provides technical assistance regarding product offerings, sales strategies, preparing bid specifications, and preparing budget analysis for customers.
- Meets with manufacturer representatives in order to estab-

lish proper rapport and working relationships with receptive manufacturers.

- Assists with tradeshow and manages large construction projects and related FF&E purchases.
- Coordinates projects between sales representatives and the end user.

Desired Job Qualifications

- Desired job qualifications include, but are not limited to the following:
- Must live in the geographic focus listed above under "location".
- Must have a minimum of a high school diploma or equivalent plus at least 5 years of prior experience in commercial or institutional furniture sales.
- A candidate with a 4-year college degree in Design is preferred.
- Must have done \$3.5M in project business.
- Good oral and written communication skills are required.
- Prefer someone with extensive depth of knowledge of educational furniture and equipment products and services.
- Must have excellent computer skills, good basic mathematical skills, good analytical abilities as well as the ability to read and interpret blueprints and schematic diagrams.
- Excellent interpersonal skills, organizational skills and the ability to multi-task many large projects with a wide cycle time are required.
- Must be willing to travel extensively up to 60% of the time.
- Must be able to lift up to 60 pounds to shoulder level, to push/pull up to 60 pounds, to bend, stoop, and/or climb, and to occasionally use vibrating hand tools weighing up to 10 pounds

Interested applicants should apply through the Virco website:

<http://www.virco.com>
(About us>careers)

Virco is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex including sexual orientation and gender identity, national origin, disability, protected Veteran Status, or any other characteristic protected by applicable federal, state or local law. We encourage minority and female applicants.

WEB DESIGNER/HOST NEEDED FOR FURNITURE DEALERSHIP

DEALER MARKETING / WEB DESIGN SERVICES

Reply in Confidence

Highly regarded mid-atlantic dealership seeking ideas and proposals for it's new website. Must be mobile friendly, understand and be able to provide ongoing SEO and PPC, and have a GREAT portfolio of related clients.....i.e. understands the business. Email all resumes to email listed below.

Reply in Confidence

job-051017-a@bellow.press

DISTRICT SALES MANAGER - NEW YORK CITY

OFFICE FURNITURE SALES REP FOR OFS BRANDS

OFS Brands, a leading supplier of contract furniture, is growing and seeking a new Sales Representative in New York City.

OFS BRANDS

Position Purpose:

To provide best in class service to the contract furniture market including: Corporate clients, government and Higher Education vertical markets, Office furniture dealers, designers, and CRE influencers with a focus on product/industry knowledge, introduction of new product, knowledge of new technologies and innovation as it pertains to furniture solutions and the sales and specification process. Build brand awareness and market trust in OFSB while working within expense guidelines.

Qualifications:

- Bachelor's degree, or equivalent combination of education and experience.
- Knowledge of the Contract Industry.
- 2-3 years of selling office furniture or other related sales experience.
- Excellent presentation skills required.
- Must be computer proficient.
- IIDA and/or NEWH membership or affiliation desired.
- Candidate must live in the NYC metro area

Contact

nys showroom@ofsbrands.com

HEALTH CARE SALES SPECIALIST - NEW YORK CITY

OFFICE FURNITURE SALES REP FOR OFS BRANDS

OFS Brands, a leading supplier of contract furniture in the healthcare segment with the Carolina Brand. We are growing and seeking a new Sales Representative in New York City to specialize in Healthcare market sales.

OFS BRANDS

Position Purpose:

To provide best in class service to the healthcare market including: healthcare provider clients, Office furniture dealers and healthcare designers with a focus on product/industry knowledge, introduction of new product, knowledge of new technologies and innovation as it pertains to healthcare furniture solutions and the sales and specification process. Build brand awareness and market trust in OFS Brands while working within expense guidelines.

Qualifications:

- Bachelor's degree, or equivalent combination of education and experience.
- Knowledge of the healthcare industry.
- 2-3 years of selling furniture or other related products to the healthcare market.
- Excellent presentation skills required.
- Must be computer proficient.
- Candidate must live in the NYC metro area

Contact

nys showroom@ofsbrands.com

NATIONAL SALES MANAGER

MANUFACTURER SALES

Drive Sales. Expand Markets. Lead Sales Teams.

