

The Business of Furniture | July 8, 2020

ORGATEC



# BOF



koelnmesse

we energize your business | since 1924

Dolmetscher  
Interpreters

Dolmetscher  
Interpreters

Dolmetscher  
Interpreters

Café Einheit

# Orgatec 2020 Cancelled



## 22 SurfaceWorks Launches Dax and Grows in Education

Dax, is one of those products that exemplifies SurfaceWorks — it is well-designed, well-built and does exactly what it promises. In the case of Dax, that means it is an exceptionally good training table.

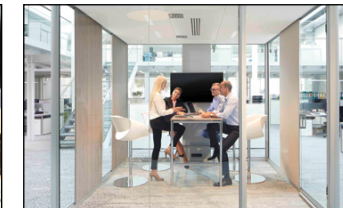




7 | Hutch Industry Cartoon



10 | Upfront

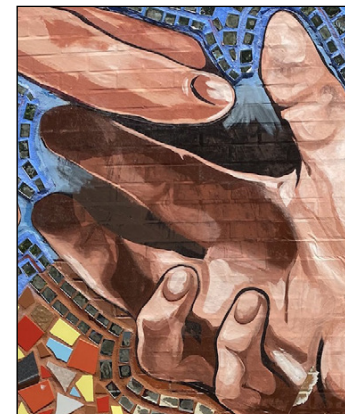


11 | Product Spotlight

**COLUMNS**  
Stephen Says 42  
Training & Development 44

**FINANCIAL**  
Industry Shares/Graphs 40

**CALENDAR & MORE**  
Regional News 38  
Upcoming Events 46  
Marketplace & Classifieds 66



**12 | Female Leaders Show the Power of Kindness Through Donation**

Two women — Melissa Kehl of Rieke Office Interiors of Elgin and Neli Vazquez Rowland of A Safe Haven — came together to show how the power of kindness can even defeat, in a small way, the brunt of a virus.



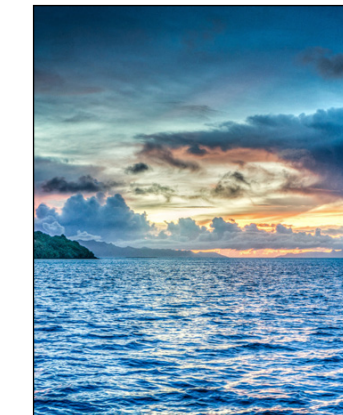
**16 | ORGATEC 2020 Cancelled**

In recent weeks, a large majority of exhibitors and trade visitors decided not to attend ORGATEC. In light of this, Koelnmesse reassessed the overall situation.



**50 | Diversity & Inclusion in the Interiors Industry: The Most Important Issue We'll Ever Tackle**

We sat down with Malene Barnett, and discussed some of the most pressing issues our industry faces in order to hear the perspective of those who have been silenced for far too long.



**54 | From Ocean to Office: A New Path for Plastic**

Research shows about eight to 10 million tons of plastic enter the planet's oceans every year. That equates to about a garbage truck of plastic being dumped in the ocean every minute.



48 PLACES Riccò Offices – São Paulo



56 FIRST LOOKS The latest product introductions.

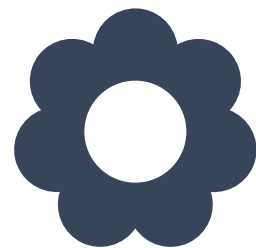


60 PULSE The latest industry happenings.



color bloom!

New colors available now! Time to (re)Activate your space.



OM5® Active by OM | [omseating.com](http://omseating.com)

# It's more than a table.

Let's work together. With LOGICservice, we accompany you through every step of the development journey, adding our experience and expertise to your unique vision.

Discover the full LOGICservice range in our outstanding LOGICxperience at

 [logicx.logicdata.net](http://logicx.logicdata.net)



# BoF The Business of Furniture

**BoF Workplaces** 

**Editor-in-Chief, Bellow Press** Rob Kirkbride  
**Vice President, Sales & Marketing, Publisher, Bellow Press** Melissa Skolnick  
**Vice President, Content Production, Bellow Press** Todd Hardy  
**Staff Writer, Marketing Manager, Bellow Press** Emily Clingman  
**Workplace Guru, BoF** Stephen Viscusi  
**Training & Development Columnist, BoF** Sid Meadows  
**Contributing Writers, BoF:**  
 Bruce Buursma, John Q. Horn, Stef Schwalb,  
 Jennie Morton, Michael Dunlap, Carolyn Cirillo, Kevin Budelmann  
**Illustrator, BoF** Jamie Cosley  
**Copy Editor, BoF** Linda Odette

**Publishing Headquarters**  
 382 NE 191st St, Suite 253  
 Miami, Florida 33179  
 877-BELLOW9 (877-235-5699)  
**Email:** [info@bellow.press](mailto:info@bellow.press)

**Include us on your PR distribution list.**  
**Send To:** [news@bellow.press](mailto:news@bellow.press)  
 Please include high resolution photos along  
 with your release; at least 300 dpi.  
**<https://bellow.press/SubmitNews>**

*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**



Contents Copyright ©2020 Bellow Press

# The Death of the Office is Greatly Exaggerated



## Happy Wednesday friends,

In 1897, a reporter in London was asked to check on the health of Mark Twain. Rumor had it the author was dead or at least very sick. Twain is often humorously quoted as saying, “Reports of my death are greatly exaggerated” (though that wasn’t his exact quote). The same is being reported by some in the media about the death of the office. COVID-19, which has pushed white collar workers into working from home, killed the office, according to some.

I’m here to say: The death of the office is greatly exaggerated.

I’m also here to give you a sneak peek at a couple of

surveys you will find in upcoming issues of *Business of Furniture and Workplaces* magazine. One survey found 30% of workers say they are more productive working remotely than in an office setting. About 45% of employees say they are more productive working in an office, and 24% say they are equally productive working from home and in an office.

Another survey shows 40% of workers would like the option of working remote or coming into the office a few days a week, whereas 36% prefer to work in the office entirely, meaning more than three-quarters of workers want to return to a physical office space in some capacity despite COVID fears.

**Instead of thinking of work from home as a negative, it is time for the industry to think of it as net positive. Smart companies are going to figure out a way to not only sell furniture into an office, but also come up with programs for companies to purchase furniture for employees who spend at least a portion of their time at home.**

A lot of folks in the industry started wringing their hands when white collar employees were forced to work from home. Would the office be pushed aside? Would workers like being home more than in the office?

What is emerging is they like a little bit of both. They like the freedom that comes from working at home. They like that they can set their own schedules. They appreciate the solitude of getting work done without interruptions from coworkers. But at the same time, they don’t like the distractions from working at home, like nagging kids, barking dogs and the pull of distracting chores around the house. They like the professionalism of offices, the socialization with coworkers, the easily accessible technology tools. And yes, they like the furniture that comes with an office over the folding chair at home.

So what is an office furniture maker or dealer to do with this knowledge? Get busy selling both office furniture and home office furniture.

Instead of thinking of work from home as a negative, it is time for the industry to think of it as net positive. Smart companies are going to figure out a way to not only sell furniture into an office, but also come up with programs for companies to purchase furniture for employees who spend at least a portion of their time at home. Don’t think of work from home as the loss of half your sales, think of it as an opportunity to double sales.

Work from home is an entirely new market for many involved in the office furniture industry, but there is great untapped potential. Whether dealer or manufacturer, the opportunity is right in front of you. Many of

you probably already sell furniture that could easily be adapted for the home office with minimal changes. No one is saying you need to completely retool for home office furniture. Instead, just put together a simple package of furniture for work from home and market it as such.

Pick a small, simple, height-adjustable desk, a monitor arm, simple storage and a light scale task chair and put them in a package for home office workers. Don’t offer a lot of options — these aren’t interior designers you’re selling to. Two or three colors of chair fabric or mesh should suffice.

Make sure your dealer partners are involved. Market the furniture widely online, but tap your dealers to manage orders, delivery and installation, as you would any furniture sale. In addition to selling the package online, also sell it to your existing corporate customers for their employees. Many companies are offering help to employees to purchase their own furniture. Why not give them a few premade packages employees can pick from?

I used to love the cartoon “The Far Side.” One I cut out of the newspaper long ago and pinned to my workstation depicted a couple of squirrels racing around in the branches of a tree and a dog sitting patiently at the bottom looking up with the caption: There is opportunity in chaos.

COVID-19 has certainly caused some chaos in our industry. It has presented some real opportunities as well.

*Rob Kirkbride and the Business of Furniture team*



## Nearly All Employers Are Offering Remote Work Accommodation Option Upon Reopening, According to Poll

As businesses begin to reopen, employees returning to the workplace may request reasonable accommodations for medical conditions that place them at higher risk for severe illness from COVID-19. In response, nearly all employers (92%) are offering a work-from-home option to meet accommodation requests, most of which are from at-risk employees (77%), according to a new XpertHR poll of 276 human resource professionals.

Because COVID-19 is a recognized workplace hazard, employers are required to furnish each employee with a place of employment free from recognized hazards that cause or are likely to cause death or serious physical harm to the employee.

“Employers must take action if an employee’s health will be jeopardized upon returning to the workplace,” said Robert Teachout, SHRM-SCP, XpertHR legal editor. “The employer should eliminate or reduce the risk so that the employee may safely return to work and perform their essential job functions.”

Providing protective gowns, masks, gloves and other personal protective equipment (PPE), adding separation barriers and increasing the space between an at-risk employee and others are among the accommodations that can reduce or eliminate health threats on the job. If returning to work safely is not possible under the circumstances, employers can offer accommodations such as telework, job reassignment or even a leave of absence.

“In addition to employees with underlying health conditions, employers may receive accommodation requests from people with respiratory illnesses who are unable to wear a mask and those who are simply afraid of contracting COVID-19,” Teachout explained.

The poll found more than half (59%) of employers have been asked by employees for accommodations. Respondents said the principal justifications for accommodation requests are from employees who are at-risk or vulnerable for infection (77%); have a fear of returning to the worksite (61%); are facing childcare issues (58%); or have a disability (33%).

In responding to employee accommodation requests, 92% of respondents are offering a remote work option; 64% are allowing a modified work schedule or alternate shift assignment; 60% are providing PPE or modified PPE; and 58% are making changes to the work environment.

“Although employers are taking steps to accommodate disabled and at-risk employees, if an employee is not entitled to an accommodation or leave under federal, state or local law or guidance, an employer may legally require the employee to return to the workplace,” Teachout said.

## PRODUCT SPOTLIGHT

### Dauphin Introduces Bosse Series 2 Acoustic Pods and Bosse Series 4 Room-in-Room Systems

Adding to its existing range of collaborative and privacy solutions, Dauphin is introducing Bosse Series 2 acoustic pods and the Bosse Series 4 Room-in-Room systems to the American market. This product range is the result of 40 years of Bosse’s experience delivering room-in-room solutions to global workplaces.

Designed with a sleek aesthetic and acoustic privacy in mind, these products measure noise reductions of 37-39 decibels in Rw (weighted sound reduction) tests. All models are powered by an easy plug-and-play system that can be inserted into a nearby duplex outlet. Acoustic pods and room-in-rooms can be moved to when needed, re-assembled and be ready for use the same day.

Both Series 2 and Series 4 offer quiet ventilation systems with an air exchange rate of 50 times per hour, keeping their interior environments a comfortable temperature. An integrated motion sensor automatically turns on the LED lighting and ventilation system when someone enters and powers off when unoccupied.

#### Bosse Series 2 acoustic pods

Series 2 consists of three models: a telephone pod, dialogue pod and collaboration pod. These structures are made of steel and available in black or white frames. Exterior wall panels can be customized with a selection of eight neutral colors or four natural wood finishes. To optimize space outside the pod, the exterior walls can also be equipped with magnetic whiteboards.

Interiors can be customized with a selection of 32 acoustic fabrics. To maintain noise reduction levels at least one wall must be covered in fabric. Other acoustic measures include a magnetic door closure, felt ceiling and carpeting.

The Series 2 telephone pod includes the additional option of an acoustically effective wall panel in white pine with a rail system that allows the user to adjust the height of the work shelf. Integrated power and USB connections are available for the shelf. The dialogue and collaboration pods offer an optional pendant lamp and floor-mounted table base.



#### Bosse Series 4 Room-in-Room Systems

The Room-on-Room systems are available in four sizes with natural silver or black anodized aluminum frames. Each unit is enclosed in safety glass with laminated sound insulation film. The frameless glass door is equipped with discrete, almost concealed hinges, a magnetic door closure and a sleek handle.

Bosse room systems offer high performance LED lighting with free-form lenses for optimum illumination and the ability to regulate the color temperature with “tunable white” technology. Ventilation can be adjusted by occupants and is available with an optional air quality sensor.

For visual privacy or to optimize use of space, flexible-sliding panels can be installed inside or outside the room. Simple to hang and retrofit at any time, panels move easily on rails and are available as an acoustic panel, melamine or whiteboard. Technology panels to support telecommunication devices for presentations, collaboration or virtual meetings are also available.



## Female Leaders Show the Power of Kindness Through Donation

TWO WOMEN — MELISSA KEHL OF RIEKE OFFICE INTERIORS OF ELGIN AND NELI VAZQUEZ ROWLAND OF A SAFE HAVEN — CAME TOGETHER TO SHOW HOW THE POWER OF KINDNESS CAN EVEN DEFEAT, IN A SMALL WAY, THE BRUNT OF A VIRUS.

