

## Compliments of HNI, in cooperation with officeinsight

### A Gesture From Steelcase

**Steelcase** has added to its movement ... movement, by launching a new chair, **Gesture**. Showing its imaginative power, the company's communications folks have come up with a new angle: "Designed to be as advanced as the technology we're using today and to provide complete support for today's workforce – unlike any other chair on the market." You may not be conscious of it, but you are probably "Cocooning," "Strunching" and assuming other interesting postures during your daily work-a-day, particularly as you use the latest technology such as laptops, tablets and smartphones. It's Gesture to the rescue.

FULL STORY ON PAGE 3...



### IFMA's New Service Center

Something very important happened in Houston, TX, last month, and it had a lot to do with energy but nothing to do with fossil fuel. **IFMA** publicly endorsed the value of the work being done in the areas of workplace strategy and interior design. The organization officially opened its new headquarters and **Service Center of Excellence** with the intent that this facility will demonstrate the latest thinking in efficient use of space and cost effective, sustainable design.

FULL STORY ON PAGE 9...



### WorkSpaces LLC Closes

**WorkSpaces**, headquartered in Washington, D.C. with offices in New York and Baltimore, is said to have closed all offices. This was not the kind of news I was expecting at the beginning of 2013, which, in my opinion, was to be a year of the "new wave" of prosperity, assuming we could engender some form of politically productive governance at the federal level – good luck with that one. **WorkSpaces** was a major dealership for **Inscape**, which promptly issue a comfort statement for clients.

FULL STORY ON PAGE 13...



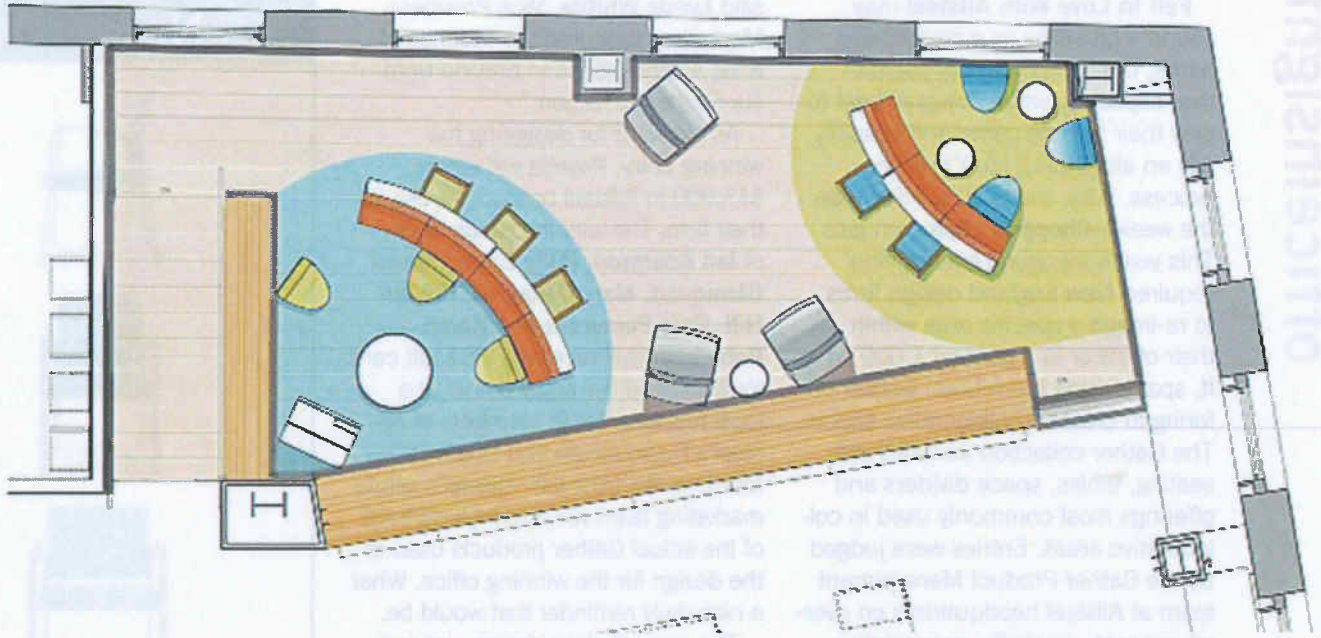
### You'll Love Gathering With Allsteel

**Gather** represented a significant step out of the mainstream for **Allsteel** when it was introduced mid-2011. To promote its usage and help designers understand its flexibility, Allsteel and its Boston dealership, **Union Office Interiors**, did what others have done over the years as they pursue sales for **Gather**. They created a design competition titled, **Fall In Love With Allsteel**.

FULL STORY ON PAGE 15...