NeutralPosture

Neutral Posture is a women-owned, small business manufacturer of the complete office.

Our product line includes high performance, ergonomic seating, specialty seating; ergonomic workplace accessories, sit/stand solutions, and systems furniture.

We are seeking a dynamic and motivated National Sales Manager to drive aggressive sales growth. Responsibilities include developing sales plans and programs to exceed sales goals, closing major projects and contracts, maintaining contact

with clients, and leading/developing sales teams.

Qualified candidates will have 5+ years selling office furniture, 3+ years sales management, and a proven track record of achieving market growth. Equity experience is preferred.

All applicants will receive consideration for employment regardless of disability or protected veteran status.

We are an Equal Opportunity Employer!

Interested in leading the Sales team?

Send a cover letter and resume to:

wjohnson@neutralposture.com

MARKETING DIRECTOR - DALLAS, TX

MANUFACTURING AND PRODUCT DESIGN FIRM

Connectrac is quickly becoming the go-to solution for top corporations, government agencies, schools and universities.

CONNECTRAC®

Connectrac is a progressive and exciting Dallas based employee-focused company that produces innovative architectural wire management solutions (power/telecommunications) for commercial interior spaces. We're looking for an energetic and positive team player to add as the Director of our Marketing Team.

Job Description

The Director of Marketing will have experience in and be responsible for brand integrity, develop and implement marketing campaigns to generate awareness, will craft go-to-market messaging, will work closely and synergistically with the Sales Director and sales team, the product development team, and the executive team.

Responsibilities include:

- Maximize company presence in the market among key influencers;
- Evolve and continue to expand marketing communications to create effective, high impact campaigns, events, web presence, trade participation, customer communications and public relations (PR);
- Work closely with the product development team and the sales team to evolve product positioning and market messaging;
- Define and direct marketing programs for demand generation, including use of digital marketing, print advertising, etc., to drive traffic, sales and repeat orders;
- Measure marketing results and ROI by developing and tracking KPIs;
- Work with external partners on co-marketing activities as needed;

- Over-sight and the creation of customer case studies, videos, white papers, etc.;
- Collaborate with the sales team on marketing campaigns, e.g. trade shows, and preparing campaign target lists, coordinating timely follow-up, tracking progress, capturing feedback, etc.;
- Ownership of the size and quality of the company's customer contacts database, including category-specific segments, in close coordination with the sales team;
- Ownership of email marketing, including use of the company database system / CRM (Zoho) and other systems as appropriate;
- Manage a team of marketing employees and consultants.

Qualifications

Must possess:

- Excellent strategic thinking, analytical and creative skills, including the ability to translate sales/marketing strategies into viable operation plans;
- Outstanding communication, presentation and writing skills;
- Experience with interpreting and acting on web analytics;
- 5+ years of experience in strategic and/or marketing operations within the Architectural Product or Contract Furniture Design/Sales or related fields;
- Experience in B to B enterprise marketing;
- Minimum of a Bachelor's Degree in Marketing or Business; Graduate Degree preferred

All resumes and inquiries should be sent to:

HR@Connectrac.com.

Phone calls will not be accepted.

SR. DESIGNER

INTERIOR DESIGN

Unlike its peers, JC White provides complete integrated interior solutions – raised floors, moveable walls, furniture and accessories.



Work and play in Sunny South Florida.

JC White Florida's Best in Class Haworth Dealer seeks experienced Sr. Designers for our Miramar and WPB Showrooms.

- •Top Pay with experience
- •Sign on Bonus
- •Relocation Expenses
- •401k/Medical/Dental/Vision/Life insurance

Email your resume to:

hr4@jcwhite.com

One ad buy. One subscription.



At **Bellow Press** we deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

- Target the audience you want
- Increase brand awareness
- Put your brand next to great content
- Shorten the link between discovery and purchase

  [Download 2017 Media Kit](#)