The COVID-19 pandemic has drawn upon the spirit of generosity as business leaders come together to help nonprofits with PPE or funds to aid the most vulnerable.

Recently, two visionary women — Melissa Kehl of Rieke Office

Interiors (ROI) of Elgin and Neli Vazquez Rowland of A Safe Haven (ASH), a Chicago 501 nonprofit dedicated to ending homelessness — came together to show how the power of kindness can even defeat, in a small way, the brunt of a virus.

ROI in Elgin donated 20 of its SafeSpace shields to ASH, which will be placed at the nonprofit's lobby, intake space, education department and other spaces where the job training and staff-ing teams can safely do face-to-face interviews.

Kehl, ROI's president, delivered the shields to Rowland, ASH's president. After receiving a tour of ASH's location, Kehl explained how the shields can be adjusted or placed at the spaces that attract the most traffic.

"They have the most amazing program," she said. "I just took a tour, and I'm so impressed on how holistic it is. A Safe Haven doesn't just solve one problem for the people who need help; it stays with them throughout their whole time of need, and I find that to be amazing. You don't need to do something big to make a difference in someone's life."

Rowland and Kehl shared a friendly moment at the non-profit's front facing mural. The mural defines the true meaning of generosity.

"Melissa is the type of business leader that I love," Rowland said. "She was able to consider her business model and services and apply it to meeting her charitable goals to help make a difference, especially during this difficult time for those of us on the front lines and on behalf of the people we serve at A Safe Haven. Homelessness is something that she shared is a cause she cares about and meeting her and accepting her gift was very significant to her and to all of us. She is truly a kindred spirit. I hope this is only the beginning of a long and impactful relationship."

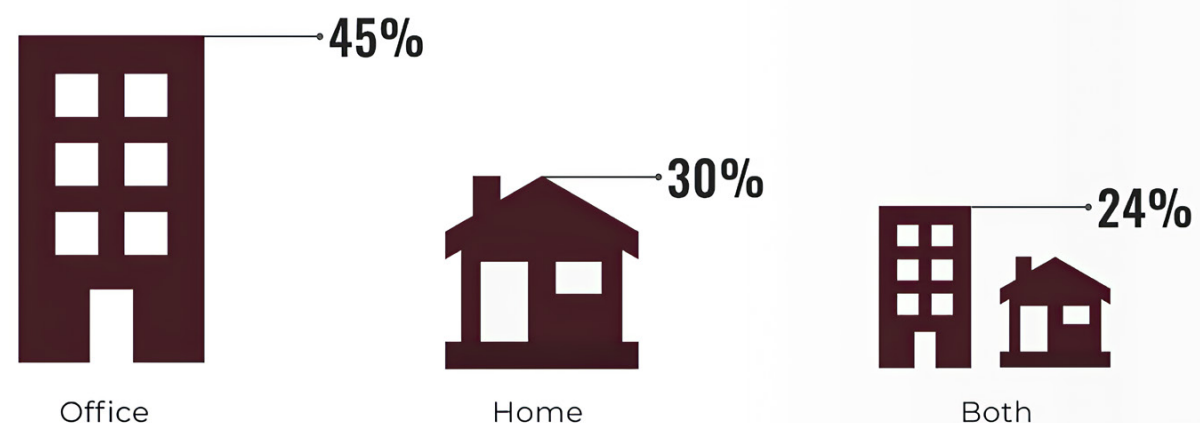
BoF

# NETWORK

Program members have unique opportunities to build knowledge, skills, and valuable relationships that support success - from round table meetings and product webinars to annual conferences for Leadership and Champions.

[www.indeal.org](http://www.indeal.org) **INDEAL**

## ARE PEOPLE MORE PRODUCTIVE WORKING FROM HOME OR IN AN OFFICE?



Office

Home

Both



## Just 30% of Workers Are More Productive Working From Home Than in an Office, Even as Remote Work Continues During the Coronavirus Pandemic

WORKING FROM HOME HAS BECOME THE NEW NORM FOR EMPLOYEES AROUND THE WORLD AS A RESULT OF THE COVID-19 PANDEMIC. MANY BUSINESSES HAVE BEEN REMOTE FOR SEVERAL MONTHS ALREADY, AND SOME, SUCH AS TWITTER, HAVE DECIDED TO LET EMPLOYEES WORK REMOTELY PERMANENTLY, EVEN AFTER THE PANDEMIC PASSES.

**F**ewer than one-third of employees (30%) say they're more productive working remotely than in an office setting, according to a new survey from The Manifest, a business news and how-to website.

Nearly half of employees (45%)

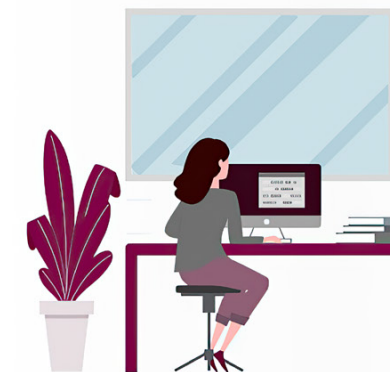
are more productive working in an office, and 24% say they're equally productive working from home and in an office.

As the coronavirus pandemic continues, many companies are still having employees work remotely, even as states begin to

reopen. Some companies, such as Twitter, have even announced employees can work from home permanently.

With such a large percentage of the U.S. workforce working from home for the foreseeable future, The Manifest found the top six

**43%** of remote workers use a designated workspace to stay productive.



ways employees are staying productive while working remotely:

- Using a designated workspace (43%)
- Structuring their day to resemble normal working hours (36%)
- Taking frequent breaks (34%)
- Setting a schedule (26%)
- Reducing distractions (24%)
- Communicating with colleagues often (23%)

Using a designated workspace helps employees get into the mindset to work. This type of space at home separates work from personal time. It's the number one way people stay productive working remotely — 43% of employees say they do this.

"This ensures I have a dedicated space to work from and 'commute' to each morning," said Bethan Vincent, marketing director of app and web developer Netsells. "It's important to have a dedicated space you work in and leave at the end of the day, even if

it's just clearing away your laptop from a kitchen table."

**It's important to me to replicate a 'normal' working day so I know how much work I can get done and what I can achieve.**

Many people say working the same schedule and hours as they did in an office helps them stay productive working remotely. Nearly one-third of employees are structuring their day to resemble normal work hours (36%), and 26% are setting a schedule each workday to increase their productivity.

"It's important to me to replicate a 'normal' working day so I know how much work I can get done and what I can achieve," said Jenna Carson, HR director at Music Grotto, which teaches people how to play guitar and

sing. "A routine helps me organize my day more efficiently and be more productive."

Businesses shouldn't discourage employees from stepping away from work for a few minutes several times each day. This actually increases productivity. One-third of workers (34%) say taking breaks is important for staying productive when working remotely. One way to do this is the Pomodoro Technique, which breaks work up into 25-minute increments with short, three- to five-minute breaks in between.

"This not only helps me stay productive, but it increases the quality of my work as well," said Tom De Spiegalaere, founder of digital marketing agency Tom Spicky.

You can read the full report at here: <https://themanifest.com/hr/productivity-tips-working-from-home>

BoF





## ORGATEC 2020 Cancelled

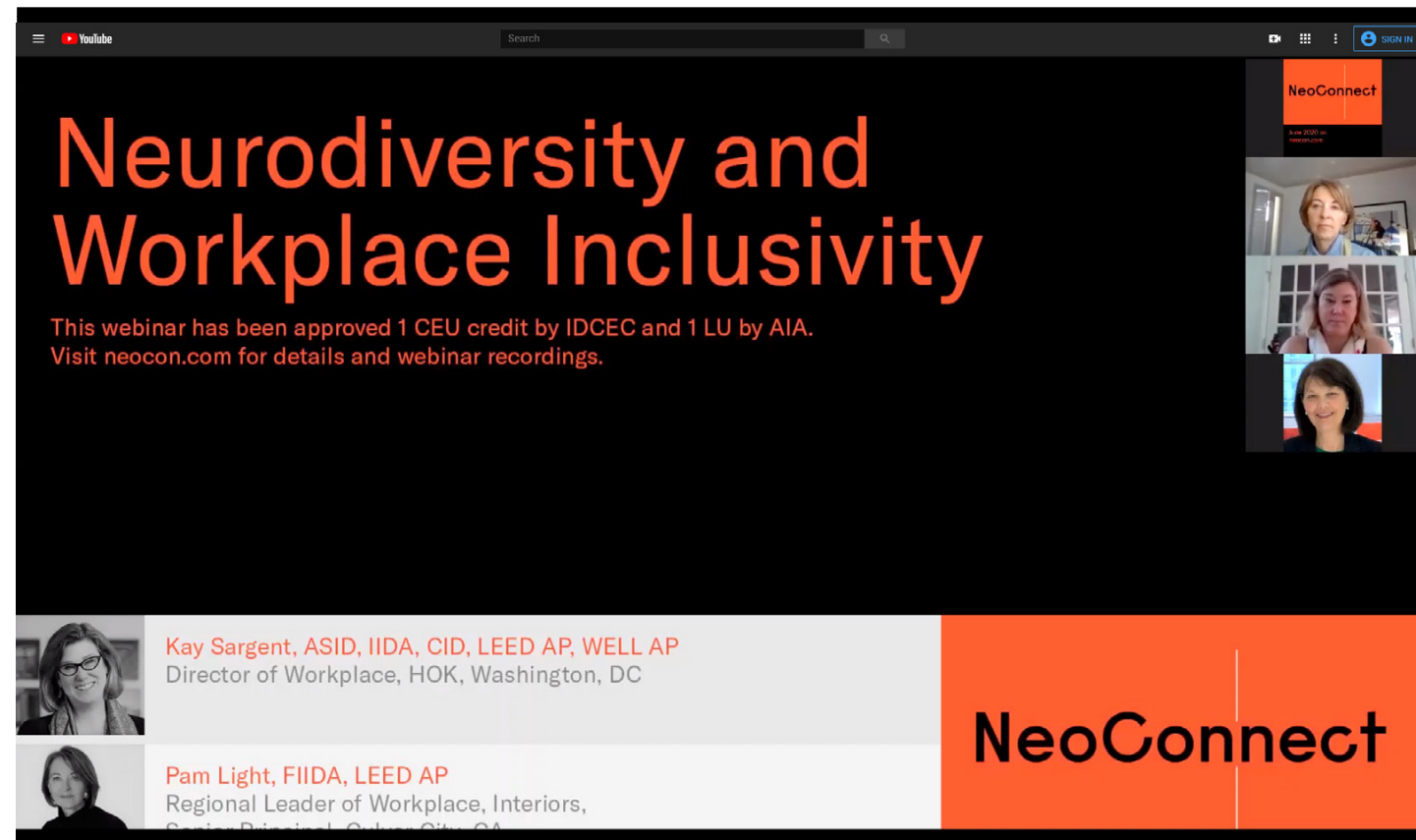
TOGETHER WITH ALL OF THE TRADE FAIR PARTICIPANTS IN THE SECTOR, KOELNMESSE IS JOINING THE INDUSTRY IN SEARCH OF SOLUTIONS TO PRESENT THE TOPICS OF ORGATEC AT AN INTERNATIONAL LEVEL IN THE COMING MONTHS.

This week ORGATEC 2020 became the latest tradeshow casualty of the COVID-19 pandemic.

Although outstanding registration levels for the autumn events had already been achieved by spring 2020, and in spite of extensive preparations for the trade

fair and the #B-SAFE4business package of measures for coronavirus-compliant implementation of the show, the situation increasingly began to reflect current developments around COVID-19 and the economic situation. In recent weeks, a large majority of exhibitors and trade

visitors decided not to attend ORGATEC after all. In light of this, Koelnmesse reassessed the overall situation and decided that it was best to respond to the cancellations and wishes of a large number of industry exhibitors and trade visitors by not holding ORGATEC 2020. **BoF**



## Neurodiversity and Workplace Inclusivity

NEURODIVERGENT CONDITIONS INCLUDE AUTISM SPECTRUM DISORDER (ASD), TOURETTE'S, ATTENTION DEFICIT HYPERACTIVITY DISORDER (ADHD), DYSLEXIA AND PARKINSON'S.

by Emily Clingman

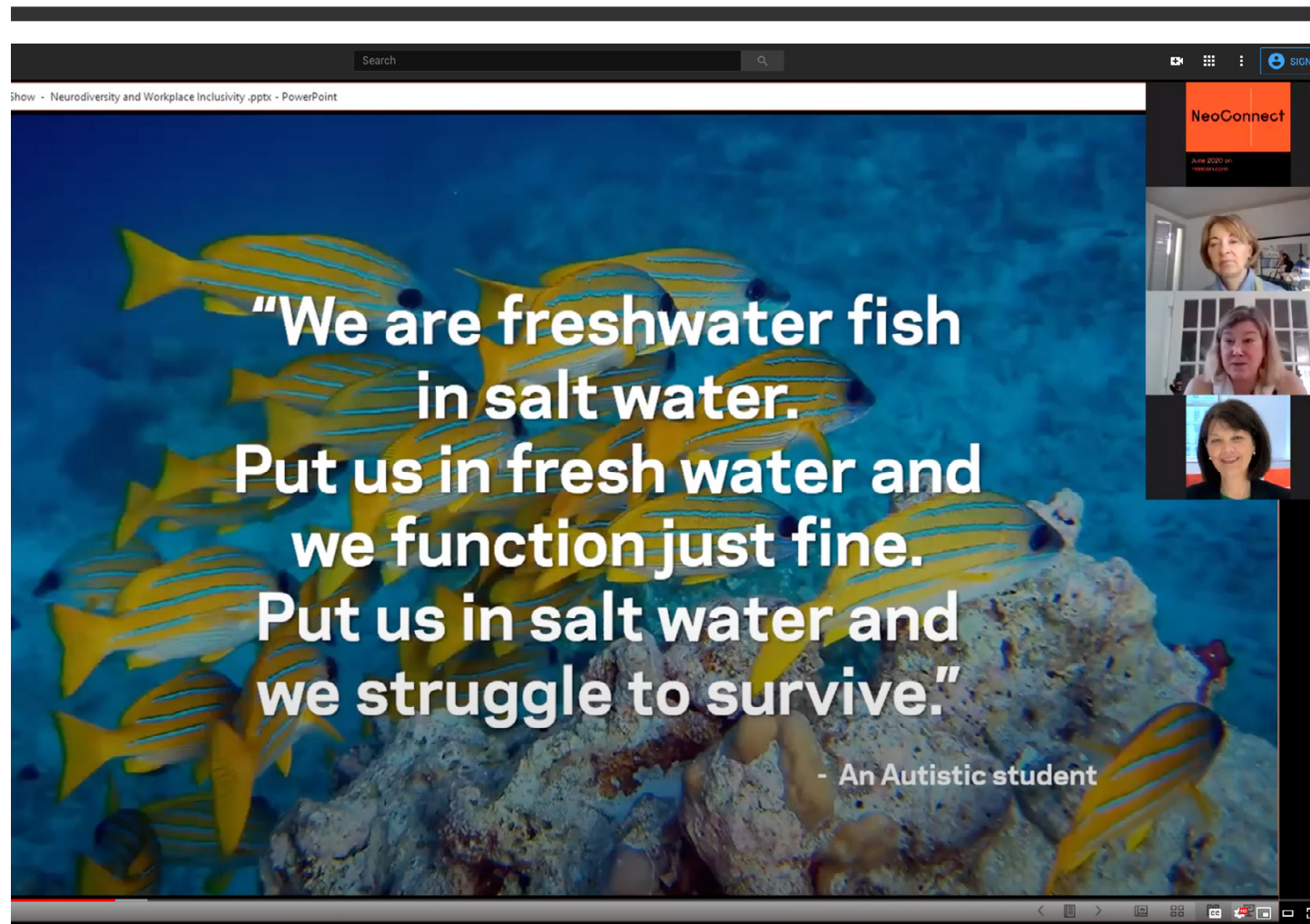
How can we design space that can help accommodate all and enable the neurodiverse and inclusive workforce? In NeoConnect's session: "Neurodiversity and Workplace Inclusivity," presenters Kay Sargent, director of workplace, HOK, Washington, D.C., and Pam Light, regional leader of workplace, interiors, senior principal, HOK, Culver City, California,

rethink the physical design of workplaces to improve the experience for those who are neurodivergent.

"The world and our work has changed forever," Sargent said. "This little tiny virus has had a big impact on us. So, as we move forward, design is going to be impacted by that, and the question is to what degree. What we do know is that everyone right

now has a heightened sensitivity to their surroundings, touch, proximity, etcetera."

Neurodivergent conditions include autism spectrum disorder (ASD), Tourette's, attention deficit hyperactivity disorder (ADHD), dyslexia and Parkinson's. We're living in a time of increased awareness and more people are being diagnosed with neurodiversity. Are we more



aware of it today or are there more cases? Probably a combination of both. But we are absolutely far more aware that there a lot of people that have ADHD, dyslexia, Tourette’s, on the spectrum.”

People who are neurodiverse are wired differently — all of us are wired differently quite frankly. But often the differences can be an extraordinary strength in the workplace. One in eight people are considered to be neurodiverse, yet fewer than 50% of those people know it. In an office with 100 people, there are probably 12-13 people who are officially

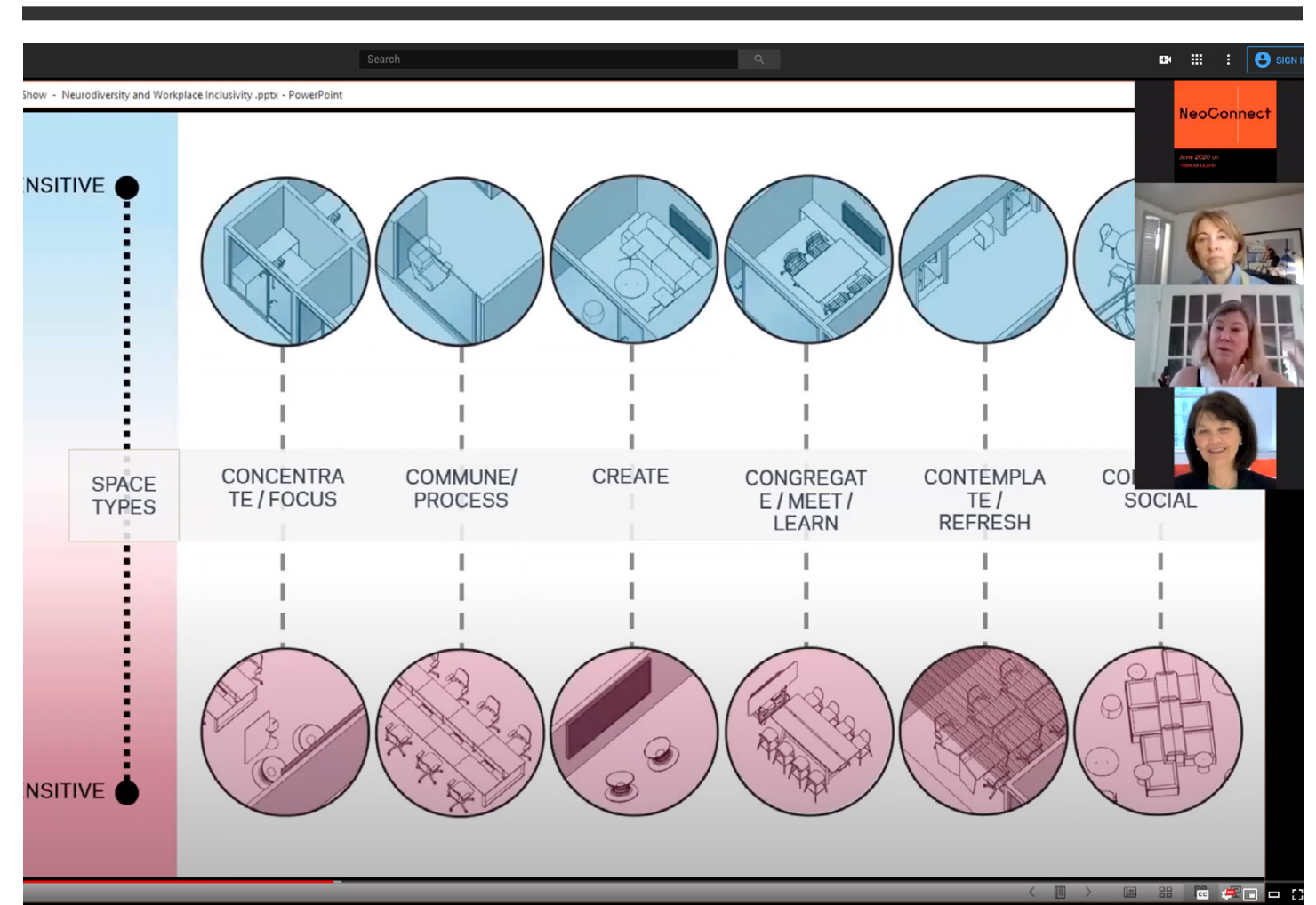
neurodivergent.

“Why is that?” Sargent asked. “In my generation, a lot of that wasn’t diagnosed. You were just that hyper kid in the back. But a lot of the younger generations, there’s a heightened awareness of this, and we’ve done a lot of things in the education realm. So what we found was a plethora of information about how to deal with children who are neurodiverse, but then almost nothing that really addresses what happens when they are adults. And, it doesn’t go away. In fact, it can become even more complicated in their 30s and 40s. Sometimes

you aren’t aware that you have it, or you don’t want that stigma following you into college and then into the workplace. Most people don’t want to get a new job and then say, by the way, ‘I’m neurodiverse, and I need all these special conditions.’”

For adults that go untreated who might have ADHD, they lose an average of 22 days of productivity per year. People that have ADHD are 18% more likely to be disciplined and labeled with behavioral problems in the workplace, and 60% are more likely to lose their jobs.

Depression impacts 14.8 mil-



lion adults in the U.S. and affects a high percent of those who were neurodivergent before COVID-19. Now, after COVID-19, recent studies are coming out that say 70-80% of the U.S. adult population feels anxious or stressed or very, very uncomfortable. Depression doesn’t mean neurodiversity, and just because you’re neurodiverse, doesn’t mean you’re depressed. But there’s a tremendous amount of people that are: People who are neurodiverse tend to struggle more with depression and anxiety.

Eight million adults have ADHD. Sixty-five percent of the 1.2 million American adults on the neurodiverse spectrum have above average intelligence, yet 85% of them remain unemployed or underemployed.

There are advantages to being neurodiverse — tons of entrepreneurs are neurodivergent. And they consider it part of what enables them to think outside of the box. Neurotypicals tend to function in a certain range, where those who are neurodivergent spike really high at some levels and have some challenges

at others. They often have a hyper focus and that has made them really attractive to companies like Microsoft or SAP. Others have targeted the neurodivergent population, specifically those with autism, to come on board because they feel hyper focus can help them solve coding issues or other challenges far faster than their neurotypical coworkers.

For more on how to design spaces for neurodiversity, tune into NeoConnect’s presentation on-demand at <https://www.youtube.com/watch?v=JvalEUwHoyY>. BoF

We launched Products, People and Projects this year to help fill the gaps. We don't want all the information we would have learned about at NeoCon to be lost.

So we worked with theMART to come up with a program you have seen since early June. For the rest of the summer, we will be presenting Products, People and Projects, a few companies at a time so as not to overwhelm the reader.

We're thrilled to present a story from SurfaceWorks in today's issue. Make sure you read the all stories in this great series to learn about what these great companies are doing.

NeoCon: Products, People and Projects

**BoF**



**22** SurfaceWorks Launches Dax and Grows in Education

Dax, is one of those products that exemplifies SurfaceWorks — it is well-designed, well-built and does exactly what it promises. In the case of Dax, that means it is an exceptionally good training table.

## SurfaceWorks Launches Dax and Grows in Education

There are companies that cover the entire spectrum of office furniture. Then there are those that specialize in one segment. SurfaceWorks fits into the latter group. The Wisconsin-based company focuses on tables and does it exceedingly well.

The company's newest offering, Dax, is one of those products that exemplifies SurfaceWorks — it is well-designed, well-built and does exactly what it promises. In the case of Dax, that means it is an exceptionally good training table.

Training tables are a large portion of SurfaceWorks business, said Chris Gnadt, general manager, and the company felt it was time for a fresh design. Dax is a result of its thinking. It is a straight-on, nesting flip-top table.

That means it doesn't accordion to each table. Dax fits inside the legs of the next table, making them nest very densely. They only add four inches of depth for each additional table added to the stack when they are nested.



**One of the main features of the Dax table is that SurfaceWorks is offering shapes beyond the regular training tables shapes of rectangles and trapezoids.**

Dax also has flip handles on both sides of the table, so it doesn't matter where the user is sitting — at any location of the table they can easily reach the handle to flip the table up using the smooth-operating mechanism. It is extremely easy to operate, Gnadt said.

"Also, a unique thing about this table is the cast aluminum polished look legs," he said. "The legs are made of cast aluminum on the feet, which is then polished. And then the upper half of the leg is a steel that's powder-coated silver. We're seeing a resurgence of the polished look of chrome. The polished aluminum allowed us to meet this look while using a very environmentally friendly method for achieving that."

One of the main features of the Dax table is that SurfaceWorks is offering shapes beyond the regular training tables shapes of rectangles and trapezoids. The new shapes include what it calls the "half-squirrel," the rounded trapezoid, a concave

rectangle and a 30-degree arc table.

"These unique shapes allow you to create custom configurations, different layouts, and they're kind of a unique thing to these particular tables," Gnadt said. "And then, of course, along with all of our training tables and most of the products that we make at SurfaceWorks, the Dax is available with our urethane edging."

Part of the reason SurfaceWorks came up with the shapes it did for Dax is so it could better use its urethane edging. A lot of the shapes have curves. The company's molding process allows it to bend the urethane around corners and around curves. The shapes also create configurations you don't get with standard rectangles and trapezoids. If the customer has a meeting application and wants to set the room up like a round table, there are a number of round configurations or a U shape. If the customer wants to put together





**CARTER**  
SCIENCE ACADEMY



## The urethane edging is a great edge material for training tables because it is very durable and impact resistant.

a more traditional conference table in the shape of a boat or racetrack it also can be done. Dax shapes make it a little bit more unique than what has typically been on the market.

The urethane edging is a great edge material for training tables because it is very durable and impact resistant. It's cut resistant, scratch resistant, soft and rubbery. It also absorbs impact, which helps to protect chair arms.

"Even though we're not a chair company, we still care about what happens to the chairs," Gnadt said. "The urethane edging is a seamless material, so it's poured in as a liquid. It's a cast process and because it is cast there are no seams between the laminate and the edge. We also add an antimicrobial agent into the urethane while we're mixing this up."

Third-party, independent lab test data is used to show bacteria and fungi don't grow on the surface of our urethane.

"That's something that's become important, especially in education environments or re-

ally any type of training environment where you're going to have a lot of people in a room doing some training," Gnadt said.

SurfaceWorks usually launches a product at NeoCon, but the company introduced Dax in April. It is designed primarily for corporate training and higher ed. Corporate training rooms have become very versatile, being used for multiple functions which require multiple configurations. Dax makes that easy. Higher education is also beginning to demand the same versatility.

As the world gets back to work, SurfaceWorks tables will be able to help. The smallest size Dax is 24-by-36 inches, so it's a personal size. Also, all the Dax tables are on casters. If a customer was looking for a set up that could be moved around to create social distance, Dax and other SurfaceWorks tables would fit the bill.

"Much of our furniture can be easily reconfigured in such a way that it follows social distancing guidelines, spac-









Dewey Collection

**Some of the Izzy products, especially the Dewey, really work well in the K through 12 environments.**

ing your tables six feet apart,” Gnadt said. “So (Dax) was already in development long before this pandemic started. We are lucky that the designs are consistent with social distancing standards.”

SurfaceWorks continues to benefit from its acquisition of many izzy+ products. The company made the acquisition at the end of 2018, so 2019 was the first full year SurfaceWorks had the products. SurfaceWorks relaunched a couple of the products at the end of 2018, the rest were relaunched in 2019. The relaunches included Penny, Dewey, Clara and the Nemo Bar and Trellis, and the company has done very well with them already.

“In fact, by the beginning of May, we had already sold more (former) izzy+ products in 2020 than we had in all of 2019,” Gnadt said. “So sales have picked up very well for us.”

SurfaceWorks uses independent reps. Some were already SurfaceWorks reps who add-

ed the former izzy+ lines, and some were izzy+ reps who have come on board with SurfaceWorks. Gnadt said they are all excited to pick up where they left off with the former izzy+ lines. Even though a lot of these izzy+ products have been around for a while, they were designed in a forward thinking way and are still very relevant to the designs being used today. The izzy+ products also helped make SurfaceWorks a strong competitor in the education market. In the past, the company was strong in the corporate market, though not as much in education. The izzy+ lines have changed all that.

“We did fairly well in higher ed, but we really didn’t have much of an offering for K through 12. And some of the Izzy products, especially the Clara and the Dewey, really work well in the K through 12 environments, so that’s expanded our scope a little bit,” Gnadt said.

## Launched in February, the coloring contest is a part of SurfaceWorks annual Valentine's Day Campaign.

SurfaceWorks believes in having a little fun as well.

SurfaceWorks has named 10 winners of the 2020 Penny Coloring Contest. The winning entries were chosen from dozens of submissions from around the world. Launched in February, the coloring contest is a part of SurfaceWorks annual Valentine's Day Campaign. Participants received a template of the Penny top and were allowed to use their medium of choice. Many used colored pencils and markers, while others submitted photographs.

The winning entries were carefully selected by a panel of "coloring experts" composed of a diverse group of SurfaceWorks employees. "It was difficult to choose just ten winners as we had so many creative designs submitted," said Lauren Stark, marketing generalist. "The contest is designed to bring an element of fun into the workplace and to demonstrate our custom capabilities."

Each of the winners will receive a custom Penny table

with their artwork transformed into a digital laminate top. The winners are as follows:

- Ayala Perlman, *Blooming Arts*
- Emily Switz, *Emmons Business Interiors*
- Emma Colt, *LAMMCO*
- Emma Dickman, *Tallgrass Business Resources*
- Laura Nayeli Martinez, *Corporate Source*
- Mary Knotek, *Bay View Industries*
- Patty Brown, *Dixie Pottery Gallery*
- Piyush Prajapati, *Godwin Austen Johnson*
- Refaad Sulttan Sha, *Godwin Austen Johnson*
- Seth Crussel, *LAMMCO*

The Valentine's Day Campaign comes from Harter Furniture, a private, family owned company that eventually became part of izzy+. Its logo was a heart and was used to run a Valentine's Day campaign during the month of February.



PENNY ART CONTEST 2020  
 WINNER: LAURA NAYELI MARTINEZ

PENNY ART CONTEST 2020  
 WINNER: AYALA PERLMAN

PENNY ART CONTEST 2020  
 WINNER: EMILY SWITZ

PENNY ART CONTEST 2020  
 WINNER: EMMA COLT

PENNY ART CONTEST 2020  
 WINNER: EMMA DICKMAN



PENNY ART CONTEST 2020  
 WINNER: MARY KNOTEK

PENNY ART CONTEST 2020  
 WINNER: PATTY BROWN

PENNY ART CONTEST 2020  
 WINNER: PIYUSH PRAJAPATI

PENNY ART CONTEST 2020  
 WINNER: REFAAD SULTTAN SHA

PENNY ART CONTEST 2020  
 WINNER: SETH CRUSSEL



**With digital laminate, you can take any image and send it to SurfaceWorks, which can turn that image into high pressure laminate and put it onto a table.**

The Penny table is one of the original Harter designs and so SurfaceWorks, staying true to the spirit of Harter, has continued the Valentine's Day marketing campaign. The contest fits well with SurfaceWorks since it is strong in making custom furniture — including making custom tops using digital laminate. With digital laminate, you can take any image and send it to SurfaceWorks, which can turn that image into high pressure laminate and put it onto a table.

"So for part of our Valentine's Day campaign, we created a template — both a hard copy and online — and we sent it out to all of our interior designers that work at dealerships,"

Gnadt said. "We said to them, 'Give us your design.' The nice thing about digital is that you can take anything and make it into laminate. It doesn't matter what the medium is. If it was a painting, watercolor, photography or graphic design, as long as you can send us a copy of that artwork, we can scan it or turn a digital artwork into laminate. And then we put that on the Penny tables."

SurfaceWorks planned to use those Penny table designs for its NeoCon showroom. Even though the show was canceled, fans of the contest still can view the winning designs online at the SurfaceWorks website. **BoF**

## PACIFIC WEST

## PROJECT MOVES FORWARD

SEATTLE — HFF has secured a \$31.3 million construction loan for Pivot, a mixed-use development in Seattle. The company worked on behalf of the developer, Vibrant Cities — which acquired the site in 2016 — to source the five-year, variable-rate loan from H.I.G. Realty Partners. Located in Seattle's Capitol Hill neighborhood, the property will replace an existing parking lot and is slated to include a mix of 71 residential units in addition to other uses. The site is within 1 mile of downtown, adjacent to Interstate 5 and close to various shopping, dining and entertainment venues. The eight-story, diamond-shaped building is set to include a rooftop deck with a greenhouse, 11,000 square feet of office space, ground-floor retail and one level of underground parking. iscareno Associates designed the project.

[Commercial Property Executive](#)

## MOUNTAIN WEST

## PEOPLE DON'T KNOW

ALBUQUERQUE, N.M. — Before the COVID-19 pandemic reached New Mexico in March, coworking company FatPipe had 90 people working remotely at its Albuquerque and Rio Rancho locations. By the height of the pandemic, however, FatPipe chief operating officer and director Lisa Adkins said just three workers were coming into the Albuquerque space, after the company allowed workers to sever their leases. Founder Stuart Rose added that the numbers have begun to recover as offices around the state have begun reopening, but said it will likely be a while before things return to pre-virus normal, if they ever do. "Our takeaway ... is that people largely

don't know what they're going to do in the future," Rose said.

[Albuquerque Journal](#)

## A COMPLETE NEIGHBORHOOD



SALT LAKE CITY — Ground has been broken on Post House, a 488,754-square-foot mixed-use, pedestrian friendly development in Salt Lake City's downtown Post District. MVE + Partners designed the \$144-million project for a partnership between Lowe Property Group, BCG Holdings and Q Factor. Bridge Investment Group is the primary capital partner for Post House. The community is comprised of five buildings with 580 residential units, 22,405 square feet of retail and 86,000 square feet of private and public outdoor space. The project is located on the complete block from 500 South to 600 South and from 300 West to 400 West. MVE's Pieter Berger said, "Designed to be the complete neighborhood, Post House will be a curated live-work-play environment with an emphasis on the pedestrian with forward thinking shared amenities for urban residents, commercial tenants and visitors alike."

[Connect Commercial Real Estate](#)

## MIDWEST

## GOVERNOR CREATES NEW DEPARTMENT

DETROIT — Michigan Gov. Gretchen Whitmer announced the formal launch of a new office designed to guide policy around autonomous vehicles, private-public transit partnerships and the infrastructure needed to support connected vehicles on roads and highways throughout the state. The new Office of Future Mobility and Electrification, created in a February executive order, will be led by Trevor Pawl, a former senior vice president of business innovation at PlanetM, the mobility branch of the Michigan Economic Development Corporation.

[State Scoop](#)

## NORTHEAST

## FIVE BLOCKS OF INNOVATION



NEW YORK — A proposal to build a mixed-use district in Queens that would encompass five blocks and create thousands of new housing units was unveiled this week. Dubbed "Innovation QNS," the \$2 billion project would bring 2,700 units of mixed-income housing, 250,000 square feet of creative office space, 200,000 square feet of retail, a new school, two acres of public open space, and new neighborhood amenities to Astoria. With ODA

Architecture as the architect of the master plan, the mixed-use district is a joint private venture led by Silverstein Properties, Kaufman Astoria Studios, BedRock Real Estate Partners.

[6sqft](#)

## MIXED-USE APPROVED

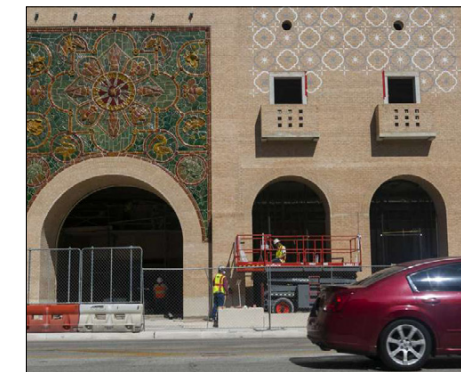


PLAINFIELD, NJ — Plainfield's Planning Board unanimously approved plans Thursday for a five-story mixed-use residential building at Park Avenue and West 6th Street, on the site of a former used car lot. The building, designed by Taylor Architecture & Design of North Plainfield, will include retail space on the first floor, and 14 residential apartments above: eight 2BR/2BA units, and six studio units. The exterior of the building is a combination of brick veneer and composite cement fiber panels. The ground floor has a generous amount of storefront glazing to draw in pedestrians. Amenities include resident storage, fitness center, package room and rooftop terrace. The building also includes many sustainable features for energy savings and the environment, including a state of the art VRF heating and cooling system.

[Tapinto.net](#)

## SOUTH

## MURAL ADDS LOCAL CONNECTION



SAN ANTONIO, Texas — Ceramist Diana Kersey and a team of five worked on her new mural "The Riparian Edge" for about eight months, but they never saw it in its entirety until right before installation began on the Oxbow office tower under construction near The Pearl. The tapestry-like eyecatcher features native plants and animals including water lilies, Indian blanket wildflowers, bees, red-eared slider turtles, Mexican freetail bats, herons and redtail hawks. The title reflects a guiding idea for architects Don B. McDonald and Ronny Eckels, who wanted the entire building to be connected to the bustling commercial enterprises in the area as well as to the river that flows nearby.

[San Antonio Express-News](#)

## SMARTVAULT SIGNS LEASE

HOUSTON — Houston-based SmartVault, an online platform for managing and securely sharing files, will be a new tenant at M-K-T, a massive mixed-use development in the Heights. The tech company has signed a lease for 8,500 square feet of office space and will relocate this fall. The growing tech company was looking for a location that would support the balance of work and wellness for its team members. The M-K-T Heights location, with

the trifecta of direct access to the Heights Hike and Bike trail, onsite bike share locations, and walkable dining and fitness options, hit a bullseye for the company.

[Houston Business Journal](#)

## CONTEMPORARY OFFICE ACCOMMODATION



BIRMINGHAM, Ala. — Siddall Jones has been appointed sole agent to market a new office development in Birmingham's Jewellery Quarter. Albion Court is located at 18-20 Frederick Street and comprises 14,500 square feet of open plan office accommodation across four levels. "We have since worked with our client and architects Space Studio to develop what we consider to be a new style of contemporary office accommodation within the Jewellery Quarter — funky office space, if you will." The property is being marketed on a floor by floor basis or is available in its entirety to a single occupier.

[The Business Desk](#)

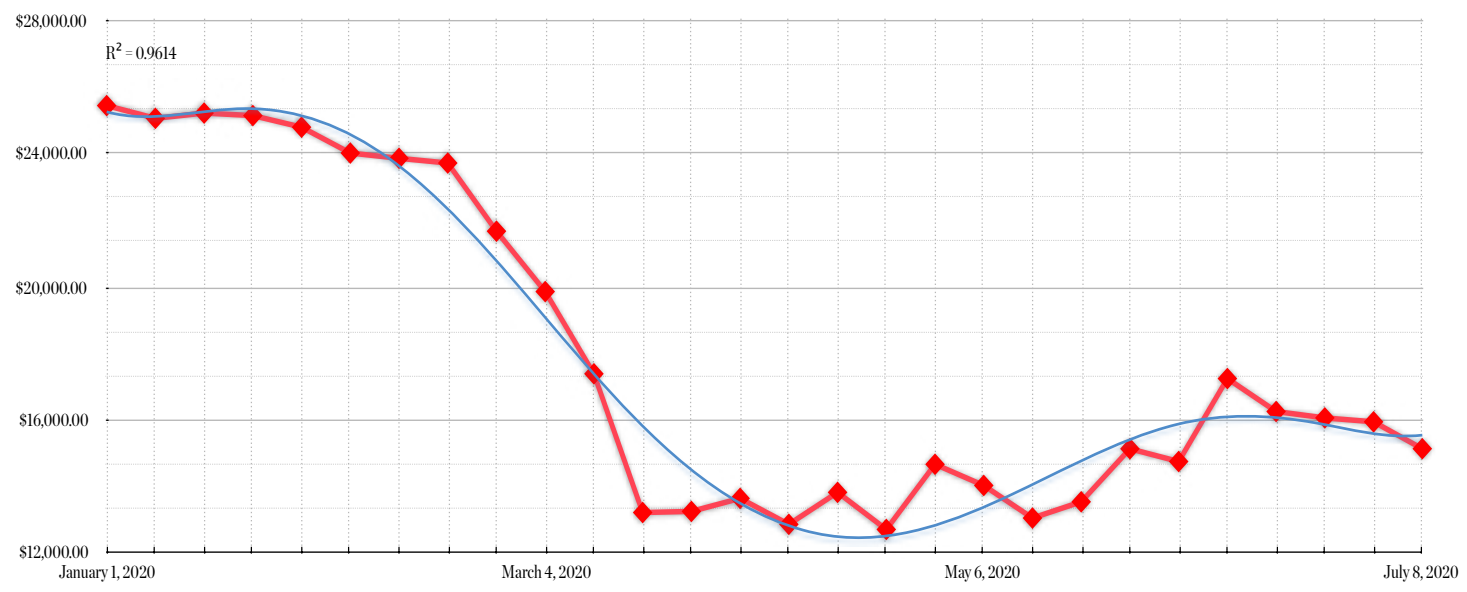
Compiled by Emily Clingman

BoF

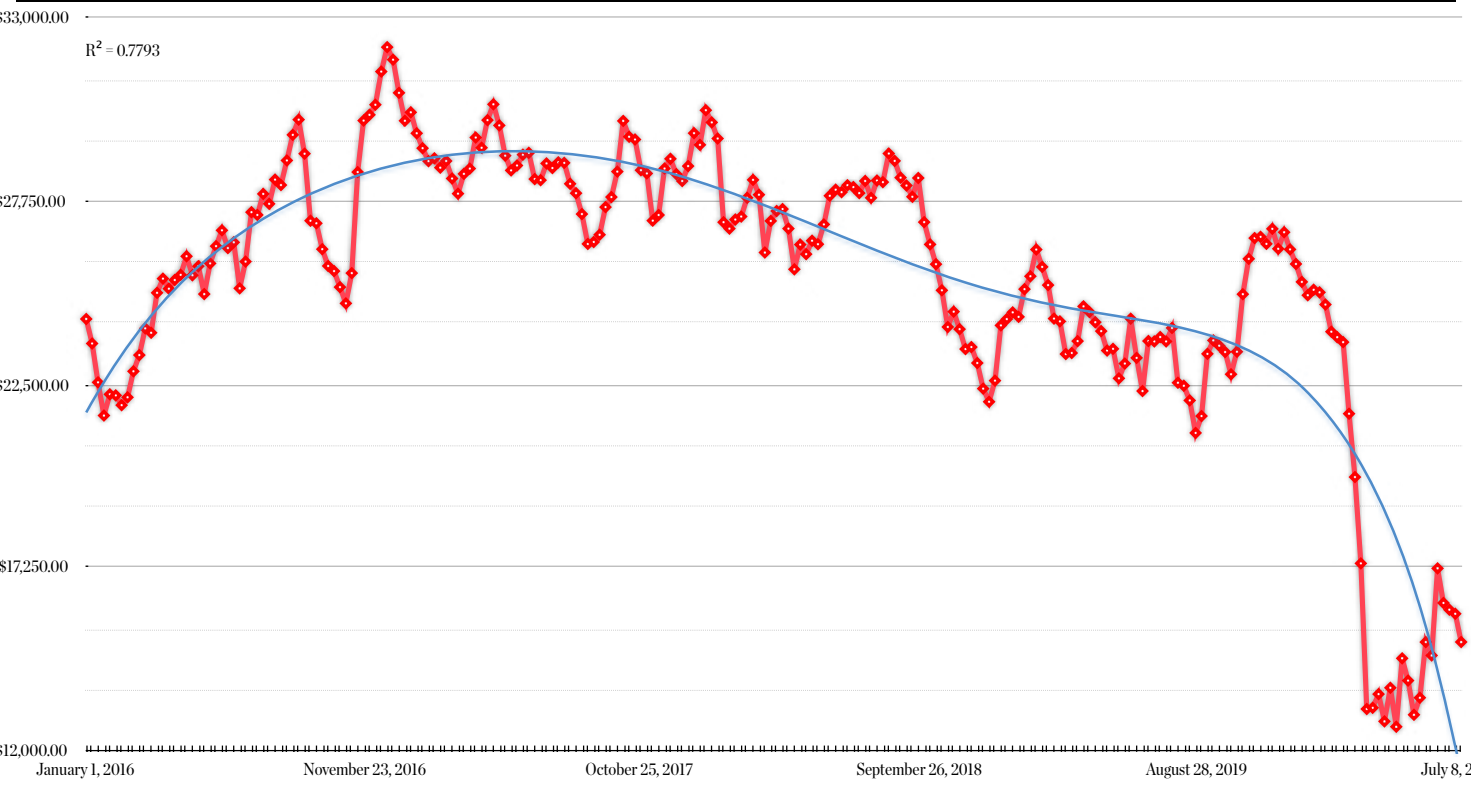
ALL TIME | January 1, 2016 BoF Industry Index Start: \$24,379.54  
 YEAR TO DATE | July 8, 2020 Yearly Start: \$25,443.00 (2019 Ended Up +15.31%)

**CURRENT VALUE** **TOTAL GAIN / LOSS** **2020 YTD GAIN / LOSS**  
**\$15,126.34** **-9,253.20 (-37.95%)** **-10,316.66 (-40.55%)**

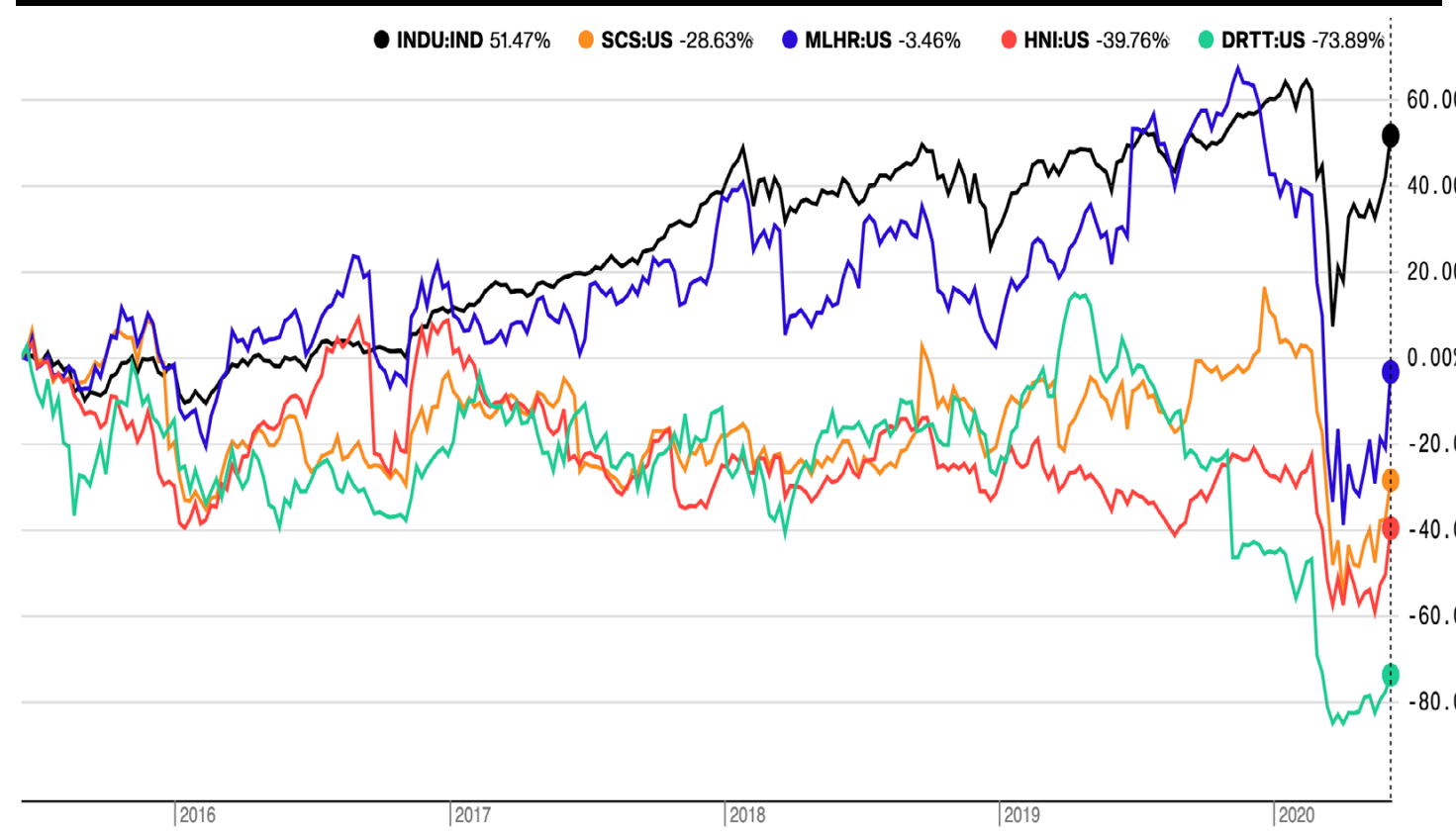
▲ SYMBOL	PRICE	CHANGE	TOTAL GAIN	1D GAIN	OPEN	PREV CLOSE	VOLUME	MARKET CAP	DAY RANGE	52WK RANGE
<b>DRTT:US</b> DIRTT Environm...	1.12 20:00	-3.45% -0.04	-83.86% -582.00	-3.45% -4.00	1.26	1.16	55,085	94.84M	1.12 - 1.26	0.71 - 6.04
<b>FLXS:US</b> Flexsteel Indust...	13.64 20:00	+0.96% +0.13	-69.13% -3,054.00	+0.96% +13.00	13.45	13.51	62,243	109.13M	12.80 - 13.93	7.81 - 21.31
<b>HNI:US</b> HNI Corp	28.05 20:04	-4.00% -1.17	-22.21% -801.00	-4.00% -117.00	28.84	29.22	220,107	1.20B	27.92 - 28.89	16.61 - 42.90
<b>INQ:CN</b> Inscape Corp	0.44 16:00	+0.00% +0.00	-85.33% -188.17	+0.00% +0.00	—	0.44	31,300	6.33M	—	0.35 - 1.30
<b>KBAL:US</b> Kimball Internati...	10.81 20:00	-6.97% -0.81	+10.64% +104.00	-6.97% -81.00	11.47	11.62	134,593	398.19M	10.79 - 11.47	8.19 - 22.40
<b>KEQU:US</b> Kewaunee Scie...	9.30 20:00	-0.32% -0.03	-47.72% -849.00	-0.32% -3.00	9.26	9.33	1,397	25.58M	9.26 - 9.30	6.96 - 19.57
<b>KNL:US</b> Knoll Inc	11.17 20:04	-5.10% -0.60	-40.59% -763.00	-5.10% -60.00	11.56	11.77	337,434	566.60M	11.15 - 11.56	7.74 - 28.30
<b>LEG:US</b> Leggett & Platt L...	35.09 20:04	-0.34% -0.12	-16.49% -693.00	-0.34% -12.00	34.79	35.21	1,168,669	4.64B	34.55 - 35.28	22.03 - 55.42
<b>MLHR:US</b> Herman Miller Inc	21.27 20:00	-5.51% -1.24	-25.89% -743.00	-5.51% -124.00	22.17	22.51	735,222	1.25B	21.21 - 22.28	14.39 - 49.87
<b>SCS:US</b> Steelcase Inc	10.50 20:04	-4.20% -0.46	-29.53% -440.00	-4.20% -46.00	10.74	10.96	1,209,636	1.21B	10.39 - 10.76	7.02 - 23.02
<b>TILE:US</b> Interface Inc	7.47 20:00	-6.39% -0.51	-60.97% -1,167.00	-6.39% -51.00	7.85	7.98	495,293	436.83M	7.43 - 7.96	5.06 - 17.68
<b>VIRC:US</b> Virco Mfg. Corp	2.52 20:00	-1.95% -0.05	-24.32% -81.00	-1.95% -5.01	2.77	2.57	4,704	39.60M	2.52 - 2.77	1.82 - 4.76



BoF Industry Index - Since Jan 1, 2016



Five Years - Major Industry Stocks



# How to Lose a Job in Ten Days

Stephen Says is on vacation this week. This column first appeared four years ago on July 6, 2016.