CITED:  
"NO ONE NEED WAIT  
A MOMENT BEFORE  
STARTING TO IMPROVE  
THE WORLD."  
—ANNE FRANK,  
DIARY OF A YOUNG GIRL



PAYETTE: ALLSTEEL. FALLING IN LOVE, GATHER DESIGN

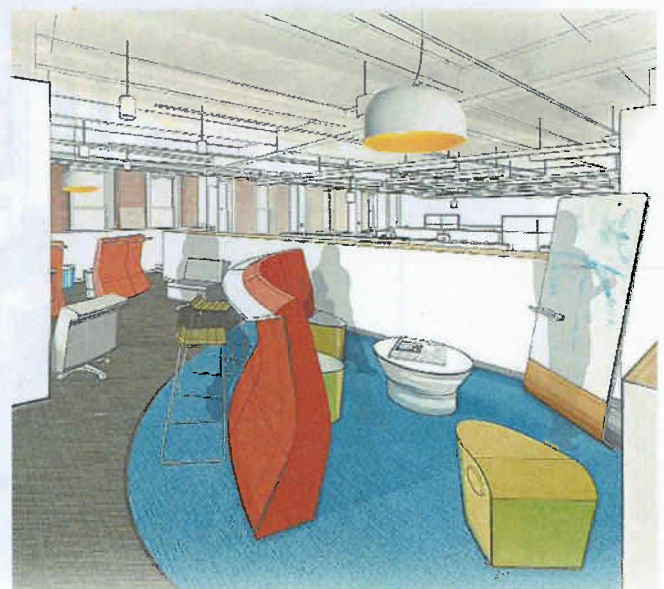
## You'll Love Gathering With Allsteel

by Brad Powell

Here's an interesting fact: Often designers need help in envisioning how a new product can be used. I'm not referring to a chair or desk, but something a little atypical. Of course we know that interior designers like to page through magazines such as *Interior Design* and *Contract*, to find inspiration, products and applications. But for a new product, images of a variety of uses probably have not hit those esteemed pages, or even our own *Project Focus* column. What's a manufacturer to do, especially when interior designers operate under the unremitting lash of the clock and have little time for to sit back and reflect or experiment?

**Allsteel** and its Boston dealership, **Union Office Interiors**, did what others have done over the years as they pursue sales for Allsteel's recent **Gather** offering for collaborative spaces. Gather, as we reported, represented a significant step out of the mainstream for Allsteel when it was introduced mid-2011. (officeinsight 5.30.11, *Allsteel: Gathering for Collaboration*, <http://www.officeinsight.com/1410/edit>) It turns out that this series was perfectly timed for the multi-layered offices that are now most recommended to help vary the landscape for open offices, particularly those consisting of desking products. But, well, folks need a little inspiration, and how better to provide some than recruit the design community to participate in a competi-

tion. Interior designers certainly expend great effort in their work, but many of their creative juices are absorbed in tasks either mundane or heavily constrained by project requirements. The many design competitions provide a worthy sandbox for design exploration.



PAYETTE: ALLSTEEL. GATHER



**Fall In Love With Allsteel** may sound a bit corny as a competition name, but it is powerfully suggestive, especially when designers get to play their favorite game and possibly win an attractive \$15,000 in the process. Why, that's 50% more than the weekly **Chopped** champion gets. This year's inaugural competition required New England design firms to re-image a specific area within their office or in a general 1,000 sq. ft. space using the Allsteel **Gather** offering to create a collaborative space. The Gather collection includes soft seating, tables, space dividers and offerings most commonly used in collaborative areas. Entries were judged by the Gather Product Management team at Allsteel headquarters on overall concept, creativity, presentation and use of finishes.

The winner was **Payette**, a Boston A&D firm. (<http://www.payette.com>), whose winning design, titled **Invite**, showcased a welcoming living room with informal areas for casual lunches, reading or participation in team brainstorms and offers privacy from open spaces "Their concept,"

said **Lynda Whittle**, Vice President, Marketing, captured the essence of what Allsteel hopes to provide from our Gather collection."

As a reward for designing the winning entry, Payette will receive \$15,000 in Allsteel product for use at their firm. The winning design team of **Ian Adamson, Milly Baker, Susan Blomquist, Mary Gallagher, Kristyn Hill, Cara Pomeranz** and **Karen Robichaud** will receive a VISA gift card for \$500 and will enjoy dinner at a local restaurant with members of Allsteel's Boston team and Union Office Interiors. We trust that Allsteel's astute marketing team will also include a set of the actual Gather products used in the design for the winning office. What a nice daily reminder that would be.

The second place design was submitted by **Olson Lewis + Architects** who will receive an Allsteel Clarity work chair, to their specification. **Sasaki Associates** submitted the third place design and will receive an Allsteel Acuity task chair, to their specification.

For more information on the full Allsteel product offering, visit [www.allsteeloffice.com](http://www.allsteeloffice.com). ■



PAYETTE: ALLSTEEL. GATHER

## interiors

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