

The Business of Furniture | June 6, 2018

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# BoF

The Business of Furniture

June 6, 2018

## HIGHLIGHTS

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The DIRT Chicago penthouse is always a hotspot in mid-June. Actually, it's gotten too hot. This year the custom prefab construction company is closing its doors to drop-ins.

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NeoCon has too much emphasis in the industry. Trade show booths that function as a showroom and a desire for industry PR result in a pattern of overspending.

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A lot of the staff at Nienkämper have logged 20-plus years of experience at the 120,000-square-foot plant, and when it comes to manufacturing, nothing replaces experience.

< Nienkämper's factory



## RESHAPE TIME AND **(WORK) SPACE**

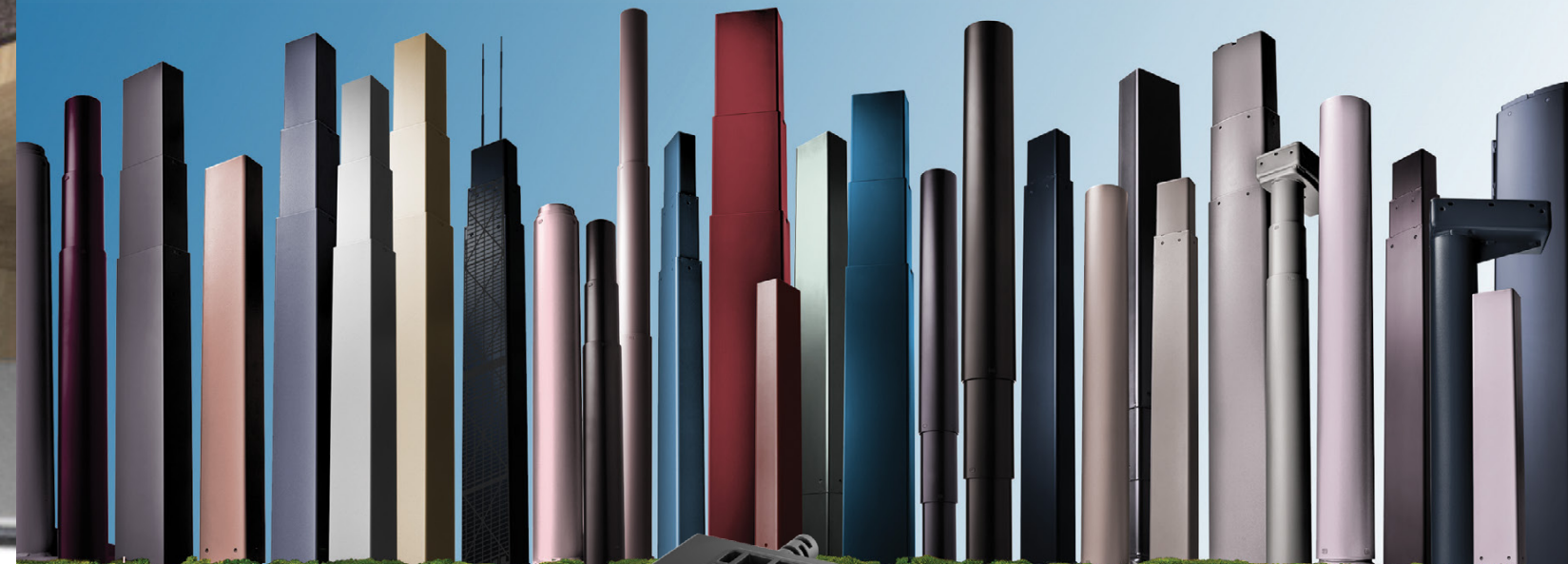
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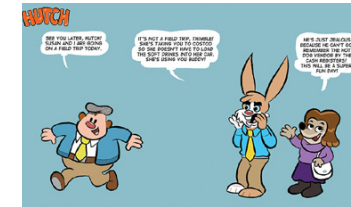
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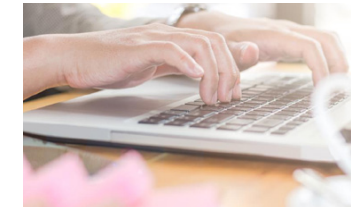
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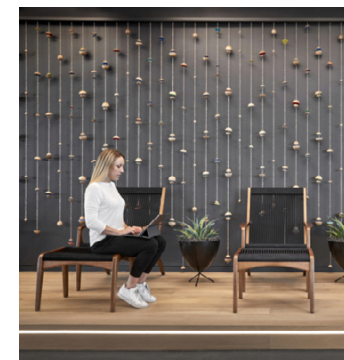


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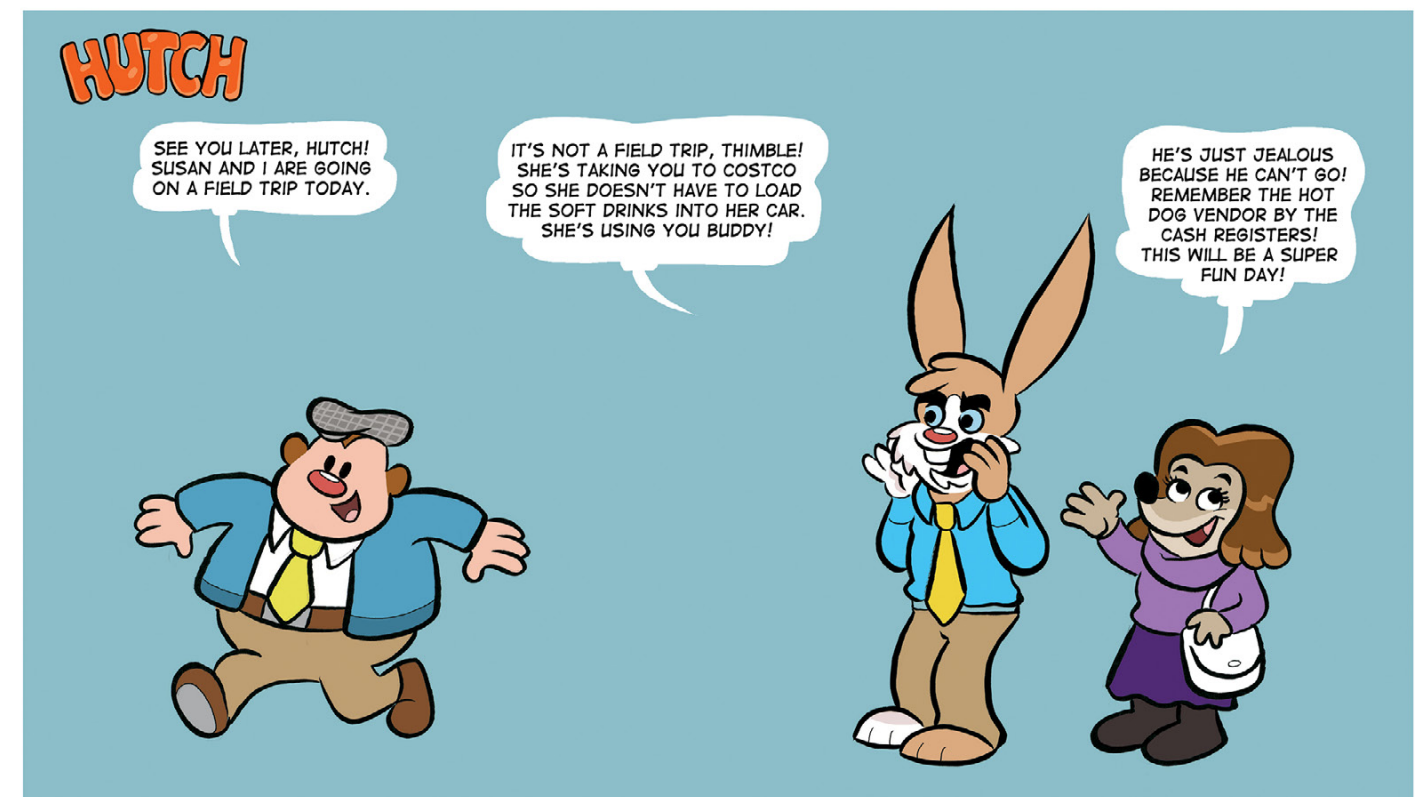
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*Business of Furniture* and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.  
**ROB KIRKBRIDE, EDITOR-IN-CHIEF**





# DIRTT IS INVITE ONLY

## Hope to Visit DIRTT During NeoCon? You'll Need an Invitation

The DIRTT Chicago penthouse is always a hotspot in mid-June. Actually, it's gotten too hot. This year the custom prefab construction company is closing its doors to drop-ins. That means its June 11-13 DIRTT Connex show will be by invitation only.

"Being so close to NeoCon and the Mart is both a blessing and a curse," explains Mogens Smed, DIRTT founder. "When we first started it was great for the design community to discover us. Now that we're a known entity, the tire-kickers and sales people looking for free sushi dilute the experience for our real client tours."

This year's client tours will experience the global launch of new interactive virtual reality being developed at DIRTT. "The reaction to its first iteration at the Arab Health Show in Dubai was astonishment," says Barrie Loberg who heads up the ICE software team at DIRTT. Attendees explored and modified a virtual hospital room design while their tour guide was in a different part of the building.

ICE is named for its ability to "melt" into other technologies, such as virtual and augmented reality. Loberg's team is preparing to demonstrate an even more astounding experience for the Connex visitors.

This year DIRTT makes the separation between furniture and construction wider by inviting guests who already have a basic understanding of DIRTT's benefits as a hyper-personalized, prefab construction method. "If you come into our Connex experience, and it's your first time exposed to DIRTT, it's confusing," Smed explains. "We use this show to push the boundaries of what's possible with our technology. Nearly everything people see in our Chicago Green Learning Center is cutting-edge. Most NeoCon visitors are expecting to see updated finishes and options on chairs and cubicles, they don't know what to make of us unless they already know how dedicated we are to innovation."

DIRTT's regional partners and sales reps are in the process of sending out invitations to clients and designers to book their tours in June.

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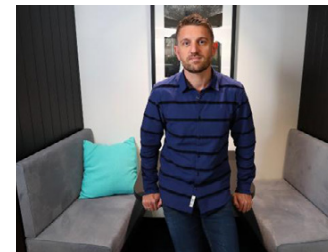
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### Pablo Pardo on the Role of NeoCon in the LED Revolution

The founder of the lighting company Pablo, designer Pablo Pardo has launched a series of award-winning LED solutions at NeoCon. On the occasion of the fair's 50th edition, Pardo spoke to Metropolis about the transformation of the workplace lighting, and the role of NeoCon in the LED revolution.

[READ THE FULL ARTICLE](#)



### BIG NUMBER

# 29 PERCENT

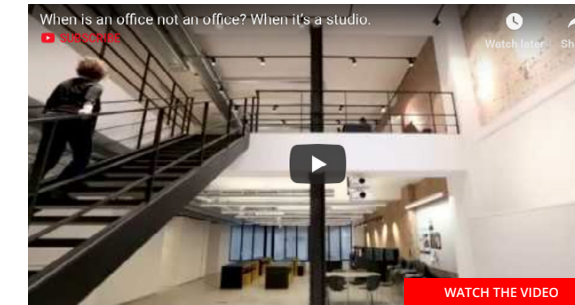
With the retirement age ever increasing, the people and the surroundings of our office can make or break our enjoyment of our daily lives.

So we asked the question about what people value the most in their dream offices and whether these aspects are present in their current office life.

Of those that responded yes, it was clear that the aspect of their work environment that they most enjoy is the people around them, this result was three times higher than any other (29%).

[READ THE FULL ARTICLE](#)

### Watch: When Is an Office Not an Office? When It's a Studio.



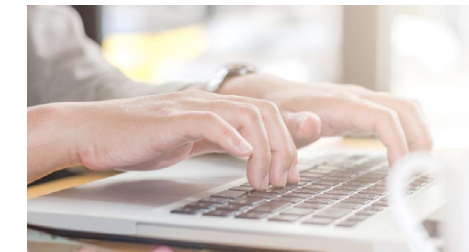
[WATCH THE VIDEO](#)

### Simple fact: less complex workplaces increase levels of employee engagement

Organizations that invest in simplifying their workplace benefit from greater trust, advocacy, innovation and retention among employees. Yet despite this, 30 percent of employees find their workplace complex and difficult to navigate, claims a recent study conducted by Siegel+Gale. According to the study, organizations that communicate clearly from the top their purpose, values and business goals tend to be simpler. These workplaces convey how employees' roles impact relationships with clients and ultimately, drive business results.

Simple workplaces foster psychological safety, engendering trust and workplace effectiveness.

[READ THE FULL ARTICLE](#)



### Why Technology Is Key To Building A Destination Workplace

Every organization wants to be known as an employer of choice — the kind of company where talented employees wish to work. But in reality, building a destination workplace is incredibly difficult and nuanced. It involves nearly every aspect of HR, from pay and benefits to training, diversity, transparent communication from leadership and so much more. It includes everything that makes up the employment relationship. It's not so much a tangible thing as it is a particular type of psychological environment.

But there are some tangible factors incorporated into designing a destination workplace, and one increasingly critical factor is technology.

My organization's new survey on the future of work makes it crystal clear a company's reputation as a digital leader has a huge bearing on its ability to attract and retain talent. Forty percent of survey respondents said they've left a job where they didn't have access to the latest digital tools, and 58% said they would need to find a new job to level up their digital skills.

Today's employees want to work in a digitally-savvy organization — meaning, employers must implement technologies for a more connected, efficient and modern workplace, as well as investing in strategies for training or re-skilling workers to be digitally competent.

[READ THE FULL ARTICLE](#)

### Could ditching rectangular desks improve oppressive open-plan offices?

Open-plan offices are zapping our productivity. In the quest to improve them, designers have fiddled with various solutions ranging from privacy booths to high-back chairs and sound-muffling partitions. But design industry veteran Karen John thinks that we've been neglecting one fundamental element: the desk.

John, who founded an office furniture startup called Heartwork, has worked with companies such as Google, Airbnb, and WeWork to create effective workspaces for various work scenarios. Her newest product line, called Square, challenges the notion that a desk needs to be a rectangular plane.

Comprised of trapezoidal-shaped surfaces that fit together to form a square, the units can be snapped together in various configurations.

[READ THE FULL ARTICLE](#)



## NeoCon



## NeoCon Ready to Roll

WHEN NEOCON STARTED BACK IN 1969, THE U.S. OFFICE FURNITURE INDUSTRY WAS ROUGHLY \$830 MILLION. IN 2017, IT WAS ESTIMATED AT \$13.4 BILLION.

What does the office of the future look like? An insider look at the future can be found at NeoCon, June 11–13, the world's largest and most important event for the commercial interiors industry. For half a century, the annual event, held at The Mart in Chicago, has served as a launchpad for innovations that have influenced how we live and work.

In honor of the milestone, NeoCon produced a retrospective highlighting major movements, milestones and products launched over the event's five decades.

When NeoCon started back in 1969, the U.S. office furniture industry was roughly \$830 million. In 2017, it was estimated at \$13.4 billion. (U.S. Dept of Commerce, Bureau of the Census

and BIFMA). Here's a brief look at how it has grown and evolved through the lens of NeoCon:

NeoCon launched at a crucial point in commercial design history. By the late 1960s, office-centric design had arrived, and with it, an obvious need for industry standards and uniformity. The event shined a light on these issues and spawned professional associations, such as the Ameri-

can Society of Interior Designers (ASID) and Business and Institutional Furniture Manufacturers Association (BIFMA), that continue to help regulate, promote and support contract furniture and the interior design community.

Each year since its origination, legendary minds have tackled the pressing issues of the time as speakers on NeoCon's show stage. The energy crisis suffered by industrial countries in the 1970s led to discussions on the importance of conservation in design. Likewise, the advent of computers in the 1980s precipitated a design overhaul and a subsequent focus on ergonomics and intuitive design. In every case, NeoCon has been the de-

finite platform for innovative products, new ideas, influential voices and a vital meeting place for the industry. As the decades progressed, versatility, inclusivity and corporate responsibility took precedence in design.

When the Great Recession of 2008 hit, the concept of the workplace was turned on its head by a generation that decided life in the digital milieu equaled a chance to create tech-happy startups and non-traditional office culture. Wellness, social consciousness and a search for work/life balance became the norm, along with the mobile worker and offices designed for comfort. Customization, materiality and uniqueness now take priority over standard commercial space

solutions.

Looking ahead, workplace design will continue to evolve, even as big data and smart technologies drive new modes of office planning. Human well-being is emerging as a new benchmark for design, as is inclusivity for people of all abilities, genders and ages.

All that begs the question: What will the office of 2069 look like? No one can say for sure. Ultimately, one thing is for certain, the truth will be revealed on the floors of NeoCon in the decades to come.

A more detailed retrospective by decade, created in partnership with *Metropolis*, can be found here (<http://www.neocon.com/about/50-years-of-neocon>). **BoF**

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## Breaking News: Steelcase and West Elm Announce Plans to Partner

LEADING FURNITURE PROVIDERS TEAM UP TO HELP ORGANIZATIONS CREATE INSPIRING, HIGH-PERFORMANCE WORKPLACES

Steelcase and West Elm today announced plans to combine their expertise to create new kinds of workplace solutions to support the changing preferences of people at work.

The two companies are finalizing the details of this new relationship. Steelcase expects to offer a selection of West Elm furniture designed specifically for the workplace through its network of U.S. and Canadian dealers by the end of the year. This partnership builds upon the successful relationship West Elm established in 2015 with Designtex, a Steelcase company, which designs textiles and surface materials, and manufactures and distributes West Elm fabrics.

The two companies will design, manufacture and distribute new workplace solutions in West Elm's signature modern aesthetic, giving businesses easy access to a more expansive array of choices, through the industry-leading Steelcase dealer network and West Elm contract furnishing dealers. This unique West Elm collection complements an already extensive Steelcase portfolio, which includes a diverse range of options for the changing ways people are working today.

"Steelcase and West Elm share an ethos of improving the physical, cognitive and emotional wellbeing of people at work. Together we will help organizations create inspiring, high-performance workplaces where people can be highly engaged and do their best work," said Allan Smith, Vice President of global marketing for

# Steelcase west elm

Steelcase.

"We are delighted to work with Steelcase to create spaces that enhance the total wellbeing of employees and support the varied needs of today's worker," said Cheryl Carpenter, Vice President at West Elm. "We are connected to our consumer every day and have a deep understanding of their preferences from lifestyle to workstyle. Together with Steelcase, we will create customer experiences that leverage our differentiated residential design, shared commitment to world class innovation, and Steelcase's industry-leading workplace expertise."

Since 2015, West Elm has committed to bringing its residential sensibility to the modern office space and creating contract-grade furnishings for this market. The brand has grown in large part due to its keen understanding of emerging workplace concepts and commitment to three key values that inform its designs: wellbeing, residential inspiration and choice.

Steelcase partners with a diverse network of thought leaders and organizations around the world. West Elm is the latest Steelcase partner in what is

becoming the industry's largest network of makers and creators of products for the workplace.

Headquartered in Brooklyn, NY since 2002, West Elm opened its first store in DUMBO, the neighborhood it still proudly calls home. With a mission of harnessing the power of design and human connection to enrich lives, everything West Elm does is designed to make an impact in everyday life, from creating unique, affordable designs for modern living and commitment to Fair Trade Certified, from LOCAL and handcrafted products to community-driven collaborations and events. The brand operates more than 100 retail stores as well as e-commerce websites in the United States, Australia, Canada and the UK, ships internationally to customers around the world, and has unaffiliated franchisees that operate stores in Mexico, Middle East, Philippines and South Korea. In addition to home furnishings retail, West Elm operates in the commercial furnishings industry and announced its expansion into the travel and hospitality industry with the launch of West Elm Hotels.

BoF



## NeoCon



## Guest Opinion: Beyond NeoCon

NEOCON HAS TOO MUCH EMPHASIS IN THE INDUSTRY. TRADE SHOW BOOTHS THAT FUNCTION AS A SHOWROOM AND A DESIRE FOR INDUSTRY PR RESULT IN A PATTERN OF OVERSPENDING. MOREOVER, IT DISTRACTS LEADERS FROM HEALTHIER, MORE HOLISTIC APPROACHES.

BY KEVIN BUDELMANN

*“More and more furniture coming on the market blurs the distinction between home and office.”*

**F**orward-looking and on-trend, this sentiment echoes the co-working phenomenon perhaps best illustrated by WeWork and the emergence of “resimerical” as a term. The only trouble is that this was

reported in the New York Times in 1986 — 32 years ago.

This June, the National Exposition of Contract Furnishings known as NeoCon will commence in Chicago. For half a century, the industry trade show has

featured providers of furniture, fabrics, flooring, interior building products, finishes and technology for workplaces. This year’s event boasts 500 companies and 50,000 design professionals. It is the largest trade show of its kind in North America.

For the industry to evolve, we need to think bigger. We have to think beyond June, beyond Chicago, beyond NeoCon and beyond the boundaries of the current market.

### Show vs. showroom

The show takes place in the Merchandise Mart, a hulking labyrinth of a building with art deco stylings serving as an all-in-one skyscraper, warehouse and shopping mall. When it opened in 1930, the Mart was the largest building in the world in total area. It had its own ZIP code until 2008.

The building has hosted NeoCon since 1969 and serves as the permanent home for many of the industry’s Midwest showrooms. This dynamic creates a challenge for built environment companies as they try to balance the needs of the show versus the needs of a showroom the rest of the year. They are compelled to be at the show and often use the effort to refresh their showroom at the same time. The split between showing the new product experience versus best seller demonstrations creates a shuffle before and after the show.

The layout of the building is awkward for a trade show. It wasn’t designed to be an expo

space, and compromises are made to accommodate the flow of thousands of people during NeoCon. Some elevators go up; others come down. Some floors have showrooms; some do not. There is a lot of standing in line, finding stairways and bathrooms and looking for food. It’s hard to blame the building or its owners, and they have made improvements over the years. Still, for an industry centered on the design of the built environment, it’s not great customer experience.

The key showrooms in the Mart are permanent, so the roster of exhibitors doesn’t change too often. Temporary spaces are available for smaller companies or those seeking a smaller footprint. There is always jostling for position, but when it comes down to it, the industry is pretty small. Many people have worked for more than one of the players. Competitors are well known, and there are few surprises.

### Maximizing NeoCon

NeoCon exhibitors invest millions in hard-earned profits into a show with a questionable return. In some industries, trade shows directly result in sales. Others, including NeoCon, are more about industry PR and team building.

Trade PR can be like shooting fish in a barrel. The same companies angle for visibility from a handful of media sources. NeoCon features award-winning products, signifying achievements and making industry news. Too much emphasis here

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## Furniture to Make the Office Feel More Like Home

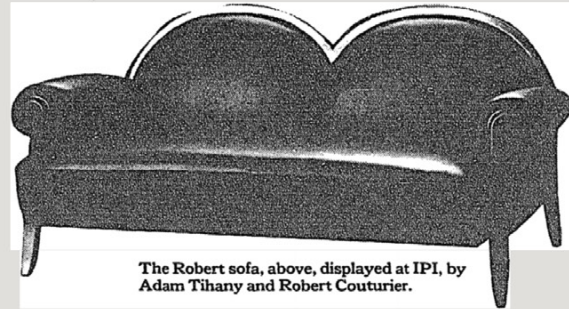
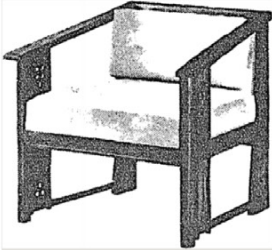
turned in the pursuit of designs suitable for what buyers and sellers here were calling crossover pieces. Many of the designs borrowed from history with surprisingly fresh and inventive results.

Entire new collections as well as individual pieces seemed to reconcile the post-modern and modern styles, which before have often seemed at war: many pieces had both a clean look and historical overtones.

To give work places a more home-like character, chairs, sofas and desks were made in natural woods rather than high-tech metal and chrome, seeming more crafted than machined. Fabrics were patterned rather than plain; lines and shapes were curved and expressive rather than straight and functional. Some pieces were funny. A color frequently seen was geranium red — a shade that seemed to capture the fresh spirit of the upbeat market.

Dick Tracy could easily have just got up from the dashing Bugatti armchair, with arms that had the sweep-

An armchair, below, shown by IPF International, was inspired by the furniture of Charles Rennie Mackintosh.

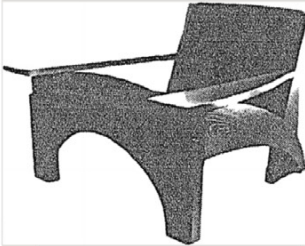


The Robert sofa, above, displayed at IPI, by Adam Tihany and Robert Couturier.

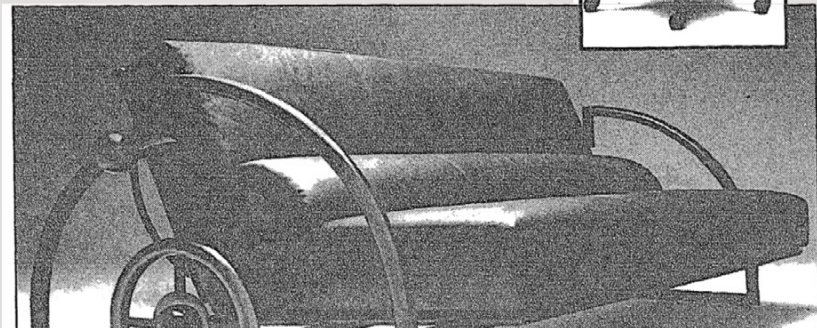
Steelcase's Sensor desk chair below, designed by Wolfgang Müller-Deisig.



At Chicago show, clean looks with overtones of past eras.



Reproduction of a Mackintosh armchair from the Hill House



can be like talking to ourselves. However, NeoCon itself is a story and can create noise beyond the market.

Many industry players have adopted a “Front of the House, Back of the House” strategy. The “front” of the house features what you’d expect at a show — new products and promotions, smiling salespeople willing to perform demos and take names. The “back” of the house includes events targeting salespeople and specific customers. The event is often one of the few times salespeople, dealers and reps are in the same place, which makes it convenient to hold annual sales meetings, conduct training and celebrate. Some showrooms feature front and back sections whereby even during the show, “back room” client meetings are

happening by appointment only. This dual approach is a way exhibitors maximize their NeoCon investments.

NeoCon has too much emphasis in the industry. Trade show booths that function as a showroom and a desire for industry PR result in a pattern of overspending. Moreover, it distracts leaders from healthier, more holistic approaches.

### Break the cycle

What would happen if a competitor didn’t show up for NeoCon? Do customers care? Discussions about boycotting the event have occurred at high and low levels for decades, probably annually, but most companies are compelled to show up. In some ways, NeoCon has become an

elaborate game of chicken — no one wants to blink. No major company has been willing or able to buck the system as when Apple famously turned its back on CES. Creating enough noise on your own is hard.

There is movement. Some companies, even well-known ones, are migrating part or all of their showroom out of the Mart to places nearby, including DIRT, Trendway, Interface and most recently, Knoll. While they haven’t gone far (usually across the street), the signal is clear: These companies are prioritizing the showroom over the show. It’s a healthy step.

NeoCon is vital in the industry — a global focal point as leading companies introduce new products and services into the marketplace. However, as companies

seek new areas for growth, the market is becoming more fragmented. A renewed focus on end customer segments beyond the office and global outreach may shift the center of gravity from Chicago in June.

Event marketing is changing. What is a marketing website today if not a 24/7/365 show? Even with the rise of digital communications, in-person events continue to be a draw. The popularity of in-person events aligns with the rate of change and the need for more information. They also offer human contact when our smartphones fall short.

These factors add up to renewed energy for shows targeting health care, education, hospitality, retail, and residential markets, such as ICFF, BDNY, HD Expo, Healthcare Design and more.

The NeoCon World Trade Fair, as it is now known, is mostly North American-based companies. NeoCon is a global event, but the pull to become more global is having an impact. European shows like Orgatec and more recently, Clerkenwell Design Week, are becoming more visible. Not to mention all of Asia, which, like CIFF in China, can easily outpace shows in the U.S. at least by scale.

Over the years, many have adopted what I’ll call “the NeoCon calendar.” Overemphasis on the show creates a ramp to hyperactivity the first part of the year, followed by a malaise in the following months. Here’s how it breaks down:

### The NeoCon calendar

- Q1: Denial
- Q2: NeoCon
- Q3: Summer (NeoCon hang-over)
- Q4: Holidaze

We’ve worked with built environment companies for more than 20 years, and often coach them to consider a new calendar. Don’t put off NeoCon planning, panic and then go on a mandatory R&R. Instead, proactively offset the NeoCon 800-pound gorilla. Create a countercyclical strategy mapping out specific efforts in Q1 and Q3, and budget accordingly. A better calendar would plan for other shows, targeting product launches and campaigns that don’t blow your budget in one go. Take a more measured approach to ROI, systems and thinking long term.

Retailers live by holiday tent poles, and they create more every day. It’s another way that B2B companies can learn from B2C companies. We can think of another reason to celebrate beyond NeoCon, can’t we?

### Think bigger

Change is hard. Breaking patterns can take a 12-step program and much grit. We encourage our clients to deliberately position themselves to move away from the crowd — to get more different. Resimercial is a current trend in built environments, but it was also yesterday’s trend. We live in an era of significant

change, and companies that adapt will survive.

How will the sharing economy affect the built environment? Will WeWork disrupt manufacturers the way Uber and Lyft are disrupting taxi services or how Airbnb is disrupting hotels? Who will be the beneficiary?

Will niche providers redefine what it means to be in this space?

Health care is already one-sixth of the economy. Stryker used to make tables; now they’re several times the size of any single furniture maker in the market.

What role will technology play? WWAD (What Would Amazon Do)?

Change can be scary, but it’s also exciting. Let’s think beyond NeoCon about what’s ahead and where we want our companies to be. What will they say about this time in another 50 years, at the NeoCon centennial? Let’s not tell the same story in a new package. Let’s pivot and face a new era.

### BoF

*Editor’s Note: Kevin Budelmann is president and co-owner of Peopledesign, a strategic design consultancy in Grand Rapids that is a collective of diverse talents, skills, and interests — strategists, researchers, designers, writers, developers and managers. Budelmann is interested in design theory and practice in the context of business, technology and society. He holds a bachelor’s degree in design from Carnegie Mellon University and a master’s degree in design methods from IIT Institute of Design. He is frequent speaker at industry events and universities, serves as a director for IxDA and is an adjunct professor at Northwestern University.*



## NeoCon



## Nightingale Celebrates 90 by Celebrating its Employees

NIGHTINGALE'S COMMITMENT TO ITS EMPLOYEES GOES BEYOND LONGEVITY. THE COMPANY PROVIDES 12 MONTHS OF MATERNITY LEAVE. IT ALSO PROVIDES 12 MONTHS OF PATERNITY LEAVE.

BY ROB KIRKBRIDE

No one would knock Nightingale if it decided to have a party for employees with cake and punch to celebrate its 90th anniversary. After all, that's what most companies do to mark major milestones.

But Nightingale decided to go a step further for its employees — a step much further. The company invited all its employees, from the lowest level factory floor worker to the white collar workers in its office, to attend NeoCon, all expenses paid.

The company has chartered several airplanes to get them from Toronto to Chicago and booked rooms at a five-star hotel. It will shut down its operations and give employees spending money to shop on the Magnificent Mile. It rented the House of Blues for a party. And it booked architectural cruises along the Chicago River.

Instead of creating a party that shouts “Look how great Nightingale is!” the company created an event that screams, “Look at how great Nightingale employees are!” It is truly a celebration of those at Nightingale that make the company what it is today, says President Ed Breen.

“It is always exciting when you get to tell someone that your company is 90 years old,” he says. “I think everybody wants to hear about longevity in the marketplace, and we are proud of that. But what Nightingale is doing this year, rather than just turn 90 and have a celebration ... is reward and acknowledge our people.”

Don't expect the more than 100 people coming to Chicago to pack Nightingale's showroom. Breen wants everyone to explore The Mart and “see the beautiful, creative industry we are part of.”

“I hope they leave with a stronger appreciation of what they do on a daily basis and what the rest of the industry does,” he says. “I think you can only do that by seeing the industry and the products that are shown to really appreciate the innovation in our industry. And they will be able to come back and share with others at Nightingale what they experienced. I really hope that the celebration of our own people turns into a little bit of a learning journey as well. When you are proud of your job and company, a new level of craftsmanship comes through in our chairs.”

Nightingale kicked around ideas like sinking more money in its showroom or holding a blow-out party to mark its 90th anniversary. Instead, it decided to invest in its people. That shouldn't come as a surprise to anyone who knows Nightingale. Breen says the company is about “purpose before profit.” Nightingale is 100 percent debt free and known for its quality. It participates in the industry through its Nightingale University and its 140 CEUs. It has its own Innovation Lab and accredited ANSI/BIFMA testing lab. And it is growing.

Bringing everyone to NeoCon is a big, expensive undertaking, to say the least. It takes a lot of time and energy. Many of those who have worked for Nightingale for

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years and decades have never attended the event in Chicago, even though they work on it every year. “The people who come here become the fabric of our culture,” he says. “We hire to retire. The average employee has been with us 16 years.”

Nightingale’s commitment to its employees goes beyond longevity. The company provides 12 months of maternity leave. It also provides 12 months of paternity leave. In addition to the typical paid sick days and mental health days, Nightingale offers wellness vouchers for employees to go to a spa or wellness center. The company believes if it invests in employees, it comes back to

Nightingale 10-fold. That return on investment was recognized recently by Deloitte, which named Nightingale one of the top 50 best-managed companies in Canada.

This commitment to giving back permeates the company. Every chair Nightingale makes is Level 2 BIFMA certified. The company even has its own beehives that create honey.

Nightingale has an interesting history, though the company isn’t touting it much during its anniversary celebration. Instead, it is looking forward, but it’s worth taking a look back. Nightingale was founded in 1928 by Buddy Nightingale in downtown To-

ronto. His wife Kathryn was a passionate designer and sketched a chair concept — a high density stacker. Buddy Nightingale was an industrial engineer, and he built his wife’s concept into the XL Stacker, which has become one of the most copied chairs in the world.

The Breen family purchased the business in 1991, though they always keep in mind Buddy Nightingale’s design mandate to “create visually impressive seating with the highest quality standards that make people comfortable for long periods of time.”

The company will mark its anniversary at NeoCon with a cocktail party, and it is revamp-

ing its showroom once again with the help of Michelle Smith, who created one of the most interesting designs at The Mart last year. The showroom, Breen says, is to promote Nightingale’s mission, not just its products.

Nightingale will launch some new products in the showroom, which will be more exhibition-like than a dog’s dinner of products spread there. Breen promises it will be playful, colorful and visually stunning. Not surprisingly, it will also focus on Nightingale’s people. Pictures of Nightingale employees make up a big part of a wall. And the DJ for the cocktail party? He’s a Nightingale employee who works in

the finance department.

At the same time, Nightingale’s employees will be roaming around The Mart, learning about the industry they are such a big part of. The employee trip has created some unintended (and wonderful) consequences. The level of fun and excitement has ramped up in Nightingales offices and its plants in Canada and the U.S., creating a sense of shared experience among employees.

It has also created excitement among Nightingale’s reps, many of whom have talked to and worked with these Nightingale employees for years, but have never met them. This personal connection will create even

stronger bonds, Breen believes.

Ed Breen likes to tell the story about when his father, Bill Breen, took him through the factory when he first started working at the company. His father introduced him to each employee personally, often noting their wives and children and telling his son a little bit about each person. “What is your job?” Bill Breen asked his son. Ed Breen said he rattled off an answer about sales, profits and other business related items. “No!” his father shouted and slammed his hand on his desk. “Your job is to make sure those people you met have a job.”

**BoF**



## PACIFIC WEST

## OLD POST OFFICE TO BE REDEVELOPED



SAN DIEGO—Developers of the former Midway Post Office have new plans for the long-dormant 16-acre campus. Hammer Venture plans to transform the former postal site into an upscale office complex to include housing, apartments or condos. “The Post” will be a unique urban coastal campus located in the neighborhood of the Sports Arena in the Midway District. Hammer’s vision for redevelopment includes clean glass lines, art installations, water and color elements, landscaping, warm wood accents, and a tree-lined pedestrian plaza creating a buffer between parking, residential and office space.

[San Diego News](#)

## CREATIVE INTERIOR DESIGNER WINS BEST

LOS ANGELES—Tangram Interiors, a curator of highly creative commercial interior environments and workspaces, has been nominated for the 2018 Beautiful Bakersfield Awards sponsored by the Greater Bakersfield Chamber of Commerce. The building comprises 11,700 square feet and features an open office plan with a large work cafe, a custom Bakersfield-inspired mural, numerous collaborative and concentrated work areas, a full classroom and a doctor’s office. Highlighting the space is a central, floating conference room clad in glass, demountable Muraflex walls.

[Furniture Today](#)

## OPEN FLOOR PLAN SOMETIMES DISTRACTING

SEATTLE—About 70 percent of U.S. offices have some version of an open floor plan, according to the International Facility Management Association. 58 percent of high-performing employees say they need privacy to solve problems and 54 percent characterized their current workspaces as too distracting. “The main challenges we face are interruptions and distractions,” said Thomas Stearns, a project manager for a Seattle-based construction firm. “It’s too easy for people to walk into your workspace and immediately start talking and asking you questions.”

[The Seattle Times](#)

## MOUNTAIN WEST

## OLD FURNITURE GAINS NEW INTEREST

LAS VEGAS—Outside of big-box stores, locals are finding a tight-knit community of buyers and sellers of upcycled and refurbished furnishings for their homes and patios. “What I enjoy about refinishing furniture is the before and after, which always blows me away,” said Patricia Hanson, owner of Fontella Interior Design. “There is a large community of us out there and we work together,” she said. “It’s very supportive. There’s a lot of creativity.” The most popular pieces she sells tend to be dining sets, buffets and dressers. Upholstered chairs in the rustic farmhouse or layered industrial style also are in demand.

[Las Vegas Review Journal](#)

## MIDWEST

## ENERGY EFFICIENCY NOT NECESSARILY COSTLY

MINNEAPOLIS—University of Minnesota facilities staffers have converted the once-shuttered coal-

burning Old Main Energy Plant into the newly revamped natural gas-powered Main Energy Plant for the flagship Twin Cities campus. After remediating and retrofitting the Old Main with state-of-the-art equipment, the campus’ energy generating capacity runs at around 84 percent efficiency. “There are things that you wouldn’t think would make a big impact. They’re not big investments; they’re just maintenance that needs to be done. We repair or replace these components, and they usually make between 10-20 percent impact on energy cost,” said Scott McCord, a principal mechanical engineer with the mechanical engineering department.

[Big Ten Network](#)

## NEW ARTS CENTER TO UNITE COMMUNITY



COUNCIL BLUFFS, Iowa—Donors, local officials and representatives of arts-oriented organizations gathered for the official groundbreaking for a \$27 million, 95,000-square-foot Hoff Family Arts and Culture Center. When completed, American Midwest Ballet, the Chanticleer Theater, and the Kaneshville Symphony will perform in the 280-seat performing arts center. The Kitchen Council, a food incubator startup will also relocate to the Center. Mayor Matt Walsh said, “This is not a city project, it’s a project for the city.”

[Omaha World-Herald](#)

## CONTEST TO REVAMP EMPTY SPACES

DETROIT—The city’s Planning and Development Department in partnership with the Detroit Collaborative Design Center is seeking local makers to compete for grant funds to revamp empty commercial spaces in the city’s neighborhood corridors. The Design Center in a Box competition uniquely connects emerging designers with community residents through designing and constructing inspiring spaces for all to use. Two winning teams will receive a \$40,000 stipend for detailing, fabrication and installation of their design in a confirmed site location.

[The Detroit News](#)

## NORTHEAST

## NEW BUILDING RESPONDS TO FORCE OF NATURE

BROOKLYN, N.Y.—Cammeby’s has officially opened its new state-of-the-art commercial and retail building in Coney Island—a seven-story, 161,000-square-foot office with large, continuous floor plates. “We wanted the building to be a catalyst for the neighborhood,” said Jacob Cohen, executive vice president of development at Cammeby’s. Adding to recovery efforts from Hurricane Sandy, the building is the most flood-resilient building in South Brooklyn. The first floor sits on a four-foot raised platform and a ring of hyper-durable, flood-proof aquarium glass—meeting new stringent FEMA requirements.

[Real Estate Weekly](#)

## PARKING SPACES ATTRACTS SUBURBANITES

RICHMOND, Va.—A father and son are teaming up for their third development in one of Richmond’s most sought-after neighborhoods.

Matt Hamilton, broker with Colliers International, and his father Tom Hamilton, principal of Henrico-based architecture firm Thomas Hamilton & Associates, are set to begin rehabbing an old 13,000-square-foot industrial building the pair purchased for \$897,000. Initial plans call for a modern office space. To help lure suburban tenants, the development will include 25 parking spaces.

[Richmond BizSense](#)

## SOUTH

## OLD BARN RENNOVATED WITH CIRCULAR ECONOMY IN MIND



CHARLOTTE, N.C.—A new city project hopes to turn an old horse barn in the Belmont neighborhood into an innovation lab that produces breakthroughs in recycling technology. The Innovation Barn will become a showcase for the circular economy—exploring creative ways to keep resources in use for as long as possible, extract the maximum value from them while in use. The project also plans to contain a coffeehouse, a community work space and an event space.

[Charlotte Agenda](#)

## SEWING PROGRAM LEADS TO FURNITURE JOBS

HIGH POINT, N.C.—Guilford Technical Community College is helping furniture manufacturing companies

meet a need by launching a new sewing program. Since its inception last August, each student who finished the program and wanted a position landed a job in the field. The course is unique from what the community college has offered in the past because it partners with more than a dozen companies to develop the curriculum and provide jobs for qualified students.

[MyFox8](#)

## COWORKING BEYOND THE CORE

ATLANTA—A Denver-based coworking outfit has signed a lease for the second of 10 planned Atlanta locations. Office Evolution has leased a nearly 7,000-square-foot mid-rise office building and targeting freelancers, temporary workers, consultants, independent contractors and other solopreneurs for its suburban spaces. Office Evolution co-owner Andy Bean said, “Atlanta has a vibrant, entrepreneurial small-business community, which is ideally suited for the services we provide.” Office Evolution is the latest player in the fast-growing coworking segment of the Atlanta office industry. More than 1.6 million square feet of Atlanta offices—a 224.5 million square-foot metro area market—are being occupied by coworking operations. Unlike many other coworking operators, Office Evolution is focused more on suburban growth than locating in the city’s core. The company has been seeking ground-floor office spaces near major roads and amenities, with free parking and neighborhoods with lots of professionals.

[Biznow](#)

*Compiled by Emily Clingman*

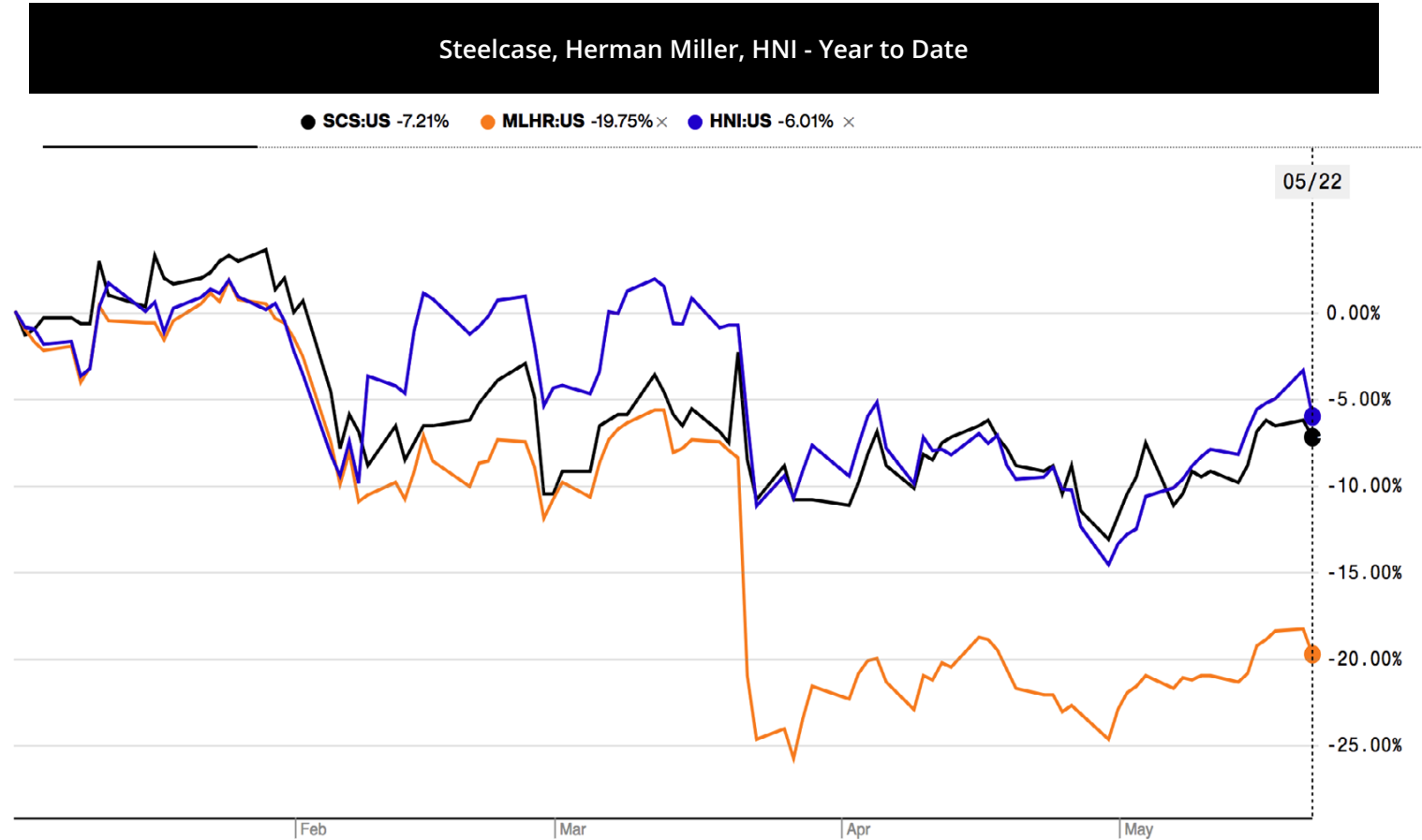
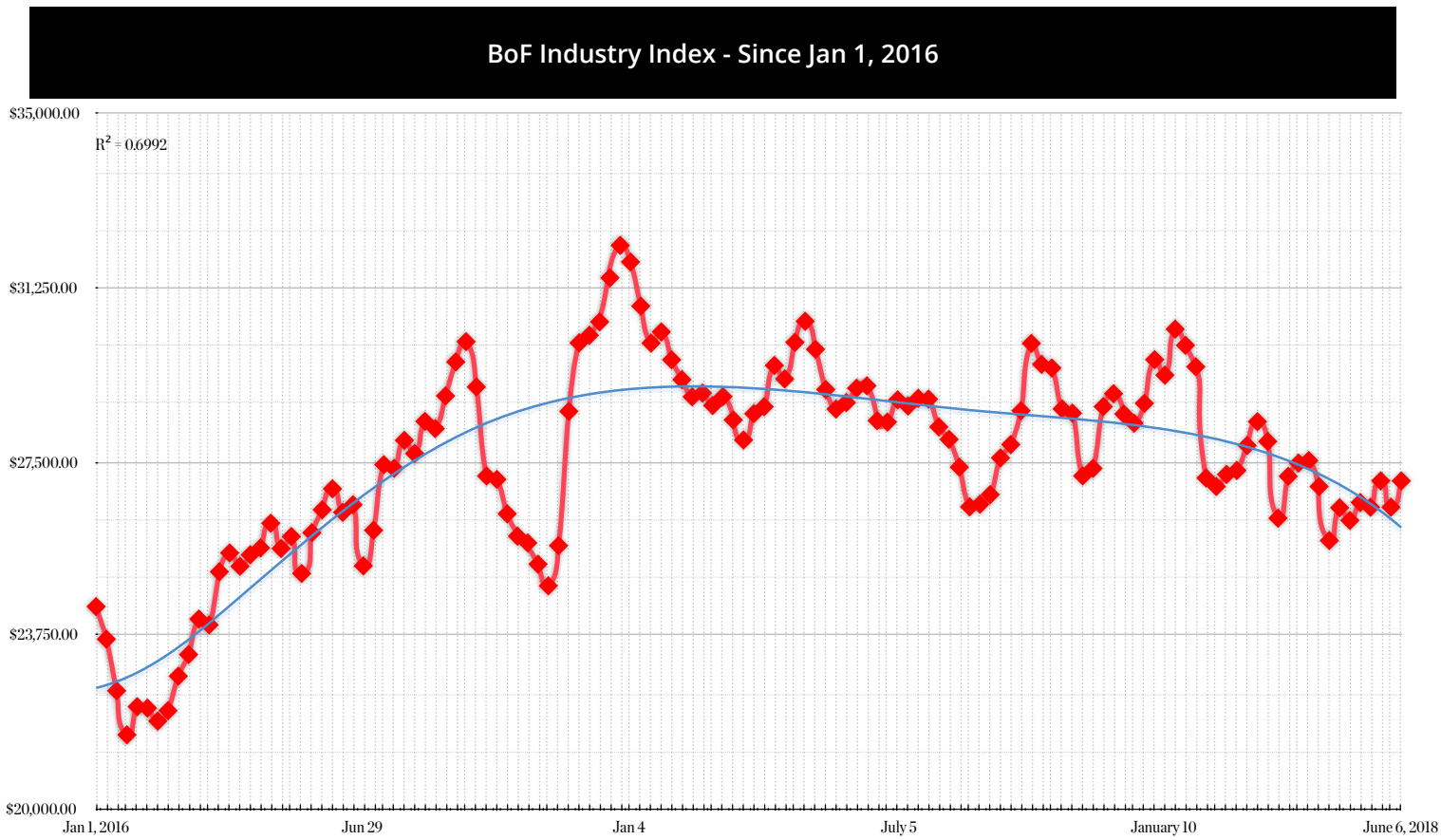
BoF



ALL TIME | January 1, 2016 BoF Industry Index Start: \$24,379.54  
 YEAR TO DATE | January 1, 2018 Yearly Start: \$29,689.10 (2017 Ended Down -6.51%)

Total Value (USD) Day Gain (USD) Total Gain (USD) 2018 YTD  
**27,089.86** ↑ 350.86 +1.31% ↑ 2,695.68 +11.05% -2,599.24 (-8.75%)

Symbol ▶	Last Price Time (ET)	2 Day Performance	%Change Day Change	Volume 30 Day Average	52 Week Range
<b>DRTTF:US</b> DIRTT Environmental Solutions	4.81 13:28		<span style="color: red;">-0.96%</span> <span style="color: red;">-0.05</span>	14,470.00 4,788.80	 3.44 6.00
<b>FLXS:US</b> Flexsteel Industries Inc	38.50 15:53		<span style="color: green;">+4.00%</span> <span style="color: green;">1.48</span>	18,290.00 18,756.03	 34.74 57.79
<b>MLHR:US</b> Herman Miller Inc	33.48 15:53		<span style="color: green;">+1.13%</span> <span style="color: green;">0.38</span>	97,850.00 291,384.88	 29.25 41.84
<b>HNI:US</b> HNI Corp	37.21 15:53		<span style="color: green;">+1.17%</span> <span style="color: green;">0.43</span>	101,895.00 154,374.44	 31.16 45.24
<b>INQ:CN</b> Inscape Corp	2.04 13:57		<span style="color: green;">+6.81%</span> <span style="color: green;">0.13</span>	425.00 1,451.40	 1.82 4.00
<b>TILE:US</b> Interface Inc	23.23 15:54		<span style="color: green;">+0.98%</span> <span style="color: green;">0.23</span>	147,510.00 445,410.66	 18.30 26.25
<b>KEQU:US</b> Kewaunee Scientific Corp	32.95 15:49		<span style="color: red;">-0.15%</span> <span style="color: red;">-0.05</span>	309.00 2,451.33	 22.85 34.95
<b>KBAL:US</b> Kimball International Inc	16.45 15:53		<span style="color: green;">+0.61%</span> <span style="color: green;">0.10</span>	28,622.00 68,981.57	 15.40 20.96
<b>KNL:US</b> Knoll Inc	20.68 15:53		<span style="color: green;">+1.57%</span> <span style="color: green;">0.32</span>	240,789.00 201,932.33	 16.57 24.00
<b>LEG:US</b> Leggett & Platt Inc	42.33 15:53		<span style="color: green;">+0.89%</span> <span style="color: green;">0.38</span>	610,690.00 1.28 M	 39.57 53.96
<b>SCS:US</b> Steelcase Inc	14.90 15:54		<span style="color: green;">+0.68%</span> <span style="color: green;">0.10</span>	335,571.00 462,370.16	 12.50 17.85
<b>VIRC:US</b> Virco Manufacturing Corp	4.80 15:52		<span style="color: green;">+2.13%</span> <span style="color: green;">0.10</span>	9,340.00 9,474.10	 3.95 6.05





## If You Need a Counter-Offer to Get a Raise, It's Time to Quit Your Job

Dear Stephen:

*Unemployment is at an all-time low. I read somewhere that it's the lowest unemployment rate since the year 2000. Yet, I also feel underappreciated in my current position. I haven't received more than a puny raise in years. My boss gives us the illusion that business is still soft when we can see it is stronger than he's letting on.*

*I really do like my current position, my boss and the workplace environment. Yet, I still feel like my company is taking advantage of me. Short of trying to bluff my current employer by threatening to quit, how do I get a raise?*

Signed,

**Show Me the Money**

Dear Show Me the Money,

I hear a lot about the low unemployment rate, but I hear next to nothing about the low wage rate. It's a good point, and it's the heart of your question.

In every industry across the board, wages have lagged behind what every other indicator claims is a very strong economy. Of course, you shouldn't have to threaten to quit to receive a well-deserved salary increase. In truth, you shouldn't have to be thinking of it. Unfortunately, because of certain societal and regula-

tory forces, it is easy for short-sighted employers to be miserly. That said, average earnings of workers did rise by 8 cents an hour and are up 2.7 percent over the past year. I think that is a disgraceful wage increase and employers need to do better, but there are companies that are trying. You just need to find the right one.

If you're working for one of the short-sighted companies, maybe you should consider a genuine move instead of just a bluff to get a raise. Employers need to understand the best way to show their appreciation to long-term and loyal employ-



You can send your workplace questions to Stephen at: [StephenSays@bellow.press](mailto: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 @stephenviscusi, Like Stephen on Facebook; and follow him on LinkedIn.

# I used to be a big believer in bluffing your way to a raise. I thought there was no incentive for a business quite as strong as losing one of the best people to a competitor. I am not a believer anymore.

ees is to pay them generously. There are many smart employers sharing the wealth at every level. Those employers do exist, and it sounds to me like you need to get out of your current environment and find out who these other employers are.

I used to be a big believer in bluffing your way to a raise. I thought there was no incentive for a business quite as strong as losing one of the best people to a competitor. I am not a believer anymore. With 3.8 percent unemployment, there is just no reason this should be a persuasive tactic. If your company doesn't organically recognize your value, then it's

time for you to take a hike. This applies especially to older workers who are afraid to make a change — it's easier to find a job now than it has been in decades. Now is your chance to find something better.

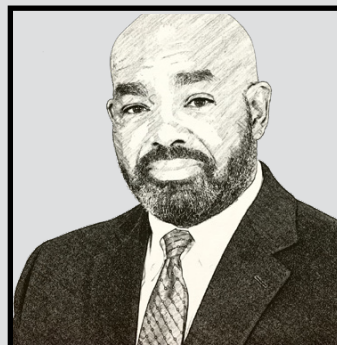
There might also be further benefit in searching out a new role. Employers today want to see multiple experiences on your resume. Millennials change jobs all the time — every two years, on average — and older workers should be open to this new working style as well. Your age shouldn't feel like it's trapping you in your current job. If you think it is, you might be brainwashed by your current employer.

If you feel that strongly about getting a raise, no matter how much you like your boss and the company, I can tell you the best option is finding someone who will pay you more. Most companies don't change their compensation structure very often, so jumping to a company that is more generous by nature is a good move. Start taking a look, you'll be surprised. This is also why your LinkedIn should always be up-to-date. Make sure to update your resume and have it ready as well. It's time to move on. Start thinking that way!

**Stephen**



# Show Me Your Mentors and I will Show You Your Future



*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](mailto:aeverett@methodwhy.com) and you can learn more about MethodWhy at: [www.methodwhy.com](http://www.methodwhy.com)*

**We are only a few days from the start of NeoCon and all the excitement of many new things to come. This year I am anxiously awaiting to see a few more exciting “purple cows” in the showrooms. However, more importantly I am looking forward to learning as much as I can from the wealth of knowledge that will be contained within the walls of the Merchandise Mart in Chicago. I personally use NeoCon as a focused time to learn from industry experts, including many of you. It is also a good time to check in with many of my mentors from The Lodge to get their perspectives and coaching commentary.**

Some of the commentary in this article should strike a chord with you as we have collaborated on it in other previous articles. While talking with many of you, it keeps coming up over and over again about the importance of our mentors and the learning they can provide for all of us.

Just think about this for a moment: The built environment as an industry has no shortage of incredible knowledge and expertise that can be shared to help all of us create amazing work environments. Daily I find myself on LinkedIn awestruck by the amount of valuable information shared by many of our readers and those in our industry network groups.

No matter how many years you have been in this industry, you have some level of professional expertise. You have a certain unique set of skills, knowledge and experience that makes you an asset to your organization and our industry as a whole.

But what are you really doing with it? Are you hoarding it away like a squirrel stashes nuts so that you can make more money? Are you saving all that knowledge just for yourself? Have you used your expertise to further your own career without ever considering how it might help others?

Your knowledge and enthusiasm is contagious and can be a powerful gift that deserves to be shared. It's yours, yes; you earned it. But why keep all that wisdom to yourself? Why not share it with our world freely and lift others to new heights as well? It helps those new to our industry or those that need to be taught some new tricks.

And the best part? Sharing your expertise not only helps others in their professional endeavors, it also helps you. Here's how.

- It engrains what you know. Nothing helps deepen knowledge as effectively as sharing it.
- It expands what you know. Sharing your expertise means inviting a new conversation. If you keep your eyes, ears and mind open, you may learn something in the process as well.
- It establishes your reputation as an authority. If you want to be seen as a leader in our industry, you have to stand up and be vocal about what you have to offer. But instead of telling people you're an expert, give them a taste in a way that helps raise their level of expertise, too.
- It increases your professional value. When your expertise helps the entire team, you become a more valuable part of it. Your presence is worth more to the organization — and that can translate into tangible rewards and real dollars.

So how should you share your professional expertise comfortably and easily?

**Become a mentor.** The best part about mentorship is that when it's a strong partnership both people learn equally. As a mentor, you'll gain a new perspective about the work you do. Your mentee's inexperience can actually provide you with a wealth of powerful insight — if you're open to it.

**Write.** The written word is always a wonderful tool for reaching others. Consider writing an article for a publication catering to our industry or profession. Or start a blog! Nothing is more empowering than putting your thoughts out there for the world to see. The Internet attracts a global audience, and I know from experience that the connections you make can be life- and career-changing.

My point, however, is this: A few bylines can quickly elevate your professional visibility and shape your reputation as a leader in your field. Just be sure whatever you put into writing is something you stand by wholeheartedly and are proud of because

it creates a permanent record that can and will follow you for the rest of your career.

**Train others:** Offer to present on a topic of interest at a local industry conference or meeting of your professional association. Host a lunch-and-learn event at your company. Present what you know with confidence, in a way that engages and enlightens your audience. Remember not to talk “down” to people; as the instructor, part of your role is to tap the wisdom in the room. Open the conversation so others can share their expertise as well. Don't presume you're the only one with something to say.

**Be a resource:** When you read an exceptionally helpful article, stumble upon a useful new piece of information or find a more effective way of doing things, don't keep it to yourself. Each and every day, you likely have something worthwhile to share that could be beneficial to your colleagues. You don't have to wait for a formal training session or explicit request for help. Instead, simply shoot off an email or post to your network or team.

**Take the lead:** If you have special expertise that could be beneficial to a particular task or project, don't be afraid to take the reins. I often see highly experienced folks who don't want the responsibility of leadership, so they sit back and keep their mouths shut. Then, after the project is underway, they slowly let it be known they have a different point of view that could have been helpful.

Our industry is in the early stages of another series of significant changes. And change is the result of all true learning.

Show me your mentors ... and I will show you your future. **BoF**





## Why You Should Rotate Office Seating Assignments



When corporate workspaces are reorganized, many employees view the process as nothing but a nuisance. Desks are cleared, boxes are packed, daily work is disrupted—for what, exactly? Design firms have long touted the benefits of such changes, promising that when people are able to circulate more freely and to randomly encounter different sets of colleagues, they're more communicative, collaborative, and creative.

Some managers believe that too: When Steve Jobs was planning a new headquarters for Pixar, he famously located the large central bathrooms in the building's atrium, requiring employees to walk some distance to use the facilities—but creating unplanned "collisions" meant to spark innovation. Dozens of research studies have backed up these contentions.

[READ THE FULL ARTICLE](#)

## Shining A Light on Health and Well-Being

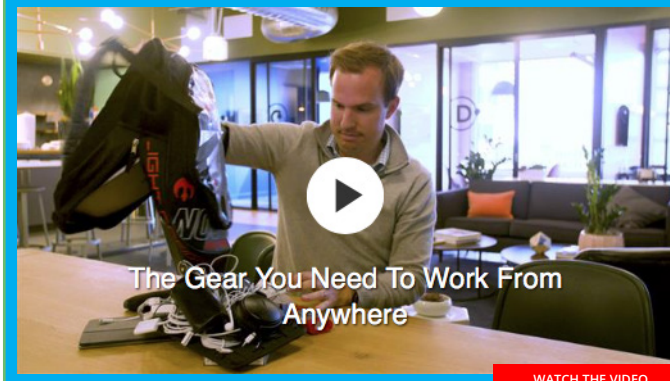
Natural is often best, and that statement is also true when it comes to illuminating interiors. However, daylight must oftentimes be supplemented with electric light to meet code requirements and provide adequate lighting around the clock, particularly in environments in which people spend significant amounts of time, such as workplaces, schools, and healthcare and senior living facilities.

Newer editions of building codes factor energy conservation in their lighting specifications, but scientific studies have also connected quality of light to human health and well-being; that is, lighting needs to meet both the visual and non-visual needs of occupants. The relatively new concept of human-centric lighting encourages lighting designs that balance visual, emotional, and biological benefits, regardless of the source of the light.

Currently, building codes that prioritize energy efficiency place a premium on lighting power density (LPD) limits. These codes establish maximums, expressed in watts per square foot, that can be defined by space to space, whole building, or performance target.

[READ THE FULL ARTICLE](#)

### WATCH: YOUR OPEN OFFICE IS TOO LOUD—HERE'S HOW TO ESCAPE & WORK



The Gear You Need To Work From Anywhere

[WATCH THE VIDEO](#)

## Majority of global workforce now work somewhere other than the office every week

Technological change, globalisation and changes in employee expectations mean that over two-thirds of global employees now work remotely every week, and over half do so for at least half of the week. Though it must be said this is according to a new study from IWG, which is the parent group of workspace companies including Regus and Spaces, the study found that every week 70 percent of employees are working at least one day a week somewhere other than the office. More than half (53 percent) work remotely

for half of the week or more, whilst more than one in 10 (11 percent) people work outside of their company's main office location five times a week. The survey adds also that flexible working and the use of shared workspaces are no longer the preserve of start-ups. The world's most successful businesses – including varied companies such as Etihad Airways, Diesel, GSK, Mastercard, Microsoft, Oracle and Uber – are already adopting a flexible workspace approach.

[READ THE FULL ARTICLE](#)



Photography: Garrett Rowland



### Hudson River Trading Offices – NYC

Gensler designed the offices for Hudson River Trading, a financial technology company located in New York City, New York.

When this innovative fintech company required new offices to accommodate their growing workforce, they turned to Gensler to design their new, multi-level headquarters in 4 World Trade Center. Numbering over 200 employees and constantly expanding, Hudson River Trading's (HRT) team is made up of engineers, mathematicians, and coders working together to develop automated trading algorithms. However, they realized design intervention was necessary to prepare them for growth and embody their workforce's diverse passions: finance, technology, engineering, fitness, and fun.

[READ MORE](#)

FIRM: Gensler  
 CLIENT: Hudson River Trading  
 SCOPE: Office  
 SIZE: 69,000 sqft  
 LOCATION: New York City  
 INDUSTRY: Financial Investments / Technology



**CHICAGO, ILLINOIS**

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**EVENT**

**DATE & LOCATION**

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<http://www.ciff.furniture>

Sep 11, 2018 - Sep 14, 2018  
Shanghai, China

**ORGATEC 2018**

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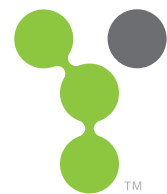
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MAKERS

## The Art of Nienkämper

By Rob Kirkbride

FOR THE LAST 50 YEARS, THE COMPANY HAS BEEN IN THE RIGHT PLACE AT THE RIGHT TIME.

**The Nienkämper factory** just outside Toronto is a mix of old and new, a place where you can find tried and true (nearly antique) manufacturing equipment next to a state-of-the-art CNC machine. It is a mix of intricate handwork and high-tech manufacturing that makes Nienkämper's furniture and has for 50 years.



A lot of the staff at Nienkämper have logged 20-plus years of experience at the 120,000-square-foot plant, and when it comes to manufacturing, nothing replaces experience. There is no need for a formal quality control program with such an experienced staff in place. When something isn't right with a piece of furniture, they know it.

The factory also has a surprising number of young workers. Nienkämper is working with local schools to bring in apprentices who can learn the woodworking craft, which ensures a steady and knowledgeable staff for decades to come.

Vice President Ann-Marie Snook (she's been with the company 33 years) said the quality of the workforce translates into quality furniture. It allows Nienkämper to be flexible — 50 percent of the products it makes are “non-standard,” unique products.

That does not mean Nienkämper's products are old and stodgy. That couldn't be farther from the truth. Company patriarch Klaus Nienkämper is still blending sleek European design and North American practicality into some of the industry's most beautiful products.





In the showroom attached to Nienkämper's headquarters and factory sat a model of a product under development. The 3-D printed Karim Rashid design was a modular public seating product. "I'm not sure how we are going to upholster this," Nienkämper said, as he looked at the model from all directions.

Damn the details. Nienkämper has pushed the envelope on design for five decades. He's not going to stop now. They will figure out the upholstery issue.

For the last 50 years, the company has been in the right place at the right time. The founder and namesake of the Nienkämper furniture brand first benefitted from the infatuation with European furniture in the late 1960s. He further built the brand by making some of the most beautiful conference room furniture in

the 1970s, 1980s and 1990s. More recently, he has embraced technology and brought out some of the first products to create the connected office.



And now, the company is riding the rising tide of the residential-feel furniture boom and ancillary furniture market. Sure, luck has played a part in the company's success. But only a small part. The rest comes from Nienkämper's shrewd and careful study of the industry. The company has an uncanny ability to spot trends before they begin and intensely focus on them.

It certainly helps Nienkämper believes in the power of great design as well. That's what the Canadian company was founded on and still focuses on today. The company is celebrating its 50th anniversary, and its founder is as confident in the company's success as he was as a young immigrant in Toronto who had the idea to import the best German and Swiss furniture lines to a North American market hungry for them.

He came to Toronto in 1960 and thought he would get there and investigate where he wanted to be. As it worked out, he got stuck in Toronto. It provided a good opportunity to do something, because there was very little in terms of contemporary furniture anywhere in North America. His idea was to bring the best European designs to Canada. He also approached some of the furniture makers with an idea to manufacture under license in Canada. He started with a collection of Swiss furniture and sold it to the new Pearson Airport in Toronto. The furniture was being produced in small shops around Toronto, and it "grew into a fairly substantial business," Nienkämper said.





















Knoll approached Nienkämper and asked if it could manufacture furniture for them in Canada. At that point Nienkämper knew he needed to start his own factory. He started small with the brand, making lounge seating. When Nienkämper opened its own factory, it brought over some of the workers from a major leather furniture manufacturer in Switzerland. That ensured the best quality and production standards. The company's association with Knoll and de Sede definitely helped boost Nienkämper's reputation. It literally helped open the doors to executives' offices.



The factory buzzes now with Nienkämper's latest products. During a recent visit, a few of the company's new products destined for NeoCon were still on the factory floor. One was a gorgeous table made from a slab of California redwood, a fallen tree that was not harvested, with a nearly impossibly tight wood grain and finish that seemed to glow. The company



bought the tree and when it split the massive redwood open, it found the middle of the tree was not usable — an animal had built a nest in it. So instead of scrapping it, they simply split it in half and created a table that did the same. The table has two halves with power and data in between.

In the photo studio sits the company's new gazebo meeting room, a stand-alone structure that can be used for meetings or team projects. It has a live moss wall that acts as sound insulation and creates a healthier workplace. Inside it is the company's Expo 67 chair, originally designed for the 1967 International and Universal Exposition or Expo 67, as the World Fair held in Montreal was commonly known. The chair is being re-released for the company's 50th anniversary.

It is a good example of how the old and new live in harmony at Nienkämper. A classic chair designed 50 years ago sits next to the company's new height-adjustable table that uses batteries instead of a plug, which means it can be moved anywhere in a space. It also sits next to a height-adjustable table that has a flip top to make it easy to stow.

The factory isn't the only place where the Nienkämper legacy grows. Klaus Nienkämper's children are active in the family business. Rebecca and Ottilie Nienkämper work in public relations and marketing. His son, Klaus Jr., runs the company's retail store called Klaus in downtown Toronto, which sells Nienkämper furniture alongside 25 of the world's finest interior furnishing brands. **BoF**





Recent interior design project for One Kings Lane offices

PRODUCT DESIGN

## AE Superlab Takes Unconventional Approach to Design in Brooklyn

INSTEAD OF ANSWERING ANY ONE OF THOSE QUESTIONS WITH HIS CREATIVE DESIGN AND DEVELOPMENT STUDIO, AHMED ELHUSSEINY BRINGS THEM ALL TOGETHER AND BELIEVES DIFFERENT DISCIPLINES SUCH AS ART, ARCHITECTURE, NARRATIVE, ENGINEERING AND TECHNOLOGY CAN MINGLE UNDER ONE ROOF, OR LABORATORY, IF YOU WILL.

By Rob Kirkbride

**Since one stone was set atop another** to create a structure, it seems there has been debate over the practice of architecture and design. Is it art? Does the structure tell a story? Does it have more to do with engineering? How much does technology play in building?

Instead of answering any one of those questions with his creative design and development studio, Ahmed ElHusseiny brings them all together and believes different disciplines such as art, architecture, narrative, engineering and technology can mingle under one roof, or laboratory, if you will.

That's the genesis of AE Superlab, a multidisciplinary creative design and development studio based in Brooklyn. It is an architecture, interior design, product design and development lab all rolled into one.

"We don't neatly define and package ourselves," ElHusseiny says. "Intentionally, we don't want to do that. This is a multidisciplinary firm; a small practice. And we work in a way that tries to cross between disciplines."

Within just a few short years, AE Superlab has developed a growing body of successful projects. These include a conceptual structure known as The Halo, which would serve as a new landmark for Manhattan's skyline. The lab also transformed the creative headquarters for One Kings Lane to reflect the brand's elegant, residential aesthetic. Also for One Kings Lane, AE Superlab custom designed the Diwani Chair.

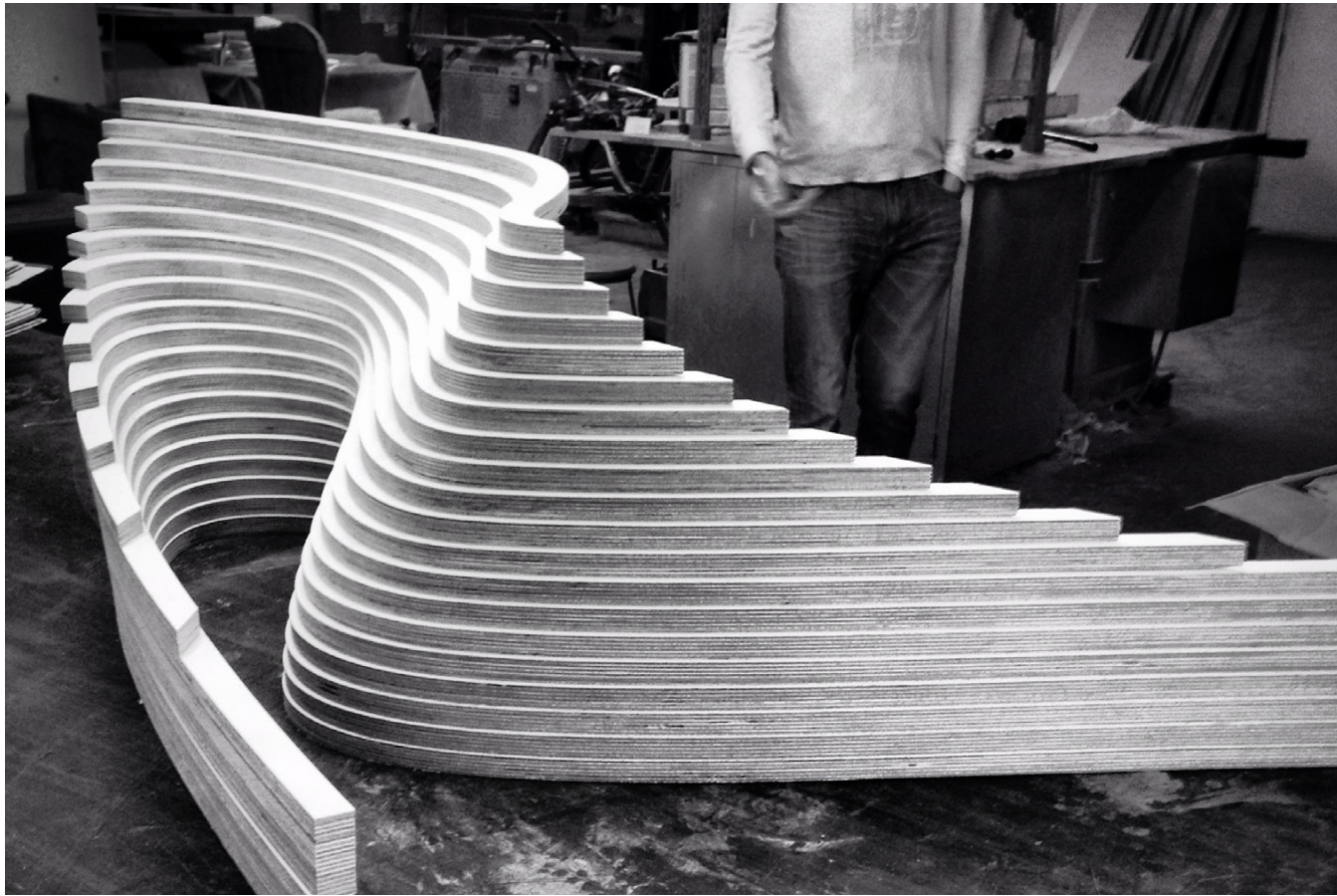


Diwani Chair









Far from your typical mass-produced contract seat, the Diwani Chair is a sculptural rocker. The flowing lines of the chair are inspired by the evocative and dynamic profiles of Arabic Diwani calligraphic script. The chair's fluidity of form and linearity of texture imply motion even when at rest.

Diwani calligraphy, like the chair, is marked by beauty and harmony. It is still used in the correspondence of kings, princes, presidents and in ceremonies and greeting cards. The script is known for its high artistic value.

The chair is constructed of precisely CNC routed sections of high-strength, cross laminated plywood, which are assembled and hand-finished by local craftsmen. Comfortably contouring to the seated form, the silhouette of the chair is meant to be evocative and intriguing from all angles. The profile is highlighted by the dramatic sweep of the cantilevered seat, while the contoured shape invites the user to lean back and lounge. Inherently strong and dimensionally stable, the design of the chair exposes the richness of natural birch plywood by exposing the linear end grain of the wood.

The initial, limited edition production run will be available in either natural white birch, or customizable multi-colored plywood, with more colors and materials planned for future runs. To maintain a low, stable center of gravity and to structurally support the seat's dramatic cantilever, the thickness of the chair's individual "ribs"

vary considerably in sectional profile. This provides the required strength, stability and balance, while adding visual interest to the overall form.

ElHusseiny began designing the chair simply using intuition, with his only reference point being the human body. "It was indulgent because I was designing it around my own body," he says. "The first prototype was tailored to me. It was interesting to look at people sit on the chair and see how it worked with their form."

The Diwani chair has a fluid and organic aspect to it. At the same time, there are some structural acrobatics happening, a tension between the structure and gravity. ElHusseiny decided to use a commonplace material — Atlantic birch multiplywood. He exposed the nature of the material in a way that is kind of pedestrian. The result is any flaws or defects "hit you right in your face," he says.

He also used technology, employing a parametric model to create the intricate birch slices that make up the chair. The technology is used all the time when creating tall buildings, but it is rarely, if ever, employed in furniture design. The use of this tall building technique means nothing is lost in translation. From the way the wood is cut on the CNC machine to the guide holes and dowel inserts, there is no way the chair can be assembled incorrectly. Every Diwani is precisely built.

ElHusseiny is the first to admit he is not a furniture designer but he believes design is transferable. "The Diwani chair was designed as a one-off piece, a proof of concept," he says. "But I was surprised by the online reaction to the chair. I believe we secured (other architecture and design) jobs because of the chair. Our clients saw something of value."

ElHusseiny started AE Superlab in 2014 after leaving behind a senior position at Kohn Pedersen Fox Associates, where he worked on large projects in Asia and Europe. They were tall, multi-use buildings, and ElHusseiny realized as an architect, he had "all these tools at my disposal." And yet the way he was using those tools was limited. "That was the inspiration and goal — to use and apply what I had at my disposal in a much broader scope," he says.

When he went out on his own, he didn't know what to expect. He says he was lucky to secure a few projects, which provided an example for other clients of his thought process and how AE Superlab would work. In some ways, it is modeled after the Eames Office, the creative hub of Charles and Ray Eames, that spawned not only furniture, but films and a new way of thinking about architecture and design.

It is a lofty goal, but one that seems to be resonating with his clients. The Diwani chair has opened doors to other projects, and ElHusseiny continues to refine the chair and has plans to expand the line with companion pieces.

And he continues to truly create a "super lab" of design by adding a number of complimentary teams who are working on robotics, architecture and product design. "I do believe in this cross pollination of ideas," he says. "So far, it has been very rewarding." **BoF**



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## COMPONENTS

## LINAK U.S. Unveils New Permanent Showroom at NeoCon

➤ For 17 years, LINAK has been featuring technologies and intelligent solutions at NeoCon that bring electric movement to the office space. After years of showcasing innovation at the event,

**NeoCon**<sup>50</sup> LINAK is celebrating by opening the doors of its new permanent showroom at the Mart, Suite 10-100. From office desks, benches and conference room furniture, technical workstations, media display systems and much more, the new showroom display has a wide range of electric lifting columns, controls and digital integrated solutions to inspire wellness-driven design and a more active working style, while bringing ergonomics and comfort into the workplace.

“Our industry is continuously evolving, and we want to make sure our customers know about all the technologies that are available to them,” says Michael Cook, director of the DESKLINE division at LINAK U.S. “This showroom brings our products and services one step closer to them, making it even easier to see and experience the latest in electric movement.”

Award winning products will be seen in the showroom, such as the intuitive LINAK Desk Panel DPG1C, which received the prestigious 2018 Red Dot Award in the product design category. The major focus in the development of the desk panel was on product design and functionality, which made receiving this award a special honor for LINAK. The goal was to develop a design that motivates people to use their sit-stand desks. To do so, the Desk Panel DPG combines features such as intuitive handling without the use of buttons, motivating reminder functions through an integrated LED light strip and memory position functions with Apple and Android app connectivity via integrated Bluetooth wireless technology.

With smartphone apps having become part of everyday life for many people worldwide, it's no surprise digital solutions also will be on display in the new showroom.

LINAK has years of experience in developing apps and integrating Bluetooth wireless technology into office desk solutions. It has introduced the Software Development Kit that enables manufacturers of office desks to design a tailored app experience for their customers. Customizing desk control apps for smartphones is already possible within the LINAK Desk Control series. The SDK allows you to easily develop your own app, add extra features to the desk control solutions, alter functions and much more.

Creative concepts and designs combined with flexibility are a must in today's fast-paced, ever-changing business world. Companies need every opportunity to incorporate furniture that is just as adaptable as the individuals using them. To highlight this, the showroom will feature the Colors in Motion DL19 leg display. It will offer a constant flow of movement from LINAK DL19 lifting columns, each in a distinctive style ranging from the subtle standard colors of gray, black and white, to raw steel or the more vibrant hues of pastel blue and red lilac. The Colors in Motion display was designed to help customers visualize how movement, color and style can help influence the look and feel of their office environment. Also on display will be a couple of new products coming out later this year.

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## MANUFACTURERS

## KI Showcases Stories That Are More Than Skin Deep at NeoCon 2018

➤ Visitors to KI's showroom (1181) at NeoCon 2018 will see their first look at KI's Tattoo Collection, plus the latest Ruckus lectern and the FourC seating collection.

**NeoCon**<sup>50</sup> Tattoo celebrates individuality and expression. It's a collection of products and a design philosophy that invites people to rethink and rearrange space while allowing everyone a way to stand out and belong.



“As work migrates from task to creative, we are seeing less of a formalized hierarchy to space planning,” says Shawn Green, vice president of design and product marketing at KI. “Systems as we know them are complex to plan, install and reconfigure. Tattoo solves this issue by providing a level of additivity and simplicity that traditional systems cannot approach.”



Attendees will even be able to “tat up” at NeoCon with temporary tattoos. In partnership with Tattly, custom tattoos have been created by artists and inspired by KI and Pallas designs. Also in the KI showroom, Chicago artist Emmy Star Brown will be hand painting her tattoo-inspired art.

The Tattoo Collection allows users to move and modify their personal and collective spaces. This innovative approach to a systems-like solution encourages higher levels of personal privacy and interaction.

Tattoo simplifies the complexity of typical systems furniture and can be placed and moved without tools or the need to involve facilities. Unlike static and complex systems, Tattoo offers an unlimited array of workstyle solutions that are user centric, eliminating reconfiguration downtime and related costs.

“Designers can leverage Tattoo to help clients align their cultural, brand and functional needs by creating dynamic and engaging workplace settings,” Green says.

The Ruckus Mobile Height-Adjustable Lectern is the newest addition to the award-winning Ruckus Collection, which was introduced and won Best of NeoCon Gold in 2017. The lectern brings more mobility and freedom to teachers and students.

“With the roles of students and educators rapidly changing, learning tools must evolve,” Green says. “In 2017, KI redefined the look and functionality of the classroom with the Ruckus Collection. In 2018, the traditional lectern has been revolutionized as well.”

FourC Seating takes human-centered design and applies it to task seating for a user-adaptable and healthy seating choice. It enables proper sitting with intuitive adjustments and improves circulation throughout the body to increase energy. Its linear back portrays a clean, crisp design that elicits movement and easily transitions from space to space. A choice of seating styles are available and the body-hugging mesh is available in 12 colors.

New collections from Pallas Textiles, a subsidiary of KI, also will be shown at NeoCon 2018, including the Atelier Collection and Elemental Collection.

#### MANUFACTURER

## Groupe Lacasse Designer Tuesday Event

➔ Groupe Lacasse invites NeoCon attendees to share its passion for design in a brand new, spacious showroom at suite 1000 on the 10th floor at the Chicago Merchandise Mart.

The redesigned 10,000 square-foot showroom is ready to welcome visitors, putting on display Groupe Lacasse’s new products in superbly furnished spaces flooded by an abundance of natural light. A wealth of furniture solutions from Groupe Lacasse for commercial, health care or educational market segments will be



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Social Photo Booth! The first 200 design professionals to  
take a guided showroom tour will receive a designer tote bag.  
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filling the showroom. Make sure to check out these newly launched products:

- The completely revisited Nex collection by Lacasse. This sophisticated and beautifully executed office furniture collection exceeds all expectations of ergonomic performance and feel.
- IO and Radiance seating are new arrivals to the United Chair brand, offering

incomparable design, performance and value.

The Hip Hop High Back modular seating collection by Arold is progressive and chic while still providing privacy.

#### MANUFACTURERS

## Studio TK Opens New Showroom in Chicago

➔ Studio TK is opening its first-ever stand-alone showroom. Designed by Tolleson, showroom 1041 is on the tenth floor of The Merchandise Mart in Chicago, and its opening coincides with NeoCon.



“These are exciting times for Studio TK,” says Charlie Bell, Studio TK president. “In addition to our showroom opening in Chicago, we recently announced a new partnership with Artifort that enables us to distribute select furnishings in North America by the renowned Dutch firm. We will be exhibiting Artifort furnishings in our showroom. We will also be launching Borough and Cesto – our latest two Studio TK collections at NeoCon.”

The space was designed to embrace the Studio TK philosophy that “It’s OK to be human” and that, as humans, we desire choice and the ability to work how we want. The entrance conveys a gallery experience. Divided into two rooms, it serves as a vestibule where new products are introduced in a formal, gallery-like setting. The first new product encountered is the Cesto interactive collection of seating and table elements designed by Khodi Feiz. To the right, visitors will see another NeoCon introduction – the Borough modular seating collection from Christophe Pillet.

A small opening connects to a second, more dynamic room, with artwork and installations suggestive of the power of social engagement and interaction. This center space is devoted to a Studio TK brand exposition. Throughout this inner brand experience, visitors find more residential finishes and colors, and the transition from the blank gallery into a warm, vibrant experience is complete. Here, one also experiences a collaborative environment with Cesto poufs creating casual spaces that could be used in breakout rooms or areas of ideation. An alcove to the right highlights the new agreement with Artifort and includes a collection of four products celebrating the new partnership – the Beso seating collection, Pala lounge, Kalm lounge and Nina seating.

The rear of the exhibition will be home to a small cafe space with a full product map showcasing the the Studio TK line. A hospitality lounge will welcome groups in a relaxed environment.



## MANUFACTURERS

**HPFi Celebrates 60th Anniversary**

➤ High Point Furniture Industries is celebrating its 60th anniversary with a reception in its showroom at NeoCon on Monday.

**NeoCon**<sup>50</sup> Harry Samet and Larry Robinson founded High Point Furniture Industries in 1958. It remains a privately held business of the Samet family. The company's first products were novelty furniture items for the home (TV stands and LP record cabinets). HPFi entered the office furniture market in 1963 with the introduction of the first budget-priced wood desk — the 100 Series. Prior to that, low cost desks were primarily constructed of metal, while wood desks were much more expensive.

“The 60th Anniversary is truly a milestone for the HPFi organization” says Doug Gaines, vice president of sales for HPFi. “We have witnessed many changes in our industry over the years. Yet, our brand has a strong momentum, and our market relevance is trending in the right direction as we look forward to the next 60 years.”

## FLOORCOVERING

**NappaTile to Debut First Showroom at NeoCon 50**

➤ NappaTile's new showroom (suite 1064) is set to debut at NeoCon 50 along with a new collection and the brand's acoustic faux-leather wall tiles. Pushing the boundaries of expected design, the new space is curated to captivate its audience. Parting from the standard white showroom, the dark backdrop creates a black envelope — designed to highlight the graphic, vivid panels of functional wall art. Enthralled by the contemporary esthetics of pop art, the NappaTile showroom's black outlines and bold hues showcase the products' artistic freedom and creative possibilities.

Collaborating with artist and designer Elodie Blanchard, NappaTile will introduce The Elodie Blanchard Collection at NeoCon. The faux leather wall tiles include a series of large-scale, graphic patterns along with intricate, small-scale motifs. Offered in a variety of standard colorways — custom color, texture and product can also be selected from the parent company's large assortment of faux leathers and wovens.

Included in the fall 2018 launch will be NappaTile's first acoustic tile collection. Carefully crafted to reduce noise and control sound, the acoustic tiles are wrapped in beautiful, sound-absorbing faux leather. Each panel is offered in a variety of depths, shapes and sizes to balance sound in all spaces. With the luxurious appearance of real leather but the durability and price of faux leather — the acoustic wall tiles provide functional wall art to any interior space.

## COMPONENTS

**OMT-Veyhl USA is going to NeoCon**

➤ OMT-Veyhl USA is excited to be exhibiting at Chicago's Merchandise Mart at this year's NeoCon. The company is committed to providing solutions only to OEM furniture manufacturers and aims to bring even more to its partnerships by engaging in conversations about R&D, BIFMA LEVEL and market trends, as well as Omnia, its new product preview.

**NeoCon**<sup>50</sup>

“The research and data we gather at NeoCon will directly impact our furniture product offerings and help to strengthen our innovation and capabilities,” the company said on its website, inviting attendees to join the conversation on the seventh floor in booth 10038, “as we work to continuously improve upon our partnerships, processes, products and environmental stewardship.”

## TEXTILES

**Nevers Partners with Cambria**

➤ Nevers Industries is partnering with Cambria on the most expansive quartz palette in the world.

**NeoCon**<sup>50</sup> At NeoCon in June, Nevers will feature Cambria's newly released Levven design, integrated with Nevers' Contemporary Americana table collection. As part of the partnership, Nevers intends to release new products in the future incorporating innovative and proprietary quartz designs from Cambria.

“The partnership with Cambria represents two Minnesota, family owned businesses with a legacy of quality working together to introduce design focused products into the contract furniture marketplace,” says Chris Evenstad, CEO of Nevers.

Nevers has been building tables and case goods with high design for conferencing and executive environments for more than 40 years. Cambria is a producer of made-in-America natural stone.



## MANUFACTURERS

**40 Years of JANUS et Cie: Marking the Milestone**

➤ JANUS et Cie is celebrating its 40th anniversary in 2018. Founded by industry visionary Janice Feldman in 1978, the company has grown from a one-showroom for furniture to a leading source for contemporary lifestyle furnishings and accessories across the globe.

In the spirit of the company's namesake Janus, the Roman god with two heads, one looking forward and the other looking back, this milestone marks the perfect occasion to look back at what has been accomplished and forward to the exciting path ahead.

JANUS et Cie's original showroom in Los Angeles' Pacific Design Center went on to become an industry leader with more than 300 employees, 19 flagships and 18 sales offices around the world. What began as a representative firm for established manufacturers evolved into a luxury source with more than 6,000 exclusive textiles, accessories and furnishings for the global interior, exterior, residential and commercial markets. To date, JANUS et Cie has earned more than 100 international acclaims, including the renowned Red Dot award, Best of NeoCon and numerous Good Design awards.

Feldman's personal evolution is particularly noteworthy. As JANUS et Cie moved away from representing other companies and into exclusive manufacturing, Feldman continued to grow the



business with strategy and success, while also honing her role as a designer. Recent best-selling collections have been born from her ideas or through collaboration with top designers like Jorge Pensi, Michael Vanderbyl, Orlando Diaz-Azcuy, Piero Lissoni and Paola Navone.

“JANUS et Cie and I are one,” says founder and CEO Feldman. “I am so fortunate that the company provides a foundation and driving force for my passions — design, business, craft and beauty. It has been an eventful, exciting 40 years. The product alone, with innovations in materials and construction, is something I am deeply proud of — but the et Cie, meaning ‘and company,’ in JANUS et Cie has made it all the more special. My memories and lessons from craftspeople, designers and colleagues are invaluable. And I truly believe we are just getting started.”

With the 2016 acquisition of JANUS et Cie by Haworth and Poltrona Frau Group, the road ahead is paved with more opportunity. JANUS et Cie already has introductions slated for Salone del Mobile in Milan, new talent lined up for collaboration and the open mind and heart that has allowed for such style and innovation to materialize for 40 years and counting.

#### DEALERS

### INDEAL Launches Online Sales Training Tool for its Dealers

➔ As members of the premier dealer organization for the contract furniture industry, INDEAL dealers enjoy access to a comprehensive array of live and virtual education and training programs. Now, those resources are being enhanced with the addition of the INDEAL Sales Academy, an online series of results-oriented training videos designed to provide knowledge and expertise relative to professional selling skills and the contract furniture industry.

On the sales side, courses cover developing the value proposition, defining the target market, managing the sales funnel and more. In addition, contract furniture industry modules offer separate introductions to products, pricing and order fulfillment, as well as training on building customer relationships and positioning one’s self as a solutions provider for clients.

“In an industry as competitive as the contract furniture industry is today, a well-trained workforce can serve as a key market differentiator for any dealership,” says Dave Gatherum, INDEAL co-founder. “The new INDEAL Sales Academy adds an exciting new dimension to our efforts to help members build such a workforce and provides valuable new support both for new hires and existing staff.” For more information, email [training@indeal.org](mailto:training@indeal.org).

#### MANUFACTURERS

### Kimball Partners with Live Life Nice to Help PTSD Soldiers

➔ Kimball’s heritage is built on a culture of caring that extends beyond what it makes by supporting its customers, communities and the world. That’s why Kimball believes in start-up companies like Live Life Nice. The company was developed by an entrepreneur in the Sixers Innovation Lab crafted by Kimball. It is a cause-driven company dedicated to motivating and inspiring people to be nice and to do nice. The showroom will feature a maker station in the design hub at NeoCon, where attendees can create custom, hand-stamped dog tag necklaces or pick from pre-made options. For every dog tag, Kimball will donate \$1 to K9s 4 Dogtags, an Indiana nonprofit organization that pairs soldiers with PTSD and shelter dogs together.

#### MANUFACTURERS / AWARDS

### More Thunder Down Under: JumpSeat Wins 2018 Good Design Award

➔ Sedia Systems’ JumpSeat has won Australia’s Good Design Award Best in Class in the product design category, the latest honor for the innovative space-saving seating collection.

The award was presented at the Good Design Award’s 60th-anniversary celebration in Sydney’s Opera House on May 17.

The jury praised JumpSeat for its striking design and clever functionality. “The seats create a gorgeous space when used as auditorium/theatre seating,” the jurors wrote. “Overall, this is an outstanding piece of design that meets a need in an elegant and innovative way. So simple in appearance and use, but fabulously clever in design and engineering.”

Sedia Systems introduced Ziba Design’s JumpSeat to the North American market at NeoCon 2012. It debuted in the Australian market in 2017. JumpSeat will be featured in Sedia Systems’ showroom (suite 11-121) in The Mart during NeoCon.



#### MANUFACTURERS

### Legrand AV Division Unveiled a New Commercial AV

➔ Legrand has unveiled a commercial AV go-to-market strategy to better serve its U.S. commercial integrator customers through its recently formed Legrand AV Division.

Scheduled to launch Sept. 1, the new method plays to the strengths of its commercial AV brands while leveraging an expanded sales team structure to help customers solve their AV integration challenges. At launch, customers will benefit from one go-to resource for all brands backed by a team of product specialists, additional inside sales support, channel experts and a group dedicated to driving sales leads to customers.

“Legrand is committed to serving the professional AV industry, and we’re continually working to improve how we go to market in an effort to be the easiest partner to do business with,” says Steve Durkee, senior vice president/general manager, Legrand AV Division.

“As we’ve continued to add brands to our portfolio, we realized it was causing complexity for our customers. That’s why we have been diligently gathering customer input, evaluating our markets and benchmarking successful models to ensure we are meeting their needs. We are excited to officially put this strategy into action in the coming months. We truly feel that we will be a better partner by building a sales and marketing structure that more closely aligns with our customer’s needs.”

Having a single contact is something customers have been asking for as commercial AV brands have been brought together, notes Mike Baker, senior vice president/general manager Legrand



AV Division. “Now they will have that one key contact as well as an expanded group of sales experts focused on their every need – from product specific information to opportunity development,” he says.

Over the next 90 days, Legrand will work to put in play the new strategy. Until that time, the current strategy and customer contacts remain business as usual.

#### MANUFACTURERS

## National Office Furniture Receives Governor’s Safety and Health Award

➔ National Office Furniture, a unit of Kimball International, has been recognized by the Kentucky Labor Cabinet as a recipient of the 2017 Governor’s Safety and Health Award.

This award recognizes outstanding safety and health performance and encourages the development of programs designed to reduce and even eliminate occupational injuries and illnesses. National received the award for its 2017 performance of 584,951 production hours worked without a lost-time incident by employees.

“Working over 580,000 hours without a lost-time injury is no small task,” says Labor Secretary Derrick Ramsey of National’s first Governor’s Safety and Health Award.

“At National, we are very passionate about our vision of being injury free and receiving the Kentucky’s Governor’s Safety and Health Award is an honor,” says Mike Potter, Danville plant manager. “This milestone demonstrates the commitment of our management team and the engagement of our employees to make good safe choices every day. However, it is just a milestone; we will continue our daily journey to be injury free. The real value of the award is knowing that our people worked safely for a half of a million hours.”

#### REPRESENTATION

## SIXINCH North America Announces New Sales Representative

➔ Furniture designer and manufacturer SIXINCH North America, a division of Wieland Designs, has announced the appointment of Green River Furniture as a new sales representative in Ontario, Canada.



Rivers

Green River’s Firm Principal David Rivers will be representing both SIXINCH and Grove by SIXINCH to the architect and design community in Ontario.

“SIXINCH brings a great portfolio with unique standard and custom designs,” Rivers says, adding it’s new look that lets A&D firms put their stamp on a project.

“David is an established contract furniture rep with phenomenal design sense; but, more importantly, he’s a personality you enjoy being around,” says Josh Sweazy, director of sales for SIXINCH North America. “His company fits our brand, and we’re excited to have him join our team.”

Green River Furniture has more than 18 years in contract furniture. It supplies contract office, educational, hospitality and residential furniture. Product offerings include collections with furniture designs by Mac Stopa, David Fox, Rainer Mutsch and Pieter Jamart.

#### CAREERS

## Henricksen Names Two Leaders in the New York Market

➔ Henricksen has added two leadership positions in its New York office. Keith Cooper has been hired as Director of Sales and Dominick Sanginito has been promoted to Sales Operation Manager. Together, they will oversee Henricksen’s growth in the region.



Cooper

Sanginito

With two decades in the furniture industry, Keith Cooper specializes in the marketing and selling of high-design products to architects, designers, and end-users. Keith will lead Henricksen’s New York sales team and will direct sales strategy, relationship development, and mentorship initiatives. Keith joins Henricksen from Allermuir where he served as Sales Director for the East Coast. There he was instrumental in establishing the furniture manufacturer’s New York presence, opening two stand-alone showrooms, and improving processes to serve the New York design community better. Before Allermuir, Keith worked with Coalesse in New York.

Russell Frees, Principal and Executive Vice President overseeing Henricksen’s New York and Chicago markets, said “Keith’s experience growing furniture brands in the New York market will enhance our initiatives significantly. He has a reputation for creating a positive, energetic, and motivated culture in which salespeople thrive and clients are satisfied – talents that are highly prized by Henricksen as we manage our growth in the New York marketplace.”

Dominick Sanginito has been promoted to Sales Operation Manager for the New York office. Dominick’s responsibilities include ensuring Henricksen’s teams are properly resourced and supported in their delivery of superior service and product solutions. Dominick, one of the first employees recruited by Henricksen when the New York office opened in 2013, is a highly regarded veteran of the New York contract furniture industry having worked with Innovant, EvensonBest, Benhar Office Interiors, and Tobron Office Furniture over the last thirty years.

Frees added “Dominick’s commitment to process, consistency, and execution has been the backbone of Henricksen’s success since we entered the New York market 5 years ago. His leadership has been instrumental in Henricksen’s ability to deliver superior client experiences and quality installations for clients like AIG, Morningstar, Abrams Publishing, Prudential, and Bank of America.”

#### CAREERS

## Kimball Announces Personnel Addition

➔ Kimball has added Gerhard Stadel as market sales manager in Southern California.



Stadel

Stadel joins Kimball from Milliken & Company, where he was a territory account manager handling all aspects of contract sales and new account acquisitions in his territory. Prior to this he was with Corporate Business Interiors as a senior account manager for 10 years. He also worked at Tangram Interiors for seven years.

Stadel was with the United States Army/California National Guard as a corporal-infantryman and combat engineer. He attended Devry University and graduated magna cum laude with a Bachelor of Science in network and communication management.



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**BELOW**

**INDEPENDENT SALES REP WANTED**

REPRESENTATION/REP GROUPS WANTED  
 Growing mid-market design-oriented seating  
 company



We are looking for a reputable, highly motivated group or individual to join our team as the Michigan rep. We are known for quality, ergonomic seating at a range of price points. If you have an understanding of the contract seating market and established relationships with the a+d community, dealers, end users, GSA, and more, we'd like to talk!

**Terrific opportunity to join a reliable industry resource with a reputation for integrity and loyalty. Interviews are being scheduled now, please contact us immediately at [marketing@omseating.com](mailto:marketing@omseating.com)**

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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

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**PAGE 77**

**SPECIAL-T IS LOOKING FOR INDEPENDENT REPS**

REPRESENTATION/REP GROUPS WANTED

Seeking Independent Sales Rep in Major Markets



Special-T is looking for highly motivated Independent Reps in major markets and nationally to represent our outstanding line of tables for opportunities in the following sectors:

- Hospitality
- Corporate
- Government
- Healthcare

With industry leading table options, stellar customer service, quick ship programs and strong commissions, Special-T offers Reps the ability to significantly increase their line package and income.

[www.SpecialT.net](http://www.SpecialT.net)

Contact:  
[michael@specialt.net](mailto:michael@specialt.net)

for more information and consideration.

**SEEKING LINES**  
 Manufacturer needing representation?



Contract Furniture Professionals, a NEW Architectural Interiors and Contract Furniture Rep Firm covering FL, AL, TN, OH, KY, IN, MI and Western PA, is seeking lines to enhance their current package.

Interested manufacturers, please email:  
[insidesales@contractfurniturepros.com](mailto:insidesales@contractfurniturepros.com)  
 or [barmacost@contractfurniturepros.com](mailto:barmacost@contractfurniturepros.com)

**RENDERING & ANIMATION SERVICES/DESIGN**



With over 20 years of experience in contract interiors, **Alexie Robbert Studio** has built a reputation for providing Reliable, Affordable, High Quality rendering & animation services.

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| Product Marketing     | 3D Modeling       |
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**INDEPENDENT SALES REPS WANTED**

REPRESENTATION/REP GROUPS WANTED  
 Nationwide Search



Okamura has been creating dynamic products for the workplace since 1945 that push the boundaries of conventional design. Okamura's attention to detail, simplicity through design, and industry leading manufacturing processes are known worldwide. We are one of the largest manufacturers of furniture in the world and our strength lies in extensive knowledge and technological expertise across many fields. From industry leading seating solutions, height adjustable workstations, collaborative environments, and spectacular conference tables, the Okamura product offering continues to evolve and grow.

We are seeking Independent Representatives across the US that are motivated, well established, and capable of building strong brand awareness in their respective regions.

Read more about Okamura and our products at:

<http://www.okamura-us.com>

For details, contact Okamura in Chicago by visiting our showroom at the Merchandise Mart or sending an e-mail to: [chicago@okamura-us.com](mailto:chicago@okamura-us.com)

**KJ STUDIOS**

SEEKING INDEPENDENT REPRESENTATIVES  
 office signage and accessories



An innovative and fast-growing company producing work station signage and accessories, is looking to expand in many geographic territories.

We offer Versatile, Changeable, Easy to sell products, de-



signed to complement office systems work stations as a profitable value added ancillary furniture sell.

Selling through dealers, KJ Studios has an enthusiastic following of large corporate end user customers including Cardinal Health, FedEx, Nationwide, Mastercard and Alcoa.

We provide a generous rep commission rate. Our excellent customer service combines a depth of product application knowledge, project samples and quick turnaround on quotes. Strong dealer support and our REV Rewards program make this line easy to sell.

Qualified candidates would be highly motivated, well established independent multi-line representatives with additional ancillary lines (such as ergonomic products), and strong contract furniture dealer relationships.

**If you would like to grow with us, please call Kathleen Stone 614-783-4604 or email [kstone@kjstudios.com](mailto:kstone@kjstudios.com)** for an introductory conversation and information.

**We look forward to hearing from you.**

## SEEKING INDEPENDENT SALES REPS/REP GROUPS

REPRESENTATION / REPS WANTED

New York City, Western US

Studio Wise ([www.studiowisedesign.com](http://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](mailto:sales@studiowisedesign.com)



studio wise

## BARESQUE USA

REPRESENTATION / REPS WANTED

LUCERE LOOKING FOR GREAT INDEPENDENT REP GROUPS



Baresque USA is building a team of Independent Reps in major markets, and nationally to represent Lucere, an innovative Resin, Architectural Element offering that provides extensive specification and project opportunities in the following sectors: Hospitality, Corporate, Retail, Healthcare

Should you have experience with Architectural Glass, Resin or strong relationships in the Contract Market, with Hospitality Properties and Buying Groups, we would love to partner with you.

Your ability to generate specifications in relevant projects will significantly impact your business sales volume. Lucere will quickly become a lead product offering in your line package.

Lucere By Baresque; Great Culture, People, Story and Emerging Brand. Strong Commission Program, National Sales Training and Support, Customer Service to enhance your line package.

**Please check out the product at:**  
<http://www.baresque.com.au/products/translucent-surfaces>  
**Contact:**  
[Douglas@baresque.us](mailto:Douglas@baresque.us)  
for more information and consideration.

## DIVISIONAL SALES MANAGER (NORTH EAST)

MANUFACTURER SALES

**Exciting opportunity available for a Divisional Sales Manager with Safco, remote position.**



AND



As a Divisional Sales Manager (North East) with Safco-Mayline, you will play an integral role on our sales team in a position dedicated to growing market share of products which include furniture and accessories that enhance how people work & learn. The Divisional Sales Manager is responsible for developing and executing sales and marketing strategies that drive revenue growth through our relationships with independent rep groups, contract dealers (aligned and unaligned), national account partners and detailers throughout the North East.

Contact us today if you have a proven track record of success maintaining and growing existing customer relationships, and experience managing independent multi-line rep groups. Bachelor's degree or equivalent experience in a relevant area, with at least 5-7 years of sales and/or marketing experience; prior experience in the commercial furniture industry is preferred.

This role will be a remote position, requiring up to 50% travel, reporting to the National Sales Manager at the Company HQ in Minneapolis, MN.

**To learn more visit:**  
<http://jobs.libertydiversified.com/posting.php?ReqGuid=1509>

**Qualified applicants may submit their cover letter (optional) & resume to:**  
[Careers@libertydiversified.com](mailto:Careers@libertydiversified.com)



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## JUNIOR GRAPHIC DESIGNER

MANUFACTURER DESIGN

**Growing mid-market design-oriented seating company in Ontario, CA**



We are looking for a full-time, entry level graphic designer to join our dynamic marketing department. The ideal candidate will be proficient with InDesign, PhotoShop, and Illustrator. Strong writing skills are a must, and familiarity with Mailchimp is preferable. Position will be responsible for communicating information and sharing assets with our sales rep family throughout the country, creating one sheets, presentations, flyers, and invitations, and the like. OM offers an energetic, friendly environment and the possibility for growth and advancement.

OM offers an energetic, friendly environment and the possibility for growth and advancement.

**Contact:**  
[marketing@omseating.com](mailto:marketing@omseating.com)

## GOVERNMENT CONTRACT SPECIALIST IN ATLANTA AREA

MANUFACTURER SALES

**Seeking to hire a Government Contract Specialist for full time position**



Special-T, an established table manufacturer and distribution company headquartered in Alpharetta, GA is seeking to hire a Government Contract Specialist for full time position to man-



age their contracts and assist with obtaining new state and national contracts in US.

**This person will be responsible for:**

- Assisting in developing responses to government and national contracts
- Manage all government and national contracts
- Maintain government sales tools
- Monitor and act as a company representative to the government market
- Act as a company representative to GSA and other government contracts
- Prepare and review responses for state and/or government proposals
- Process contract modifications as needed
- Assist in GSA audits
- Provide information and assistance on government RFQs and projects
- Maintain, review and manage all state/federal annual registrations and reporting requirements
- Other duties as assigned

**Requirements:**

- Experience in contract or administrator role; government contracts administration is required; experience with all types of state and government contracts is desired.
- Ability to provide excellent customer service
- Strong technical proficiency required, including Microsoft Office products
- Excellent written and verbal communication skills in a dynamic environment
- Strong organizational, time management, attention to detail and analytical skills
- Ability to work independently as well as in a team environment; offer constructive feedback and direction to support goals

**Interested candidates should submit a resume and cover letter to Tatiana Rodoslavova:**

[tatiana@specialt.net](mailto:tatiana@specialt.net)

## DESIGN DRAFTSMAN IN ATLANTA AREA

MANUFACTURER DESIGN

Special-T is hiring a Design Draftsperson to join our growing team! Entry-level applications are welcome.

# SPECIAL

Special-T, an established table manufacturer and distribution company headquartered in Alpharetta, GA looking for a design draftsman to join our new product development team. This person will be responsible for the timely and accurate creation of complete manufacturing drawing packages; acquire a fundamental knowledge of in-house and vendor manufacturing capabilities and product families and create efficient designs that effectively meet internal and external customer needs.

**KEY RESPONSIBILITIES:**

Generate 3D models of parts and assemblies as well as complete manufacturing drawing packages based on criteria established by Product designer, Design Engineer and Manufacturing.

**EXPERIENCE & SKILLS:**

- Strong initiative and positive attitude
- Strong technical and mechanical aptitude
- Willingness to work hands-on with product assembly and testing
- Ability to work effectively with superiors and peers to resolve issues and implement change.
- Well organized and task oriented, with attention to detail and follow through.
- Competence with computer technology and appropriate software applications.
- Strong working knowledge of SolidWorks or equivalent software
- The ability to read and interpret design drawings
- Microsoft Office, specifically Excel and Word

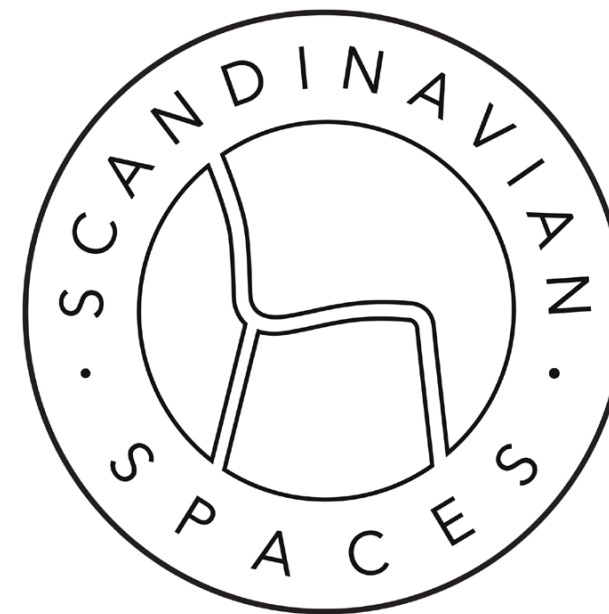
**Interested candidates should submit a resume and cover letter to Brandon Byess:**

[bbyess@SpecialT.net](mailto:bbyess@SpecialT.net)

## TERRITORY SALES MANAGER – NYC

SALES

Represent something new, exciting and be part of a great team



Scandinavian Spaces is a new curated portfolio of selected brands that fills almost every commercial furniture need. Our brands offer cutting edge furniture and interior solutions for the modern-day work environment. With a foundation rooted in Nordic design, we stay true to our core values – minimalism, ergonomics, and sustainability.

Key Responsibilities:

- Develop a detailed and strategic sales plan to build market share with a focus on key commercial Architecture & De-

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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

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sign firms and Dealers.

- Maintain and grow relationships with top specifiers in the A&D community; Call on strategic architecture and design firms to drive specifications locally.
- Work with Marketing Dept. to consistently communicate business and design trends
- Attend and participate in trade and industry events (IIDA, NEWH, Neocon, ICFF, etc.)

**Please send cover letter and resumé to:**

[careers@scandinavianspaces.com](mailto:careers@scandinavianspaces.com)

## MULTIPLE POSITIONS - REGIONAL SALES MANAGERS; INTERIOR DESIGNER



the **furniture** team  
S.P. RICHARDS COMPANY

S.P. Richards is growing in the furniture category and looking for new people. Our Furniture Regional Managers help our dealers to grow their furniture business with product training, design assistance and even end user calls. Now is your chance to join a growing and exciting team.

S.P. Richards is searching for a Furniture Regional Sales Manager located in the Atlanta, GA market. The territory includes Georgia, North Carolina, South Carolina and Florida. We are looking for someone with at least 5 years of commercial furniture experience, has relationships with furniture dealers and loves to travel. We offer a competitive salary, annual bonus opportunity, company provided vehicle, company credit card and many more great benefits.

**Apply now at:**

<http://jobs.genpt.com> and search requisition number 251817.  
EOE M/F/D/V



## TECHNICAL OEM SALES REPRESENTATIVE

OEM SALES



innovative

Join a growing ergonomic monitor mount manufacturer.

Innovative Office Products is an industry-leading designer and manufacturer of sit/stand products, monitor mounts, and tablet mounts. We provide award-winning ergonomic solutions to the commercial office market. This TSR position is an opportunity to work in our collaboration with a major manufacturer of commercial office furniture.

The ideal candidate is located in the Midwest or Northeast.

If interested, please contact Charity Piomelli at:  
[CPiomelli@innovativeworkspaces.com](mailto:CPiomelli@innovativeworkspaces.com)  
or call 800-524-2744.

## REGIONAL SALES MANAGER – DFW, AUSTIN TEXAS

HAT Contract is expanding our sales force in the DFW/Austin market and looking for a highly motivated Regional Sales Manager to help grow our brand and business.



### Key Responsibilities

- Develop and execute strategic plan to achieve sales target
- Develop a strong understanding of HAT products and HAT's culture
- Build and maintain strong relationship with dealer network
- Educate and train dealers on HAT's products and programs
- Partner with dealers to provide creative/cost efficient HAT solutions
- Competitive Insight: Know HAT's competition in each market to better position and sell HAT products

### Requirements

- Proven furniture sales experience, meeting and exceeding targets
- Ability to comfortably communicate, present and influence at all levels in a dealer/client environment.
- Proven ability to articulate the distinct benefits of our products and services.
- Excellent listening, negotiation and presentation skills.
- Excellent verbal and written communication skills.
- BA/BS degree

### Qualified and interested candidates to contact:

[andrew@hatcontract.com](mailto:andrew@hatcontract.com)

### or go to:

[www.hatcontract.com/careers](http://www.hatcontract.com/careers)

for more information.

## MULTIPLE POSITIONS - REGIONAL SALES MANAGERS; INTERIOR DESIGNER



thefurnitureteam  
S.P. RICHARDS COMPANY

S.P. Richards is searching for a Furniture Regional Sales Manager in the Dallas, TX market. The territory includes Texas, Oklahoma, Louisiana, New Mexico and Colorado. We are looking for at least 5 years of commercial furniture experience and loves to travel. We offer a competitive salary, annual bonus opportunity, company provide vehicle and company credit card.

### Apply now at:

<http://jobs.genpt.com> and search requisition number 253162.

EOE M/F/D/V

S.P. Richards is searching for a Furniture Regional Sales Man-

ager in the Atlanta, GA market. The territory includes Georgia, North Carolina, South Carolina and Florida. We are looking for at least 5 years of commercial furniture experience and loves to travel. We offer a competitive salary, annual bonus opportunity, company provide vehicle and company credit card.

### Apply now at:

<http://jobs.genpt.com> and search requisition number 251817.

EOE M/F/D/V

S.P. Richards is searching for an Interior Designer based in our Headquarters in Atlanta, GA. The responsibilities include space planning, project management, bid management, working with Furniture Regional Sales Managers on key furniture opportunities and working in Giza/20-20. Education requirement is a Bachelor's degree in Design with a minimum of three years of commercial furniture experience.

### Apply now at:

<http://jobs.genpt.com> and search requisition number 251813.

EOE M/F/D/V

## 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](http://tremain.com.mx)

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