Dear Stephen,

I accidentally sent an inappropriate e-mail to my boss at work. Here's what happened: My boss's name is Susan. Unfortunately, my ex-fiancee's name is Susan, too. Susan (my former fiance, not my current boss) and I recently broke off our engagement. We still speak quite often, and, to be perfectly honest, I've been trying to win her back. The other night after a few glasses of wine, I decided to e-mail Susan (again, my former fiance, not my current boss). I sent her a picture along with a seductive message.

My modus operandi is to send these sorts of e-mails quickly, before I lose my nerve. As I'm sure you might have guessed already, the e-mail went to the

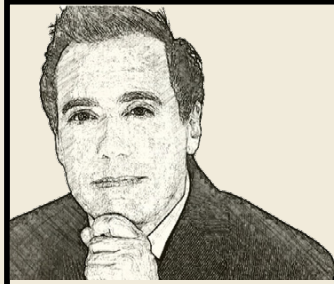
wrong Susan (my current boss, not my ex-fiancee). To make matters worse, I only realized my error when I asked my ex-fiancee why she hadn't responded to my risqué message, and she told me she never got it. This was three days after I had sent the e-mail — three workdays full of interactions with my boss. When I looked in the sent folder on my e-mail, my heart jumped so far up my throat, I thought I was going to throw it up.

I work for a major manufacturer, and we have a Code of Ethics and Conduct I signed as a condition of my employment. My boss has not said a thing, but I know she must have seen it. I

have a good relationship with her, but my review is coming up, and I had been planning to ask for a raise. Now I'm worried she might fire me. My boss is pretty straight-laced, and what I wrote and sent was toeing the line of what should be sent in an e-mail, even assuming it ended up in my ex-fiancee's inbox. Do I just clear the air with my boss, apologize and plead for mercy? Or do I pray it went to her junk folder and pretend like nothing happened? If she brings it up, can I say I was hacked? Any suggestions?

Signed,

A Living Sitcom



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](https://twitter.com/stephenviscusi), Like [Stephen on Facebook](#); and follow him on [LinkedIn](#).

Dear Sitcom,

When I am coaching managers at sales retreats for my corporate clients, I make sure to tell everyone at every level that when and if you feel you've had one cocktail too many, be sure to lock your phone and computer.

This is generally a good rule for personal matters, but it is essential for work devices. Here is my rule of thumb. If you're too drunk to drive, you're too drunk to send e-mails and texts. Alcohol and e-mails do not mix well. When you write e-mails drunk, you are all but guaranteed to embarrass yourself. There are three major pitfalls:

- 1) You write an e-mail so full of gibberish and consonant strings the only message you convey is that by the time the recipient reads the message you will likely be hugging a toilet.
- 2) If you're coherent enough to type proper words, chances are what you want to say is something you'll regret writing when you're sober — there's a reason you needed five shots before writing the email in the first place.
- 3) When drunk, humans tend to not care about details like "Is the Susan that Google thinks I

want this e-mail to actually the Susan that I want to send this e-mail to?" It sounds like you might have avoided the first and second dangers (although, who's to say), but that third sand trap got you good.

Joking aside, this type of thing can cost people their jobs or worse. I understand your company has a Code of Ethics and Conduct agreement, and this is standard operating practice for most companies today. Without question, your e-mail violated this agreement and depending on how your company's code is constructed, your boss might be required to report the e-mail to HR. Additionally, if she really wanted to, she might be able to report you to the police for harassment and indecent exposure. I don't mean to make you worry more, but I'd be remiss if I didn't express the seriousness of this type of stupidity. Common sense tells you not to dial drunk, text drunk or e-mail drunk — listen to common sense.

You don't have any choice but to come clean. Based on how long it's been, chances are your boss saw the e-mail, figured it was sent to her by mistake and doesn't want to embarrass you. Still, for all you know, the e-mail is with HR, and they're trying to figure out the best way to deal with the situation. No

one will believe for a minute you were hacked. The best way to deal with this is to apologize at once and in person. Explain you recognize even writing the e-mail to your ex, let alone sending it carelessly to the wrong person, was poor judgment on your part. Tell her you will be sure to pay extra attention to all work e-mails in the future.

You need to recognize that beyond sending your boss an inappropriate email, you showed her you're a potential liability for your employer. What if the e-mail had gone to a client? Don't just excuse the e-mail, make sure she understands you know you put the company at risk. Be remorseful and authentic and let her know you know an apology doesn't cut it. Your value to the company will likely determine her response: If you're replaceable, you may be out of a job, but I don't see a better choice for you. There really is no excuse for what you did and no fancy industry term for what happened. The Stephen Viscusi term is: You were an idiot. If you worked for me, I would probably fire you. If I were your ex-fiancee, I would be so happy we broke up. Glad you asked me?

Signed,

Stephen

# Innovation is HERE: How to Embrace Innovation in Your Business



Have a suggestion for the column? Please email Sid at [sid.meadows@embark-cct.com](mailto:sid.meadows@embark-cct.com)

Sid Meadows is the founder and principal of embark cct, a coaching, consulting and training firm focused in the contract interiors industry. You can follow Sid and embark on Facebook (@embarkcct) and LinkedIn (@sidmeadows) or visit the website at [www.sidmeadows.com](http://www.sidmeadows.com)

**One of the many things our industry is known for is innovation. We're constantly adapting and evolving the ways people work and how spaces are built, designed and furnished, all with the goal of increased productivity and employee engagement for our clients. Innovation is a necessity in our industry.**

Think about it for just a minute: What are some of the most recent innovations in our industry? Which pivot has impacted you and your business the most? Was it a product, program, process technology, manufacturing switch or something else?

I've been in the industry for nearly 30 years, and I can confirm innovation just keeps getting faster, better and more customer-focused each year. For me, most of my favorite innovations are in the product category, which is perfect since I'm a self-proclaimed product junkie — and you'd have to admit, there have been some really cool products introduced in recent years.

I think one of the most impactful innovations of our time is happening in our industry now all as a result of this global pandemic — and we have the opportunity to be part of it. The pandemic has forced us to innovate, to adapt. We've all heard way too much about the pandemic and its impact — but this is critical a moment in time that will define you, your life, your family, your career and your business for years to come.

Here's a reality check — if you are sitting on the sidelines waiting for things to return to normal, the way they were prior to March 15, you're wasting your time. If you're following and listening to industry leaders and experts, their message is clear — our industry is incurring a dynamic change and shift, a new level of innovation we have never seen before, and we're not going back.

I talk to people all around the country implementing change and adapting to the new normal in their businesses — and if you're not changing and adjusting, you're about to be left behind and very soon.

Most design firms are not allowing visitors into their offices for the remainder of 2020 — which means if they're your target customer, you can't call on them for the next six months. You can't go to their office and show them your latest and greatest products, no lunch-n-learns, no cocktail hours, nothing. So, what are you going to do in an industry where relationships are key and in-person meet-ups are the backbone of any project? What new strategy have you developed to engage this community? Zoom? Hopefully, that's not all you're doing, because if they're like the rest of us — they're experiencing Zoom fatigue, too. It's time to get creative.

In a recent survey conducted by Korn Ferry and reported on by SHRM, 64% of workers report being more productive working at home, even with all the distractions around them. In contrast, only 32% identified as “highly likely” to return to the office when their company opened. You read that right — and I'd encourage you to read it again.

This IS our industry. So, what do these statistics mean to you? If you thought there was nothing, or they don't matter — read them again, because they do matter.

Just in case the message hasn't

been made clear so far — you NEED to determine a strategy for how you are going to incorporate remote work into your business strategy. Working from home is a niche that's here to stay, and with it comes endless possibilities for our industry. We just have to get creative. Develop a strategy to support your customers as they incorporate remote work into their businesses. If you haven't done this or are at least planning it, you're behind, and your competition is way ahead of you. Just Google “work from home” or “remote work” and see what comes up — it's all hands on deck to make this new work environment thrive.

Look, I could go on and on with examples like this — our future, your future, the future of our industry is entirely different now. It will never be the same — and hey, if I'm the one jolting you into action with some hard truths, that's great. This column served its purpose. It's time to step outside your comfort zone and do what's necessary to grow your business and thrive. And yes, thriving IS possible, even in the midst of uncertainty.

To support you with this, here's a basic framework you can use to discover what's possible in your business, come up with new ideas to pivot to the world's current needs and accommodate your customers well. It all starts with your people, and with these steps you can put your people first.

**Step 1:** Assemble a team within your business (not just leadership, but managers, people working at home and others), include all

departments and select those that will actively participate and speak up.

**Step 2:** Create an environment of open discussion. No idea is too small or too big to be discussed; you need to embrace the ideas of your team, and they need to feel they can share them without repercussion.

**Step 3:** Brainstorm session — rapid fire ideas, write them all down. Don't discuss them now, just gather the ideas. If you need to, hire a facilitator for this session — it can be done via Zoom.

**Step 4:** Consolidate the ideas into categories.

**Step 5:** Pick one or two ideas and move them forward — empower your team to develop the plan and see what happens.

**Step 6:** Evaluate. What worked, what didn't, and what are your next steps?

**Step 7:** Do it all again, again and again.

Listen, there's a lot of doom and gloom in the world right now, but there is so much opportunity for you and your business. You need to have the courage to see what's possible, to create the vision of your future with clarity and purpose, and to choose new, pivoted ideas that fit our current world. And when you do, share it! I'd love to know what innovations you created to help your business thrive. Visit my blog at [www.sidmeadows.com](http://www.sidmeadows.com).

GUANGZHOU, CHINA

## CIFF

July 27-30, 2020



Founded in 1998, China International Furniture Fair (Guangzhou/Shanghai) (“CIFF”) has been successfully held for 44 sessions. Phase two of CIFF is dedicated to office furniture and seating, hotel furnishings, accessories, metal furniture, and furnishings for public spaces and reception areas, as well as materials and machinery for the furniture industry.

[www.ciff.furniture](http://www.ciff.furniture)

KUALA LUMPUR, MALAYSIA

## Export Furniture Exhibition

August 27-29, 2020



Export Furniture Exhibition (EFE) is international furniture fair that attracts buyers from all over the world as one of the top furniture fairs in Southeast Asia. One of the major highlights of EFE2020 is the inauguration of the “Office Furniture Hall”.

[www.efemalaysia.com](http://www.efemalaysia.com)

COLOGNE, GERMANY

## Orgatec 2020

October 27-31, 2020



Orgatec is a trade show that is dedicated to office furniture and concepts in the working environment and work culture. ORGATEC will gather professionals from various fields that will explore the newest trends and novelties in the industry.

[www.orgatec.com](http://www.orgatec.com)

CHARLOTTE, NORTH CAROLINA

## EDSPACES

November 11-13, 2020



EDspaces is where innovations are unveiled and collaborations form, bringing together education’s creative change agents who plan, design and manage innovative learning spaces. Leaders from school districts and colleges, architects, interior designers, distributors and exhibitors will engage and participate in the ongoing transformation of educational environments.

[www.ed-spaces.com](http://www.ed-spaces.com)

LONDON (NEW DATE)

## Clerkenwell Design Week

May 25-27, 2021

Clerkenwell is home to more creative businesses and architects per square mile than anywhere else on the planet, making it truly one of the most important design hubs in the world. To celebrate this rich and diverse community, **Clerkenwell Design Week** has created a showcase of leading UK and international brands and companies presented in a series of showroom events, exhibitions and special installations that take place across the area.

[www.clerkenwelldesignweek.com](http://www.clerkenwelldesignweek.com)

CHICAGO

## NeoCon

June 14-16, 2021



NeoCon is the world’s leading platform for commercial design and the annual gathering place for over 50,000 design professionals and end-users. Marking its 52nd edition, NeoCon continues to serve as the commercial design industry’s launch pad for innovation - showcasing game-changing products and services from leading companies and emerging talent, and providing unparalleled access to the most cutting-edge solutions.

[www.neocon.com](http://www.neocon.com)

EVENT

DATE & LOCATION

### CHINA INTERNATIONAL FURNITURE FAIR, CIFF (PHASE TWO) (NEW DATE)

July 27-30, 2020  
Guangzhou, China

CIFF (Shanghai) sends tailor-made invitations to audiences from different industries and sectors through different channels. It hosts nearly 150,000 importers/exporters, dealers, retailers, brand chain stores, designers, architects, real estate developers and other professional audiences from 200 countries and regions annually.  
<http://www.ciff-sh.com/en/index>

### EXPORT FURNITURE EXHIBITION (NEW DATE)

August 27-29 2020  
Kuala Lumpur, Malaysia

Export Furniture Exhibition (EFE) is international furniture fair that attracts buyers from all over the world as one of the top furniture fairs in Southeast Asia and the fair continues to attract more visitors annually. The exhibition is the signature event of the Malaysian Furniture Council (MFC).  
<http://www.efemalaysia.com>

### DOMOTEX ASIA (NEW DATE)

August 31 - September 2, 2020  
Shanghai, China

DOMOTEX asia/CHINAFLOOR is the leading flooring trade exhibition in Asian Pacific and the second largest flooring trade exhibition worldwide. As part of the DOMOTEX shows’ group, DOMOTEX asia/CHINAFLOOR is mainly targeting the emerging Asian markets. In 2019, the 21st edition of DOMOTEX asia/CHINAFLOOR covered over 175,000sqm of gross exhibition space filled by 1,560 exhibitors from 40 countries.  
<http://www.domotexasiachinafloor.com>

### ORGATEC 2020

October 27-31, 2020  
Cologne, Germany

ORGATEC is a trade show that is dedicated to office furniture and concepts in the working environment and work culture. ORGATEC will gather professionals from various fields that will explore the newest trends and novelties in the industry.  
<http://www.orgatec.com>

### INDEAL LEADERSHIP EVOLUTION

November 8-11, 2020  
San Diego

INDEAL’s 2020 Conference provides program members with an opportunity to gain critical knowledge focused on supporting business growth and profitability. This year’s event offers perspective on developing teams that thrive, along with valuable insight into the state of the commercial furniture industry, economy and program at large. A varied agenda and numerous prospects for networking combine the benefit of multiple experiences into one, streamlined event.  
*Event website coming soon*

### EDSPACES

November 11-13, 2020  
Charlotte, North Carolina

This is the event for connecting key stakeholders who are designing, building, equipping, and managing learning environments with the manufacturers, distributors, and service providers offering solutions. Explore how the convergence of technology, space, and pedagogy impact learning.  
<http://www.edspaces.com>

### CLERKENWELL DESIGN WEEK

May 25-27, 2021  
London

Clerkenwell is home to more creative businesses and architects per square mile than anywhere else on the planet, making it truly one of the most important design hubs in the world. To celebrate this rich and diverse community, Clerkenwell Design Week has created a showcase of leading UK and international brands and companies presented in a series of showroom events, exhibitions and special installations that take place across the area.  
<http://www.clerkenwelldesignweek.com>

### NEOCON

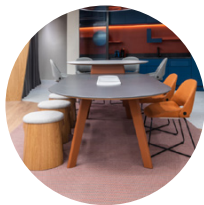
June 14-16, 2021  
Chicago

NeoCon is the world’s leading platform for commercial design and the annual gathering place for over 50,000 design professionals and end-users. Marking its 52nd edition, NeoCon continues to serve as the commercial design industry’s launch pad for innovation - showcasing game-changing products and services from leading companies and emerging talent, and providing unparalleled access to the most cutting-edge solutions.  
<http://www.neocon.com>

## Cancelled / Postponed Notes:

BoF will provide continuing coverage of Coronavirus related cancellations and postponements, and will provide you with new dates when they are made available.





**Riccô Offices – São Paulo**

Mombá Arquitetura was tasked with the design of the Riccô furniture showroom and workspace located in São Paulo, Brazil. The creation of a new space for the “Riccô Hub” brand responds to the company’s cultural changes, it’s the union of two important stores of corporate furniture. Flexibility and innovation were the main guidelines of the project. Considering that it is a multipurpose space in which the showroom is also the brand’s office, or vice versa, the project had to guarantee the functions and technical standards of a workspace, as well as the versatility and seduction that an exhibition space demands. Following the idea of flexibility, a raised floor was also developed throughout the entire project, allowing quick layout changes.



Photography: Guilherme Pucci

**FIRM:** Mombá Arquitetura  
**CLIENT:** Riccô  
 2,691 sqft  
**SCOPE:** Office  
**LOCATION:** São Paulo, Brazil  
**INDUSTRY:** Furniture

READ MORE



**Workplaces | July 2020**

**WHERE I'M WORKING: LUCY'S CAFÉ, GRAND RAPIDS, MICHIGAN**  
**74% OF WORKERS SAY A 6-HOUR WORKDAY WILL IMPROVE PRODUCTIVITY AMID COVID-19, ACCORDING TO STUDY**  
**AS DESIGN MOVES FORWARD, DESIGNING FOR MULTIPLE GENERATIONS GARNERS MORE ATTENTION**  
**LEVERAGING HOSPITALITY CUES IN A POST-PANDEMIC WORKPLACE**  
**KI GOES BEYOND WITH OWENS CORNING IN FUTURE-PROOFING WORKSPACES WITH 'INFINITY FROM KI'**  
**VIRTUAL REALITY MEETINGS: THE NEW NORMAL**  
**AND MORE!!!**

Read the July 2020 issue today at: <https://bellowpress.com>



DISCUSSION

## Diversity & Inclusion in the Interiors Industry: The Most Important Issue We'll Ever Tackle

WE SAT DOWN WITH MALENE BARNETT, FOUNDER OF THE BLACK ARTISTS + DESIGNERS GUILD, AND DISCUSSED SOME OF THE MOST PRESSING ISSUES OUR INDUSTRY FACES IN ORDER TO HEAR THE PERSPECTIVE OF THOSE WHO HAVE BEEN SILENCED FOR FAR TOO LONG.

by Amanda Schneider

At ThinkLab, we pride ourselves on providing meaningful research to help members of the interiors industry make informed decisions about their products, their strategy and the future.

Data is the driving force behind all that we do. So as recent injustices have further galvanized the Black Lives Matter movement, we, as a brand, took a step back and thought about how we could use our expertise as “diggers into the heavy-hitting questions” in a way that advocates for and celebrates diversity within our industry.

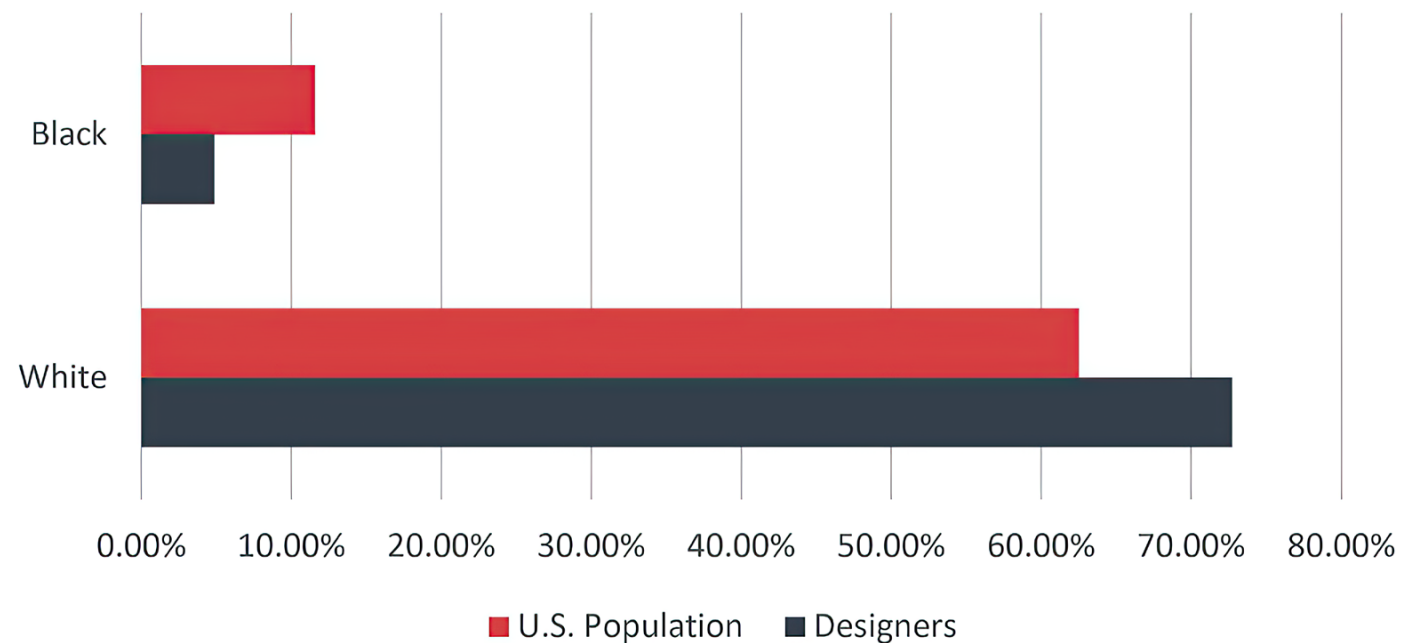
According to the [U.S. Census](#), only 60.1% of those who live in the U.S. identify as White alone, whereas 13.4% are Black or African American alone — and 26 percent self-report as Asian, bi-racial, or other. Yet according to the [Census Bureau](#), 72.7% of designers of all disciplines are White (non-Hispanic) and only 4.84% are Black. That's a problem, folks, for more reasons than this one article could ever tackle. We sat down with Malene Barnett, founder of the [Black Artists + Designers Guild](#), and discussed some of the most pressing issues our industry faces in order to hear the perspective of those who have been silenced for far too long.

**ThinkLab:** There is greater diversity at design schools than in our A&D firms. Why is that?

**Malene Barnett:** Diversity is a complicated issue because it is so interlaced with privilege. Though design schools may admit and graduate more students of color, there are shields in place that exclude them from having access to jobs at firms. This is an institutional problem that is not exclusive to the design industry.

Before the pandemic, unemployment was at its lowest rate in 50 years. However, Black workers continued to face systematically higher unemployment rates, lower pay, poorer benefits and fewer job opportunities. It pains me to say this, but Black people continue to be more vulnerable in the labor market than their White peers. The only way that we as a society can overcome this is if employers consciously seek out and hire people of color. Diversity in its entirety needs to be embraced in the design community. The surface of this field is too focused on creating fashionable spaces for a select few. This is inherently problematic because not all people look or live the same, but this restrictive industry has historically showcased some while excluding others.

## Comparison of the U.S. vs. Interior Design Race Composition



**TL:** How do you, as a Black woman, handle this exclusion?

**MB:** Many qualified Black people in the labor market adhere to a code of silence when discussing their exclusion. We are tired of having to document and explain our experiences of exclusion to convince non-Black people of discriminatory hiring practices. This is a battle that I have been fighting since the beginning of my career, and I will continue to do so.

**TL:** How can we advocate for diversity not only in our own businesses, but in the way we design spaces?

**MB:** When it comes to inclusive design, the first word that comes to mind is “empathy.” Designers need to recognize that what is comfortable and desirable to some may make others uncomfortable. Designers should be intentional about asking questions regarding their choices in spatial and artistic organization.

**TL:** Can you elaborate with specifics?

**MB:** A good example is artist Llana Harris-Babou’s “Reparation Hardware,” a video art piece that brilliantly criticizes the racial implications of luxury design and how it can dehumanize people of color and turn our culture into props. In her piece,

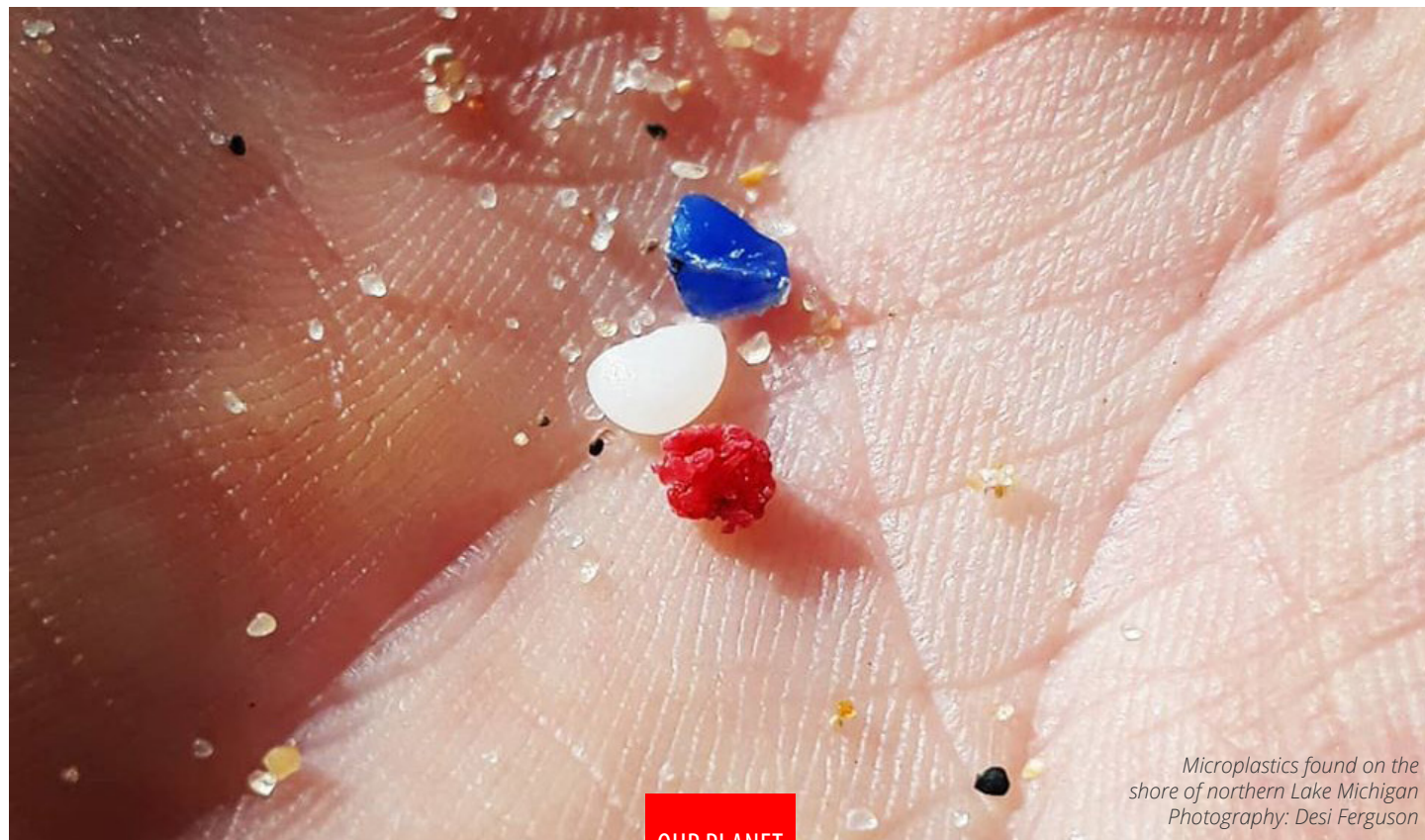
Harris-Babou displays a story of labor, value and inheritance that is at the center of society’s most enduring injustices. Her work was inspired by our cultural objectification in the design world and in the broader American landscape. In order for spaces to feel more welcoming to those with diverse backgrounds, non-European art and culture needs to be embraced by designers.

**TL:** What do you wish you could say to the industry?

**MB:** To those who may say “all lives matter,” I would have a discussion about universal goals. Of course, we all believe that each and every life is important, but Black people are treated differently under the law and by society at large. Universal expectations do not take into account setbacks for many Black people. For example, during Hurricane Katrina, there was a universal goal of getting everyone out of New Orleans. Citizens were given orders to drive to safety. Unfortunately, this universal goal did not take into consideration that some citizens, many of them Black, did not have cars. Consequently, many Black people found themselves in dangerous situations during Katrina and some lost their lives. Yes, all lives matter, but not all lives are considered equal under the law in this country. That is what Black Lives Matter is about. It is about inclusivity. It is about equality. It is about survival.

We leave you with this portion of [the statement from The National Association of Minority Architects](#) in the hope that we can soon live in a world where these sentiments are not part of our reality: “The air in our nation is thick with a profound sense of grief and despair. Our collective air is so very thick that it’s literally hard to breathe. We struggle to grasp for air as we all navigate a global pandemic coupled with the deadly and pervasive virus called racism that has plagued America for over four centuries.” **BoF**

*Amanda Schneider is President of ThinkLab, the research division of SANDOW. At ThinkLab, we combine SANDOW Media’s incredible reach to the architecture and design community through brands like Interior Design Media, Metropolis, and Material Bank with proven market research techniques to uncover relevant trends and opportunities that connect back to brand and business goals in a thought-provoking, creative, and actionable way. Join in to know what’s next at [thinklab.design/join-in](http://thinklab.design/join-in).*



Microplastics found on the shore of northern Lake Michigan  
Photography: Desi Ferguson

OUR PLANET

## From Ocean to Office: A New Path for Plastic

RESEARCH SHOWS ABOUT EIGHT TO 10 MILLION TONS OF PLASTIC ENTER THE PLANET'S OCEANS EVERY YEAR. THAT EQUATES TO ABOUT A GARBAGE TRUCK OF PLASTIC BEING DUMPED IN THE OCEAN EVERY MINUTE.

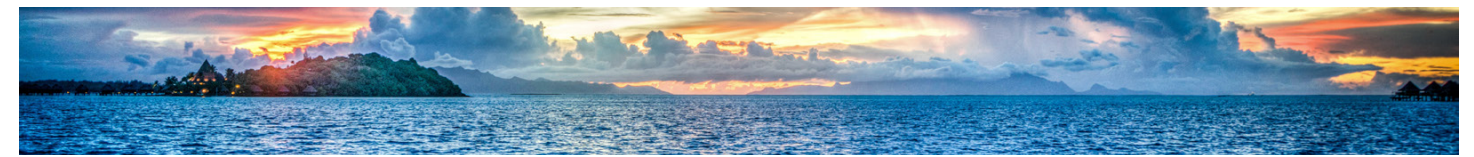
by Emily Clingman

Some are calling the COVID-related global economic shutdown and residential lockdowns “The Great Pause” — an unprecedented time to get not only one’s personal life in order, but for the environment to breathe, grow and repair itself. Manufacturers and designers see this time as an opportunity to amp up their efforts to save plastic from the planet’s oceans.

Why? Because humans produce 300 million tons of plastic globally every year.

At the forefront of things, the production of plastic isn’t necessarily the problem, said Kendall Starkman, director of NextWave Plastics, Lonely Whale, in Oakland, California.

“Less than 10% of those 300 million tons of plastic is recycled,” she said. “In many places in the world, the capacity to handle this much plastic waste is extremely limited. So, we have this material that never goes away and our capacity to reclaim it, reuse it is exceptionally limited. The fact that



it’s distributed across the ocean at this large scale is pretty significant and hard to wrap your hands around.”

Research shows about eight to 10 million tons of plastic enter the planet’s oceans every year. That equates to about a garbage truck of plastic being dumped in the ocean every minute. In marine environments, it’s becoming degraded and breaking down into smaller pieces providing a threat to marine ecosystems that are not able to deal with it — like the seabirds on Midway Island trying to feed their chicks bottle caps that look like food. And we don’t have the ability to reclaim it.

It’s also about humans. In places where there is limited ability to manage their waste, this becomes a huge public health issue. Communities that are dependent on their ecological systems are no longer able to maintain the health of their communities.

And, in the age of COVID, where there’s probably a lot more PPE littering, this continues to be a huge problem.

“Since it’s basically impossible for us to collect it, and reprocess it and use it again, how do we turn off the tap on plastic pollution?” Starkman asked.

Mikhail Davis, director of technical sustainability at Interface in San Francisco, said his company didn’t start out with a concern for the ocean — it was really just looking for ways to source more sustainable materials.

“Keeping plastics out of the ocean is obviously a great thing, but that was not really our port of entry,” he said.

The focus was on discarded fishing nets on the ocean’s casts in the reefs. Because most fishing nets are made with Nylon 6, the same kind carpet tile is made from, the netting litter around the world could be turned into a commodity.

“And this is how waste becomes wealth,” Davis said. “We set it up so that it makes no sense economically to leave nets on the beach. So, when fishing is not great in coastal communities around the globe, they can go get nets out of deeper water in

the reef. So, when things are bad, the environment gets better. This business does social good if we set it up right — redesigning business to do good, rather than accidentally harming the environment or vulnerable communities.

Jane Abernethy, chief sustainability officer at Humanscale in New York, said manufacturers have an impact on the environment, “and we wanted to know what it means to manufacture sustainably.

“We realized that reducing the amount of negative impact we have wasn’t going to leave us with the world we wanted,” she said. “For example, we can reduce our waste by 50%, which would be a difficult thing to undertake. It would be a good thing to do. It is less bad, but it still does leave us producing a certain amount of waste. So, ideally, we aim to reduce our waste by 100% or as close to that as we can get, then continue to help others to reduce their waste so we’re actually passing that threshold — going beyond doing less bad, to the point where we’re starting to have a net positive or do more good than harm in the world. And at that point, we’re actually a force that’s starting to clean up, regenerate and be part of the environmental solution. Our next challenge, from a sort of making-this-happen point of view, is not the most exciting to talk about, but it is really the bulk of the workers to making some of this happen with all the logistics and renegotiations and reframing of what we need to do.”

When it comes to design, Davis said it’s easier to sell something different if there’s a meaningful backstory, but the product still has to do everything it’s designed and expected to do.

“It still needs a full color palette, it still needs to perform, it still needs to be just as durable, just as beautiful — all the things you normally look for,” Favis said. “And then people will prefer the products that also have an additional positive impact on the environment. And that is our job as manufacturers — to make this at scale, while making it economical to do everyday things as much as possible.”

**BoF**

## TEXTILES

## The Arc-Com Design Studio Introduces High Rise

High Rise, from Arc-Com Design Studio, infuses an architectural framework with an array of shifting hues and tones. This mid-scale geometric is a complex balance of structure and color. A linear vertical ground weave mimics the look of an épingle while a 34-inch vertical repeat allows for endless color play within each individual sku. Installation on smaller pieces will look random, as if the pattern's color shifts indefinitely.

The dynamic and tailored High Rise pattern offers designers a sophisticated option to incorporate a multitude of colors.

High Rise is stocked in eight colorways.

Color Sunrise includes a gorgeous array of pinks, peaches and greys connected with the beginning of each new day. Color Jungle incorporates all of the shades of warm and cool greens associated with the forest. Within the color Caribbean, one can find the shifting hues of blue seen in warm tropical waters.



## TEXTILES

## Maharam M Series Card with 9to5 Seating



9to5 Seating is building on its partnership with Maharam through the launch of the M Series fabric card designed for task, lounge, guest and multipurpose seating. This new card expands 9to5 Seating's extensive textile library of carded and graded-in collections.

The M Series card is about accessible, versatile style. It features six patterns all at Grade D — Muse, Manner, Murmur and Metric — for 14 colorways that range from striking brights to adaptable neutrals for design flexibility.

All the Maharam M Series textiles meet ACT heavy duty performance guidelines with double rubs ranging from 75,000 to 300,000. Two patterns — Murmur and Meld — are bleach-cleanable for critical disinfection.

## CASEGOODS, SEATING &amp; TABLES

## Indiana Furniture Expanding Portfolio with Seven New Products

Indiana Furniture continues to set new standards for affordable, design-friendly products. It has expanded its portfolio with seven new lines set to launch over the summer. These additions were designed to provide both style and functionality across a broad range of applications, including helping companies better outfit working spaces amid the COVID-19 pandemic and beyond.

As Indiana Furniture celebrates 115 years, it is inspired by the essence of yesteryear, of people, places and things that are legendary, and by modern concepts and desires that will shape the future.

Indiana Furniture's introductions include: Iconic Casegoods, Rockstar Seating, Fifteen Lounge and Fifteen Pods, Runna Pouffes, Strut Table Legs and Screens+Dividers. "These designs represent craftsmanship, grace and modern sensibility," said Mike Blessinger, vice president of sales and marketing for Indiana Furniture. "They represent yesterday, today and tomorrow."

With a nod to the '50s and '60s, Iconic's clean lines, tapered legs, and unexpected details are suited to outfit a multitude of areas, including private office, open plan/benching, storage components, small meeting areas and ancillary spaces. Features that only Iconic offers include an Illusion profile, unique mixed-material pull and cabinet accents, one-of-kind twisted bookcases and uniquely crafted legs that provide a fresh perspective at every angle.



Created for everyday use in every application, Rockstar task seating features generous, contoured proportions and standout comfort for users of all sizes. With a choice of mid or high back, arm, base and caster options, weight-activated controls and button detailing, this chair offers diversity to suit any environment and user.

Fifteen Lounge and Fifteen Pods were inspired by Indiana Furniture's partnership with Edge Design. Fifteen Lounge is a mix of freestanding and ganging modular components designed to create shared and private moments for a wide range of linear and curved applications. Fifteen Pods provide users with a personal getaway space, private meeting or collaboration location and can be placed anywhere in a facility. Designed around the science of acoustics, Fifteen Pods helps keep conversations contained within and external noises out.



With its combination of stylish design and distinctive upholstery, Runna Pouffes express luxury while being the perfect option for impromptu meetings, additional seating or being the component that completes a design. Created by Edge Design, Runna is available in small and large sizes and nearly limitless upholstery options.



The Strut table leg is designed with minimalist lines and angles to establish modern sensibility in any work area. Available in silver or black, Strut easily works with many of the popular lines in Indiana Furniture's portfolio, including Canvas, Gesso, Aura, Tri-One and more to create a signature look.

In response to changes in working environments spurred by COVID-19, Indiana Furniture has expanded its options to further provide privacy and safety for employees. Its functional range of screens and dividers make it easy to create space division within any environment on nearly any



product. Simply add their new styles, with expanded widths and heights, to a work surface, training table and/or reception desk to create privacy, add protection or further define personal space.

"Our broadened portfolio effortlessly integrates to flex the function of working spaces," Blessinger said. "Whether you're looking to get the most out of shared environments, make a statement in a private office, or anything in between, our designs fluidly blend into any interior concept. And now with our entire portfolio being available on CET Designer, it's easier than ever to specify Indiana Furniture."

#### TABLES

### Teknion Reimagines hiSpace Quick Connect Tables

Teknion has announced the re-engineering of its hiSpace Quick Connect Tables. The elevated design includes a softer profile, simple yet meaningful conveniences, new technologies and an assembly time of less than five minutes.

"The new design of hiSpace provides impactful user comfort and convenience features," said Dannion Smith, Teknion director, product management, seating and ergonomic products. "The simple yet clever design of the table allows users to get



up and work with their needs top of mind. Technologically savvy, hiSpace can be automatically adjusted from one position to the next with a single push of a button. The best part of this table is actually what you don't see. The table comes pre-wired with extra places to hide unsightly cables, uses a sophisticated software system that can be customized to fit its application and includes a world class collision detection system. In addition, the table is visibly fastener-free."

The hiSpace redesign includes three new features that cut the assembly time to less than five minutes and provides user convenience and accessibility. With its Connection Kit, the table's top frame comes pre-installed on the worksurface to speed up professional installations and remove the burden of fumbling with a big bag of screws in your home office. The table is also equipped with a Power Pak — a prewired felt cover cable organizer that manages all cables and controls — which directs the control box, the switch, motor cables and table power cord with ease so stress due to wire management is all but eliminated.

The table's gyroscope-based collision detection system senses when the tabletop starts to tilt when a collision occurs and immediately stops and reverses direction. HiSpace is compliant with the BIFMA height-adjustment range from 22.6 to 48.7 inches. