

STUDIO TK

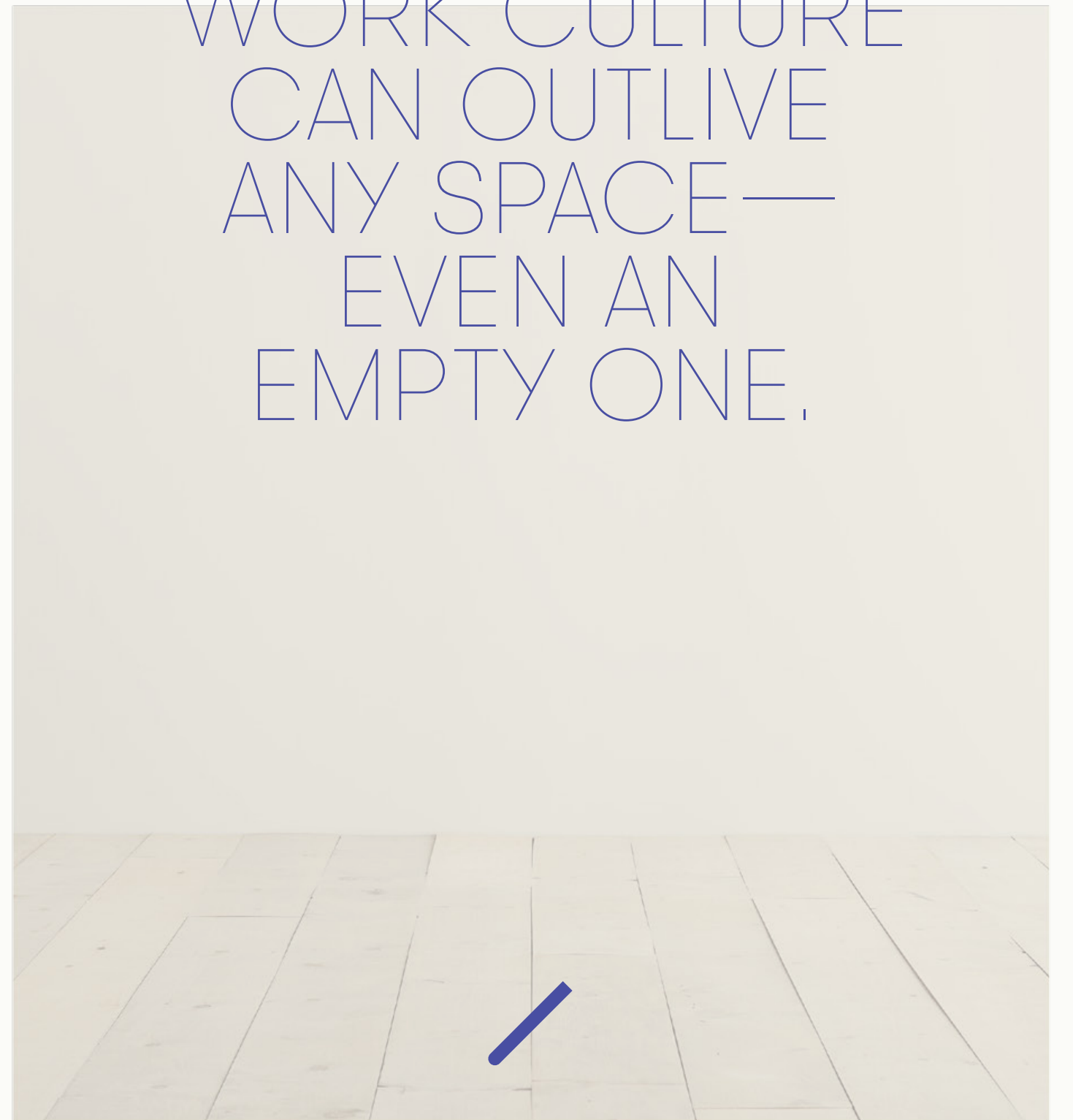
# social spaces

VOL. 01

IQ—EQ



A RESILIENT  
WORK CULTURE  
CAN OUTLIVE  
ANY SPACE—  
EVEN AN  
EMPTY ONE.



# BECAUSE WORK CULTURES START FROM WITHIN.

They burrow deep in our ideals and aspirations, flow effortlessly through our interactions and expressions.

When our work culture takes hold, it becomes part of our identity, nearly inseparable from who we are or the way we get things done.



# AND YET, THEY CAN SURPRISE US IN THE MOST UNEXPECTED WAYS.

It's as though lying beneath the surface is a sleeping giant waiting for the right set of conditions to provoke something truly spectacular in the workplace.

And often, all it takes is a gentle nudge or a subtle cue to reveal a culture's intrinsic potential. That's why social spaces matter.



SOCIAL SPACES  
CREATE RICH  
ENVIRONMENTS  
RIPE FOR THE  
WORK CULTURE  
TO THRIVE.

By aligning the performance (IQ) and poetics (EQ) of the workplace, they can unleash an alchemy of new thinking that previously lay dormant.

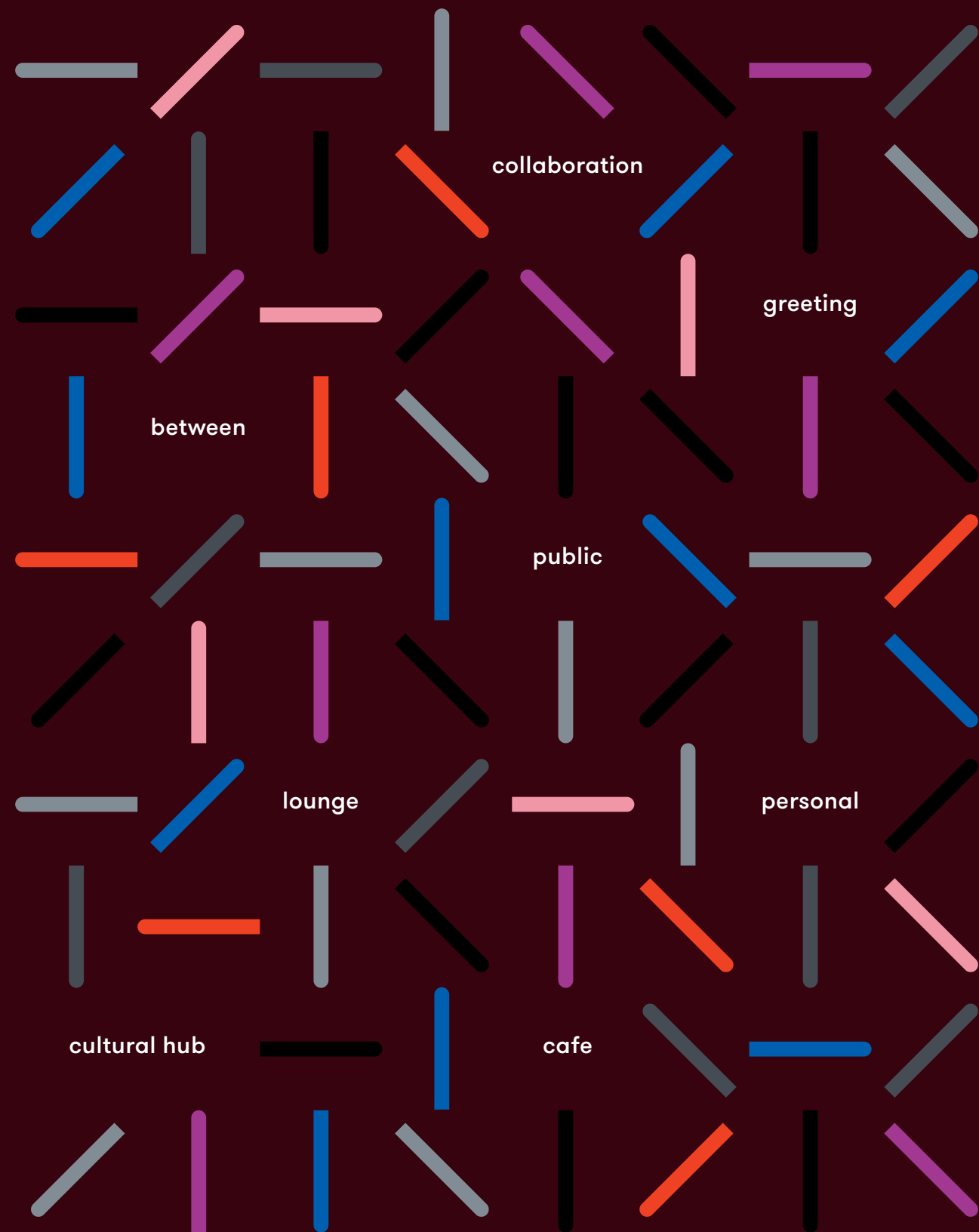
They can cultivate happy accidents and serendipitous encounters. Aesthetically stimulate well-being and personal balance.



SOCIAL SPACES  
DO NOT DEFINE  
THE WORK  
CULTURE.

THEY  
LIBERATE IT.





SOCIAL SPACES  
NEED PRODUCTS  
THAT ARE ROOTED  
IN IQ AND EQ  
THINKING TO MAKE  
THE WORK CULTURE  
TRULY SING.



dual  
toan nguyen

SAY HELLO  
TO DUAL, A  
DYNAMIC SEATING  
COLLECTION  
DESIGNED TO  
CELEBRATE  
EXPRESSION  
AND ELEVATE THE  
CONVERSATION.



dual  
toan nguyen

**IQ— Posture Perfect**

Find the right posture for every occasion. A low-back chair for the relaxed and casual collaboration. A high-back chair for when you need time to unwind and recharge. Sit up straight or sink into conversation.



**Detail—** Seaming accentuates the natural contours



**EQ— One-of-a-Kind x 2**

The duality of material options offers a seat ripe for expression. Upholster it in a single color, choose two, or split the difference with a partially opaque knit base available in eleven finishes, including five accent colors.







**IQ— Swivel, Swivel**

Each chair is equipped with a return-to-center swivel. This subtle gesture can change a static setting into a dynamic space that keeps the conversation flowing and ensures good ideas spread far and wide.



EQ— A Warm Welcome

Home is where the heart is, but the office needs heart too. The lounge design introduces a residential aesthetic to create a welcoming environment for focus and recharge—so that work doesn't feel like work.



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IQ

CREATING  
HAPPY  
ACCIDENTS—  
BY DESIGN



In 15th century Florence, the House of Medici had become one of the most powerful ruling dynasties in Europe. History looks back at the Medicis as having ushered an era of peace and stability into an otherwise volatile region. And yet everything they achieved politically was least among their successes. Outside of their public affairs, the Medicis were patrons of the arts and sciences. They sponsored people from all fields and disciplines to pursue their craft in Florence. For many in the Medici family, this was their passion project writ large. But little did they realize that by bringing a cross-section of artisans together and affording them the independence to create without precept or expectation, the Medicis would contribute to one of the most creative periods in human history: the Renaissance.

This story is instructive for two reasons. First, it reminds us that our beliefs, values, and ideas are innate. Whether we're a 15th century sculptor moving from Venice to Florence or a 21st century company moving from Vancouver to Fort Worth, everything we know and believe travels with us. Second, under the right set of conditions—whether in a city or an office—our ideas can give birth to something even bigger and more consequential. As the Medicis demonstrated, when we break down barriers, improve accessibility to other people, and build a permission structure that values individual autonomy over prescription, we can unleash a groundswell of new thinking and expression.

It's from this story that management consultant and author Frans Johansson coined the term "The Medici Effect." Johansson argues that while the Medicis never intentionally aimed to usher in the Renaissance, they established that breakthroughs can be achieved when you foster an environment that allows for seemingly unrelated ideas to mingle. Johansson's theory is rooted in a notion he calls, "intersectional thinking." It's the belief that

*when you allow people from different disciplines and backgrounds to intersect, you increase the likelihood of growing everyday ideas into extraordinary ones.*

These "happy accidents," as they're often called, occur all the time. The problem, however, is that we initially attribute success to logic and reason. "Our mind abhors these serendipitous explanations, and searches for convenient patterns instead," says Johansson. "Ask for the keys to career success and you'll get logical explanations, recommendations, pathways and approaches. Then ask someone how he or she became successful and suddenly it becomes a story of serendipitous encounters, unexpected changes in plans, and random consequences."

BREAKTHROUGHS  
CAN BE  
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Steven Johnson, author of “Where Good Ideas Come From,” cautions that we are quick to attribute big ideas to a singular instance of clarity—a “eureka!” moment—when in fact, “a lot of great ideas linger on, sometimes for decades, in the back of people’s minds.” Johnson argues that ideas compound and require spaces like the 17th century English coffeehouses, “where you have lots of different ideas (coming) together; different backgrounds, different interests, jostling with each other, bouncing off each other.” Much in the way the Medicis helped cultivate the Renaissance, English coffeehouses were instrumental in bringing about the Age of Enlightenment. It was the coffeehouse’s communal nature and open architecture that nurtured the exchange of ideas. But arguably, even more important than acknowledging architecture’s role was a growing realization that

“we take ideas from other people, from people we’ve learned from, from people we run into in the coffee shop, and we stitch them together into new forms and we create something new.”

When we accept that ideas thrive in the company of other ideas, we can begin to address how space can best support those interactions. It’s one thing to run a coffeehouse; it’s another to run a company with employees sprawled across building wings and floors. Steve Jobs understood this when he set out

to design Pixar’s offices.

“If a building doesn’t encourage (unplanned collaborations), you’ll lose a lot of innovation and the magic that’s sparked by serendipity.

So we designed the building to make people get out of their offices and mingle in the central atrium with people they might not otherwise see.” John Lasseter, Pixar’s Chief Creative Officer, immediately experienced what Jobs was aiming to create. “Steve’s theory worked from day one. I kept running into people I hadn’t seen for months. I’ve never seen a building that promoted collaboration and creativity as well as this one.”

What Pixar was able to nurture is what author Matt Ridley provocatively calls, “when ideas have sex.” Ridley makes the persuasive case that

humans and, by extension, the cultures they create, are built on exchange.

The exchange of ideas, he asserts, is a uniquely human characteristic, and is ultimately what allows cultures to thrive. By way of example, Ridley points to Tasmania, which, due to rising sea levels, became an island 10,000 years ago, completely cut off from Australia. “The people on it not only experienced slower progress than people on the mainland, they actually experienced regress.” Now, 10,000 years later, research is reaffirming that whether we’re discussing the geography of a landmass or the layout of an office space, continuous human contact and the transacting of information are vitally important to progress.

In a series of experiments conducted by Dr. Alex Pentland and his team at MIT’s Media Lab, office workers were equipped with electronic badges to capture information about their communication, ranging from body language and vocal tones to which colleagues they interacted with and how often. What they found was that

communication was the most important predictor of team success, more than intelligence, personality, skill, and substance of the discussions combined.

That last factor—substance—is particularly interesting. The researchers found that idle chatter, even benign conversations about the weather, increased productivity. Dr. Pentland explains:

“When you’re chatting with others, you see people’s reactions to things—how other people live their lives and how seriously they take this sort of thing and how seriously they take that sort of thing. What you’re learning implicitly and tacitly from chatting is how to manage your life in job situations. Part of that is about actual job issues, but a lot of it is about your attitude toward the job and your attitude toward other people.”

This line of thinking is challenging the gospel of modern management. The problem, Dr. Pentland argues, is that management literature assumes that humans are isolated and rational beings, when in reality, they are imperfect and, by nature, social, finely attuned to the

nuanced moods and attitudes around them. In theory, highly structured and regimented workplaces are potentially undermining what would make their employees more productive and their companies even more successful. “It’s a bad thing to keep people chained to their desks because they’re actually out collecting information...people with different perspectives should sit near each other and work together.”

Dr. Pentland’s work is part of a chorus of thinking that is changing how we design at the intersection of people, culture, and space. Management and Organizational Behavior experts Anne-Laure Fayard and John Weeks have shown that the most effective spaces bring people together and remove barriers. Their studies on the impact of proximity draw on the work of Professor Thomas Allen, and the eponymously named Allen Curve. The Allen Curve shows that human interactions decline exponentially as the distance between workspaces increases. Allen demonstrated that beyond physical proximity, “functional centrality” to such things as entrances, restrooms, and coffee machines, proved most consequential.

To create conditions ripe for disseminating, exchanging, and growing ideas,

Allen proposed creating spaces designed around shared resources that would attract people from across the office.



IT'S NOT  
ENOUGH  
TO JUST CREATE  
A SPACE—  
MANAGEMENT  
NEEDS TO  
EMPOWER  
EMPLOYEES  
TO USE IT.

Fayard and Weeks also highlight the importance of a permission structure. If a culture sets norms for behavior, “people generally deem a space to be a comfortable, natural place to interact only if company culture, reinforced by management, designates it as such.” Fayard and Weeks make the case that it’s not enough to just create a space—management needs to empower employees to use it. Human Resources expert Jeanne Meister suggests that to create such an environment requires management to recognize that employees each have unique needs from their workplace. By providing a culture of choice, it allows “employees to decide where they want to work in the office each day, be it a collaborative space or a focused, quiet place.” This marks a shift away from standardization, which defined the old way of space planning. Ironically,

as the office has become more social, the experience for each employee is becoming even more personalized.

Throughout history, there are few constants. Among them: humans are innately different, yet uniquely connected by a common social fabric; and, ideas are innately human yet have no formal structure that connects them together.

This incongruence is in part because we haven’t created the right environment for ideas—and the cultures from which they originate—to thrive.

Much like a young seedling, culture needs to be nurtured. It needs the right conditions to grow and the ideal environment to propagate. It’s when things cross-pollinate that we begin to realize that the power of our culture is bigger than the sum of its parts.

These are the happy accidents we seek, but there’s no reason why they should be purely accidental. When we make an effort to break down barriers, improve accessibility to other perspectives, and create permission structures that value personal autonomy, accidental anomalies become intentional norms.

bevy  
mario ruiz

THIS IS BEVY,  
A DYNAMIC  
TABLE DESIGN  
YOU CAN  
CONFIGURE  
TO YOUR HEART'S  
DELIGHT.



bevy  
mario ruiz



EQ— Below the Surface

Reimagine the workplace from the ground up. Multiple base options and a variety of finishes offer a range of ways to customize for the perfect cultural fit. Natural wood, polished aluminum, or a versatile powdercoat available in three colors offer different ways to soften the workspace.

IQ— Power Onward

In spaces that value serendipity, spending time in search of an outlet and away from work and colleagues is a missed opportunity. Each table can be configured with power and a thoughtful chord management system to ensure all your energy is going to the right place.



IQ— Soaring to New Heights

For sitting, standing, or perching, the collection is designed to flexibly solve for any spatial configuration. Six heights, as well as a range of table lengths, offer a bounty of permutations. A low-profile base makes for ease of egress in cafe and booth settings.



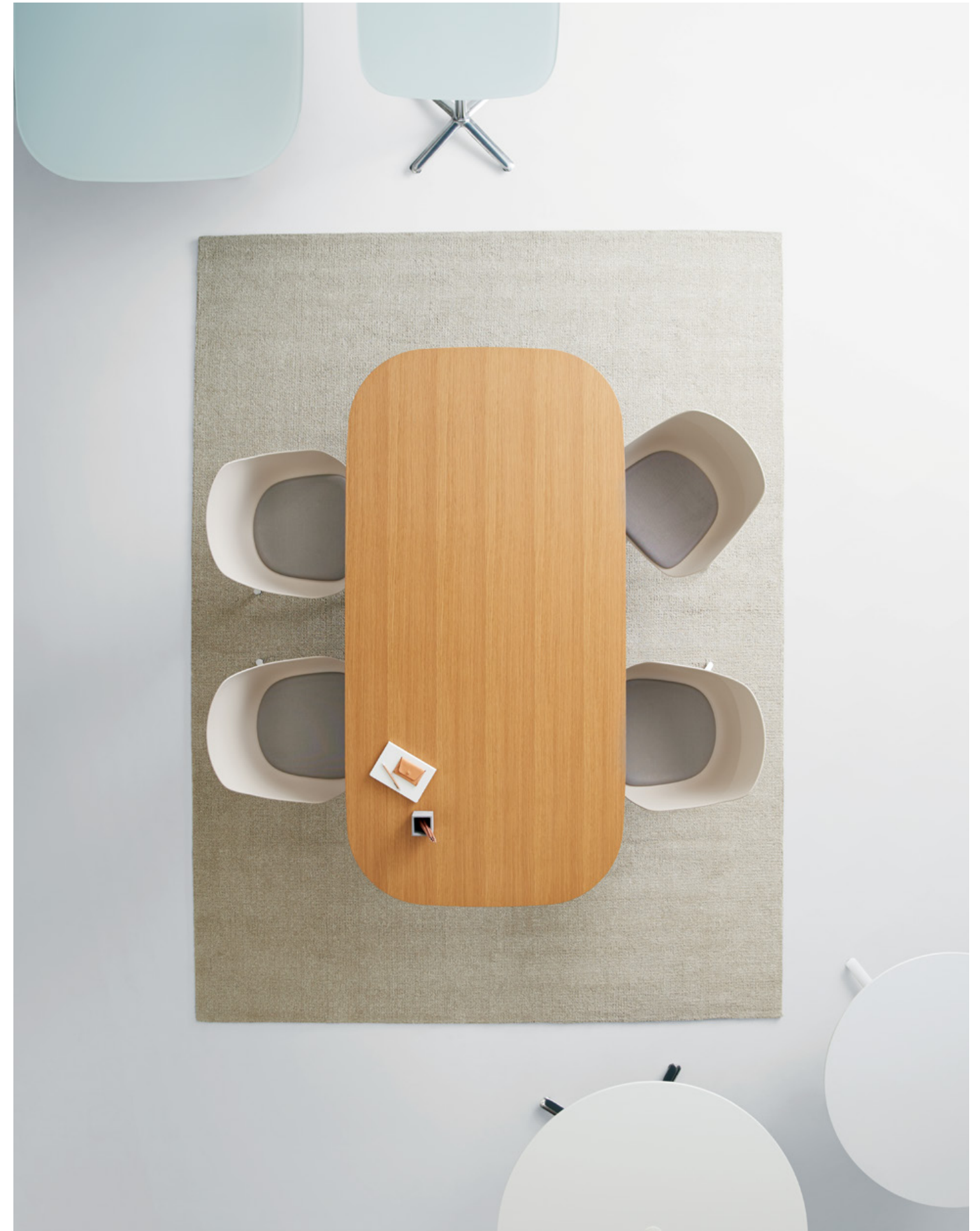


**EQ—** Top it Off

Personalize your space to express all that your work culture aspires to be. With a range of tabletop shapes and finishes, including laminate, veneer, solid surface, and back-painted glass, you can create surface appeal with a deeper cultural meaning.



**Detail—** Oak veneer surface





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# EQ

FINDING CALM  
IN BASQUE COUNTRY

## Nestled between

the northern Atlantic coast and the western stretches of the Pyrenees Mountains lies the village of Itsasu. Here, they call it Basque Country. Straddling the borders of France and Spain, the region reflects a mix of geography, language, and culture melded into an identity all its own. It was in this tradition that the Itsasu-based workshop and furniture studio, Alki, was founded.

FOR OVER 35 YEARS, ALKI HAS BEEN DRAWING UPON THE REGION'S RICH ARTISAN TRADITIONS AND THE QUIET BEAUTY OF ITS NATURAL SURROUNDINGS TO DESIGN PIECES THAT COULD BE DESCRIBED AS MODERN BASQUE CRAFT.

For many who work at Alki, Basque Country is the only place they've ever called home. Building the workshop here was born of a desire to work wherever it is you live. And that's a sentiment you can appreciate immediately—as if passing through each product, Alki is imparting a sense of what it means to live wherever it is you work.

That feeling of welcome and warmth was among the many things that drew us to Alki. Given our interest in social settings, we're always looking at the ways design affects work inside space, but we're equally curious about its effect inside ourselves. At one level, social spaces express the values and identity of the work culture—but that only cuts at the surface. Ultimately, we are looking at the way social spaces deliver a new form of emotional ergonomics that extends the role of design into the realm of the sensory.

## Alki is unique

in this regard. Their appreciation for form and materiality is what imbues their designs with an emotional resonance. In every detail, there are strong visual textures as well as tactile expressions that can elicit joy, project calm, or mitigate the effects of workplace stress.

So often, traditional approaches to design are too narrow in their scope, optimized to perform a specific task or singular function. Design of this nature is destined to treat people like cogs, bereft of any ability to think or feel. But people are impulsive, their fate tied to the whims of a state of mind constantly in flux, whose moods and motivations can change on account of a splash of color or a fleeting conversation.

Understanding the ways people respond to and derive pleasure from design informs how Alki approaches their craft. "I'm especially interested in the emotional relationship that we, as people, develop with certain objects," says Jean Louis Iratzoki, Alki's Artistic Director. "Why do we like something?" and "Why do we keep only some objects?" The search for this affection is a constant in my work." For Alki, design is a holistic endeavor.

The sanctity of the essential is a prevailing influence in their work. Design, to Alki, is not a disguise, "but rather a continuous pursuit of purification." It's among the many reasons they design with natural materials—most notably, sustainably managed oak. Wood transcends the indulgences of contemporary living. There's a connection to oak that is steeped in local traditions and endemic to Alki's outdoor surroundings. But in many ways, it speaks to something more innate—a sentiment resembling what sociobiologist Edward O. Wilson would describe as our predisposition to subconsciously pursue connections with nature.

ATTRACTION TO OUR NATURAL ENVIRONMENT IS ROOTED IN OUR HUMANITY.

For Alki, this deep kinship with natural materials not only symbolizes a commitment to sustainable development, but also serves as a constant reminder that our desires—no matter where we work—are to find harmony within the world we inhabit.

## Social spaces

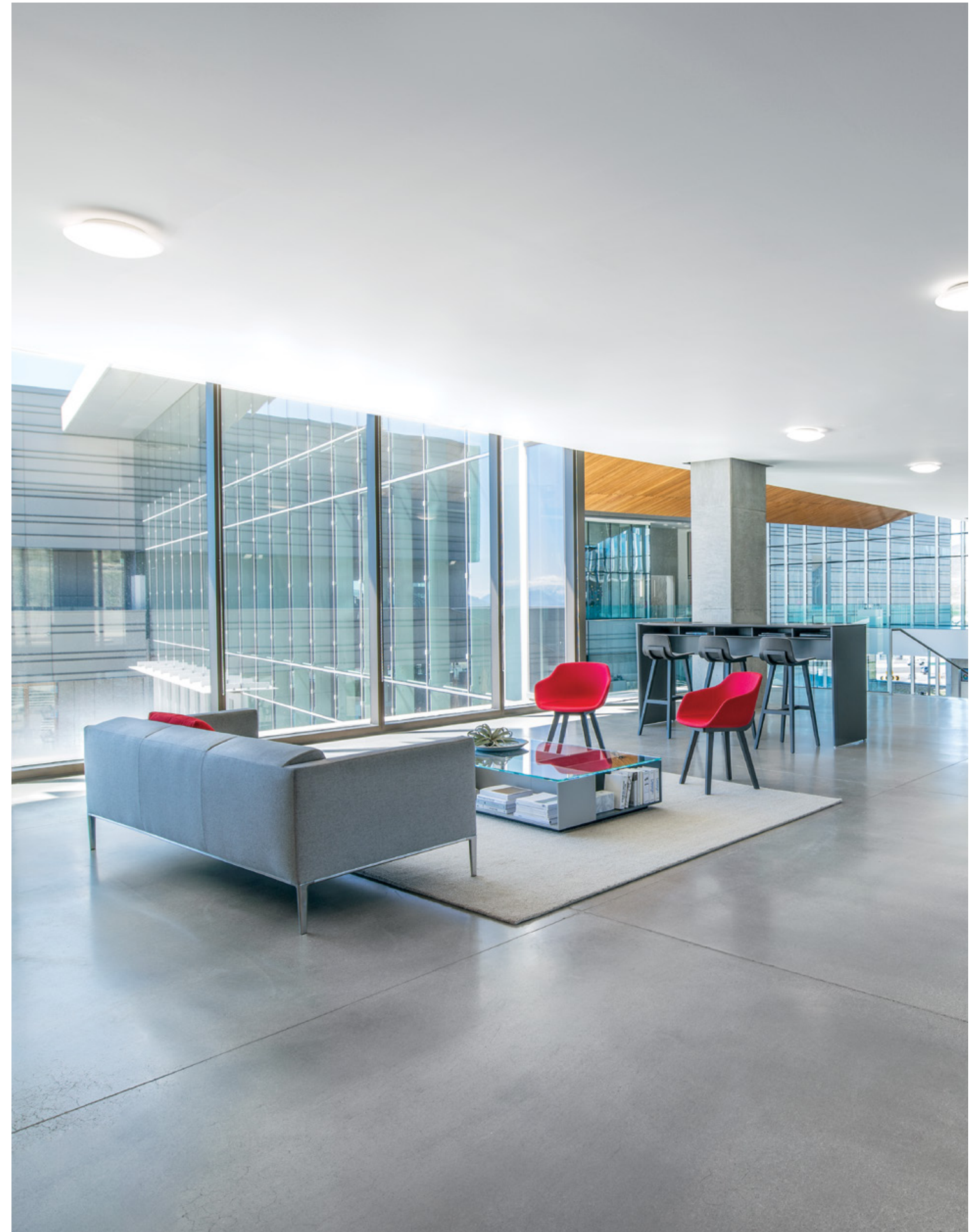
must create interest and compel people to want to work there. In organizations that seek to promote serendipity, attracting people from across the office is a natural expectation. And because people and their work have different needs, a space must signal how it will fulfill a person's desire for energy and motivation or decompression and recharge. Inside a space, we also examine the ways design can engage—exploring how, for example, setting configurations, posture affordances, and tactile interactions can activate a range of sensory responses.

WHEN THE WORKSPACE IS EMOTIONALLY ATTUNED TO OUR NEEDS, WE'RE ABLE TO ENGAGE WITH OUR WORK MORE INTIMATELY AND EXPERIENCE COMFORT IN BOTH BODY AND MIND.

The right space not only improves our overall productivity and well-being, but also creates a destination that people return to.

kuskoa — kuskoa bi  
alki

INTRODUCING  
KUSKOA AND  
KUSKOA BI, TWO  
COLLECTIONS  
RETHINKING THE  
ROLE OF FORM &  
MATERIALITY IN THE  
WORKPLACE.



kuskoa  
jean louis iratzoki alki

IQ— Low to High

A seat for every intent. From large cafes to small collaboration zones, the chair, counter-height stool, and bar-height stool configurations offer versatile elegance to pair with a range of table types. The stools provide mid-back support for longer gatherings and a metal footrest to encourage good posture.



EQ— Tactility

A range of material options and finishes provides a variety of ways to express your space. The veneer shell nestles within a solid oak base, which can be finished five ways. Material accents can complement the warmth of the wood with optional inner and outer seat upholstery.

Detail— Oak trestle cradles a curved oak shell





kuskoa bi

jean louis iratzoki & ander lizaso alki



**EQ— Sustainable Seating**

This unique bio-plastic design is derived from plant-based renewable sources. The rugged shell can be finished two ways and optionally upholstered in total or embellished with just an upholstered seat pad. It's a statement piece you can sit on.



**EQ— Cast into Comfort**

The molded shell provides ample back and arm support for long stretches of work. Two desk versions offer supreme mobility, available with a 4-star swivel or 5-star caster in two powdercoat finishes. The guest chair sits firmly on a solid oak trestle available in five finishes. Perfect for collaboration and conference room scenarios.







lasai  
jean louis iratzoki alki

WELCOMING  
LASAI, A LOUNGE  
WITH A CALMING  
SENSIBILITY  
AND A CRAFTED  
TOUCH.



lasai  
jean louis iratzoki alki



**Detail**— Oak and dual upholstery create visual texture



**IQ**— An Invitation to Sit

The low-profile, Hans Wegner-inspired recline is ideal for getting comfortable and catching up with colleagues. The single and double seat configurations are constructed with high-density foam and a wraparound oak structure to bring a welcoming, lifestyle feel into the workspace.



The lounge's visual and tactile cues infuse a sense of balance in today's ephemeral work environment. The solid oak frame can be finished five ways to add warmth, while the cushions and outer shell allow for different upholstery finishes that can accentuate a space with a quick blast of color or subdue it with a muted palette.



**product photography**  
appendix

**PG 9, 12-15— Public**

**Dual Low-Back Lounges**  
Upholstery: Luum Percept Amplitude  
Knit Mesh: Silver

**Dual Low-Back Lounges**  
Upholstery: Luum Percept Tenet  
Knit Mesh: Silver

**Spectrum Sofa**  
Seat: Luum Outpress Soot  
Back: Luum Percept Tenet

**Bevy Occasional Tables (20"H)**  
Top: Back-painted Glass  
Base: Granite

**Qui Ottomans**  
Top: Luum Percept Tenet  
Mid: Luum Heather Felt Indian Ocean  
Bottom: Luum Full Wool Fantasma

**PG 10, 11— Dual Collection**

**Dual Low-Back Lounge**  
Upholstery: Luum Heather Felt Saffron

**Dual High-Back Lounge**  
Upholstery: Luum Heather Felt Saffron

**Dual High-Back Lounge**  
Upholstery: Luum Pela Hemlock  
Knit Mesh: Khaki

**PG 16— Personal**

**Dual High-Back Lounge**  
Upholstery: Luum Heather Felt Saffron

**Qui Ottoman**  
Upholstery: Luum Heather Felt Saffron

**Bevy Task Table**  
Top: Luum Granite Leather  
Base: Luum Granite

**PG 25, 28, 29, 32— Cafe**

**Bevy Work Tables (29"H)**  
Top: Back-painted Glass  
Base: Polished Aluminum

**Bevy Cafe Tables (36"H)**  
Top: Back-painted Glass  
Base: Polished Aluminum

**Iuta 4-star Chairs**  
Upholstery: Luum Ample Radioactive

**Iuta 4-star Chairs**  
Upholstery: Luum Ample Reaction

**Iuta 4-star Chairs**  
Upholstery: Luum Ample Voltage

**Iuta Counter Stools**  
Upholstery: Luum Ample Radioactive

**Iuta Counter Stools**  
Upholstery: Luum Ample Reaction

**Iuta Counter Stools**  
Upholstery: Luum Ample Voltage

**PG 27— Bevy Collection**

From Front to Back

**Bevy Occasional Table (20"H)**  
Top: Solid Surface  
Base: Polished Aluminum

**Bevy Leg Work Table (29"H)**  
Top: Solid Surface  
Casting: Very White  
Leg: Basque White Oak

**Bevy Task Table**  
Top: Granite Leather  
Base: Granite

**Bevy Work Table (26"H)**  
Top: Back-painted Glass  
Base: Polished Aluminum

**Bevy Cafe Table (36"H)**  
Top: Back-painted Glass  
Base: Polished Aluminum

**Bevy Y-Leg Work Table (29"H)**  
Top: Natural Oak Veneer  
Base: Very White

**PG 31— Collaboration**

**Bevy Y-Leg Work Table (29"H)**  
Top: Natural Oak Veneer  
Base: Very White

**Kuskoa Bi Desk Chairs**  
Bio-Plastic: Sand  
Upholstery: Luum Iterate Echo  
Base: Very White

**PG 37, 43— Greeting**

**Jean Sofa**  
Upholstery: Luum Heather Felt Noil

**Kuskoa Bi Guest Chairs**  
Upholstery: Luum Percept Cardinality  
Wood: Truffle

**Masalla 8-box Table**  
Top: Glass  
Base A & C: Cool Grey  
Base B & D: Smoke

**Cavu Perimeter Table**  
Top: Rustic  
Base: Granite  
Shelves: Rustic

**Kuskoa Bar Stools**  
Upholstery: Luum Heather Felt Noil  
Wood: Truffle

product photography

appendix

PG 38— Kuskoa Collection

**Kuskoa Bar Stool**

Wood: Basque White Oak

**Kuskoa Chair**

Upholstery: Luum Homage

Authority

Wood: Basque White Oak

**Kuskoa Chair**

Wood: Basque White Oak

**Kuskoa Chair**

Upholstery: Luum Homage

Winsome

Wood: Basque White Oak

PG 39— Kuskoa Collection

From Top Left

**Kuskoa Chair**

Upholstery: Luum Homage

Authority

Wood: Basque White Oak

**Kuskoa Chair**

Wood: Basque White Oak

**Kuskoa Bar Stool**

Upholstery: Luum Homage

Dashing

Wood: Basque White Oak

**Kuskoa Bar Stool**

Upholstery: Luum Homage

Winsome

Wood: Basque White Oak

**Kuskoa Chair**

Upholstery: Luum Heather Felt

Noil

Wood: Truffle

**Kuskoa Chair**

Upholstery: Luum Homage

Authority

Wood: Basque White Oak

PG 40, 41— Cafe

**Kuskoa Chairs**

Upholstery: Luum Homage

Winsome

Wood: Basque White Oak

**Kuskoa Chairs**

Upholstery: Luum Homage

Dashing

Wood: Basque White Oak

**Kuskoa Chairs**

Upholstery: Luum Homage

Authority

Wood: Basque White Oak

**Kuskoa Bar Stools**

Upholstery: Luum Homage

Winsome

Wood: Basque White Oak

**Kuskoa Bar Stools**

Upholstery: Luum Homage

Dashing

Wood: Basque White Oak

**Kuskoa Bar Stools**

Upholstery: Luum Homage

Authority

Wood: Basque White Oak

**Bevy Leg Work Tables (29"H)**

Top: Solid Surface

Casting: Very White

Wood Leg: Basque White Oak

**Cavu Perimeter Tables**

Top: Basque White Oak

Leg: Very White

Shelves: Basque White Oak

PG 42— Kuskoa Bi Collection

**Kuskoa Bi Guest Chair**

Bio-Plastic: Sand

Wood: Basque White Oak

**Kuskoa Bi 4-star Swivel**

Bio-Plastic: Clay

Upholstery: Luum Homage

Dashing

Base: Very White

**Kuskoa Bi 5-star Caster**

Bio-Plastic: Sand

Base: Very White

**Kuskoa Bi Guest Chair**

Upholstery: Luum Percept

Cardinality

Wood: Truffle

PG 44, 45— Collaboration

**Kuskoa Bi 4-star Swivel**

Bio-Plastic: Sand

Upholstery: Luum Iterate Echo

Base: Very White

**Bevy Y-Leg Work Table (29"H)**

Top: Natural Oak Veneer

Base: Very White

**Kuskoa Chairs**

Upholstery: Luum Homage

Winsome

Wood: Basque White Oak

**Qui Table**

Wood: Basque White Oak

PG 47— Personal

**Lasai Lounge Chair**

Upholstery: Luum Substance

Quartz

Wood: Basque White Oak

**Lasai Settee**

Upholstery: Luum Substance

Quartz

Wood: Basque White Oak

**Qui Tables**

Wood: Basque White Oak

PG 48— Between

**Lasai Lounge Chair**

Upholstery: Luum Substance

Quartz

Wood: Basque White Oak

**Lasai Settee**

Upholstery: Luum Substance

Quartz

Wood: Basque White Oak

**Qui Tables**

Wood: Basque White Oak

**Qui Ottomans**

Top: Percept Tenet

Mid: Magnify Deep Water

Base: Magnify Deep Water

PG 49— Lasai Collection

**Lasai Lounge Chair**

Upholstery: Luum Substance

Quartz

Wood: Basque White Oak

**Lasai Settee**

Upholstery: Luum Substance

Quartz

Wood: Basque White Oak

**Qui Table**

Wood: Basque White Oak

studio tk

featured products

SOCIAL SPACES  
ARE LIKE A  
CHOREOGRAPHED  
ENSEMBLE OF  
INTENTION AND  
EXPRESSION, WHERE  
EVERY PRODUCT  
HAS A ROLE TO PLAY.



**iuta**  
antonio citterio b&b italia project



**iuta** Statement of Line

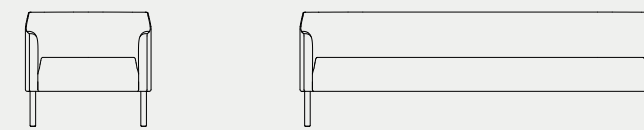


4-Star Chair    5-Star Chair    High Counter Stool    Guest Chair

**bankside**  
jasper morrison b&b italia project



**Bankside** Statement of Line

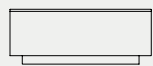


Lounge Chair    Settee

infinito tables  
toan nguyen



**Infinito Tables** Statement of Line



Table

infinito lounge  
toan nguyen



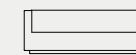
**Infinito Lounge** Statement of Line



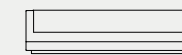
Lounge Chair



Club Chair



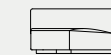
Settee



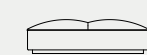
Three-Seater Sofa



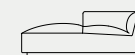
Swivel Corner



Sectional Corner



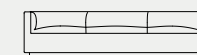
Sectional Bench



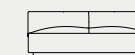
Sectional Chaise



Sectional One Arm



Sectional Armless



Sectional Armless



Sectional Armless



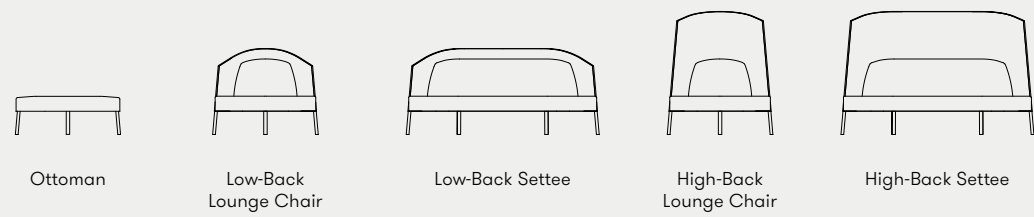
Sectional Armless

fractals

jeffrey bennett & nicholas dodziuk



Fractals Statement of Line

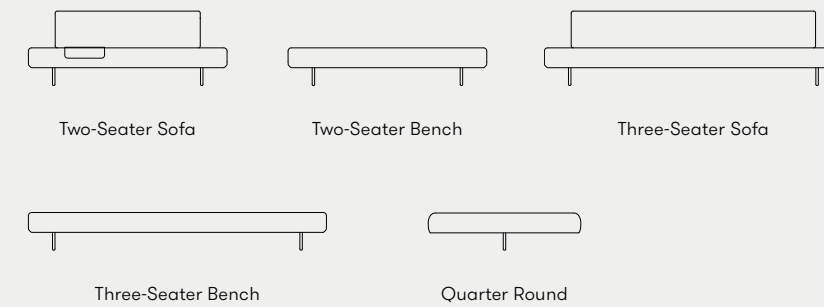


cloud

naoto fukasawa b&b italia project



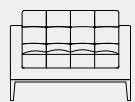
Cloud Statement of Line



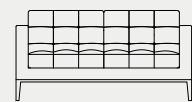
**ac lounge**  
antonio citterio b&b italia project



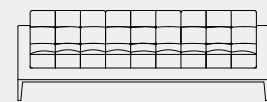
**AC Lounge** Statement of Line



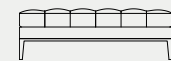
Lounge Chair



Two-Seater Sofa



Three-Seater Sofa

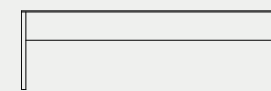


Seating Ottoman

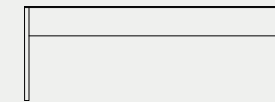
**cavu**  
mario ruiz



**Cavu** Statement of Line



Parsons Table



Parsons Table



Round Table



**metropolitan '14**  
 jeffrey bennett b&b italia project



**Metropolitan '14** Statement of Line

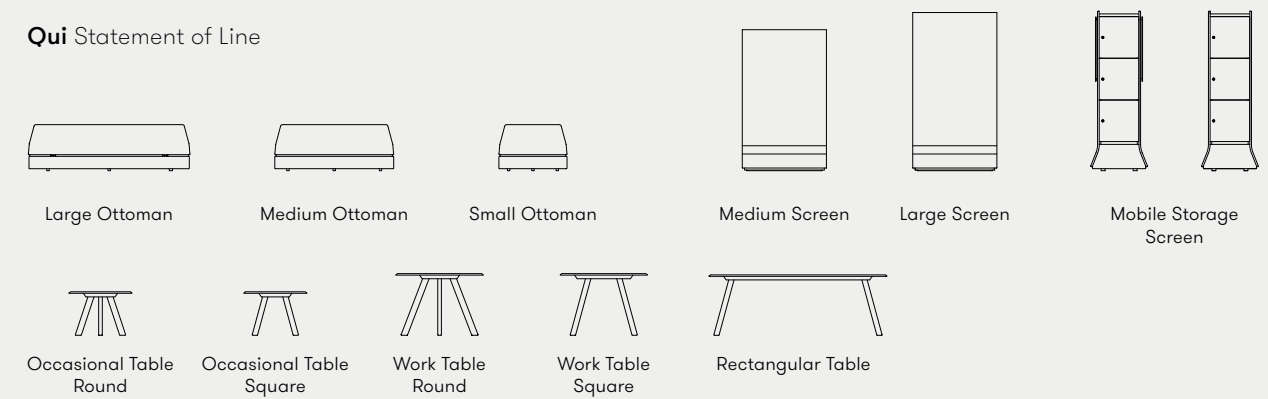


Lounge Chair      Lounge Settee      Ottoman

**qui**  
 monica armani



**Qui** Statement of Line



Large Ottoman      Medium Ottoman      Small Ottoman      Medium Screen      Large Screen      Mobile Storage Screen

Occasional Table Round      Occasional Table Square      Work Table Round      Work Table Square      Rectangular Table

**cover lounge**  
**claesson koivisto rune**



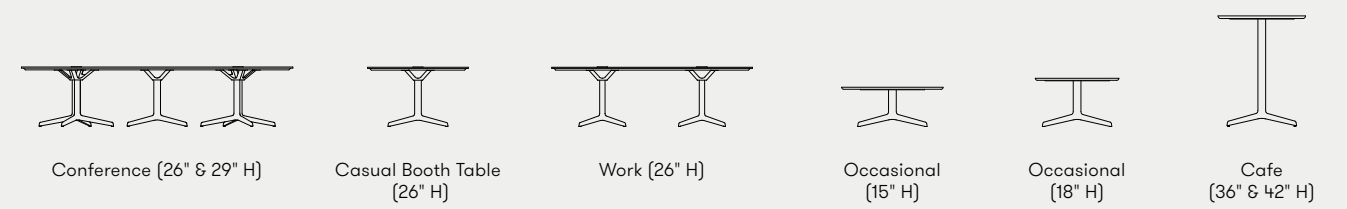
**Cover Lounge** Statement of Line



**cover tables**  
**claesson koivisto rune**



**Cover Tables** Statement of Line

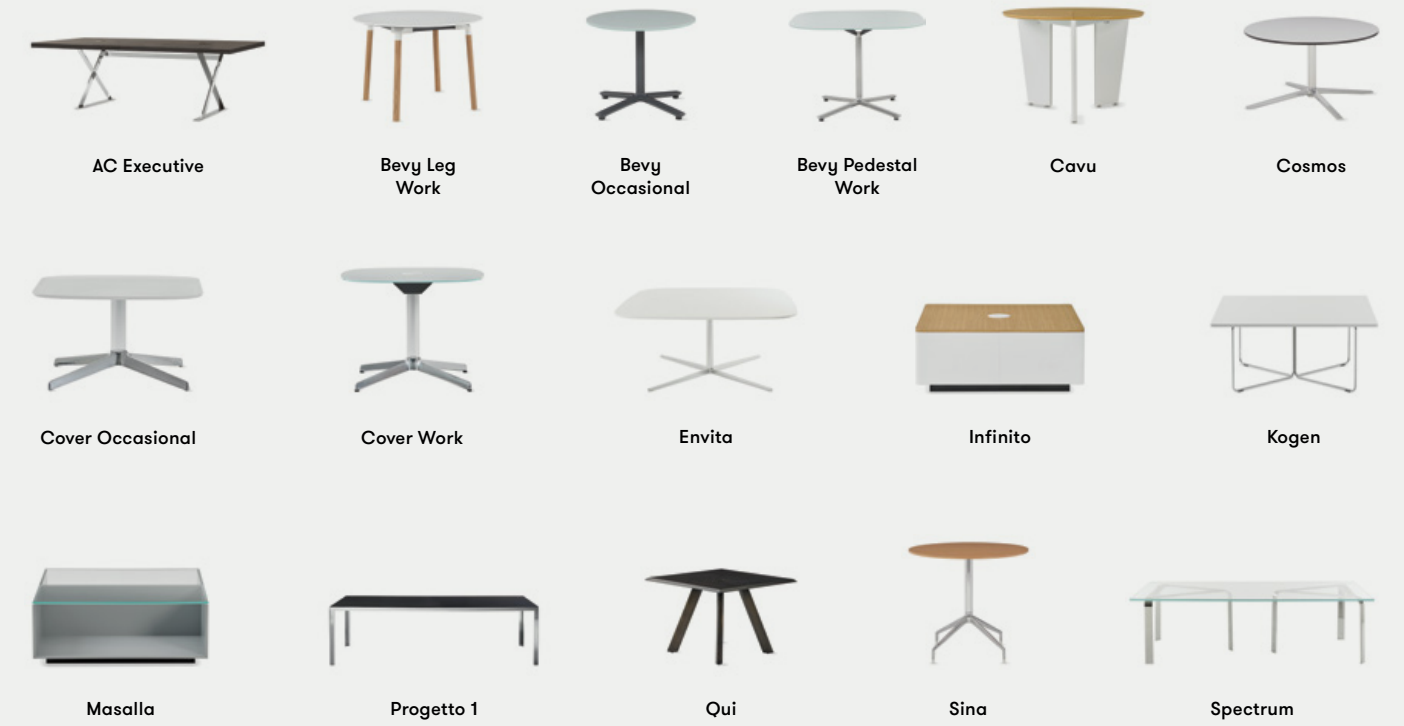


a—z  
products

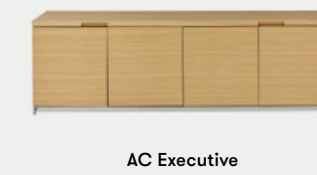
Seating Collections



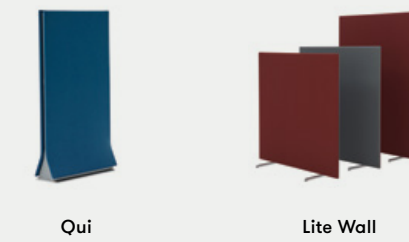
Table Collections



Casegood Collections



Screen Collections



BREAK FREE FROM  
CONVENTION  
AND ALLOW  
THE WORK  
CULTURE TO THRIVE.

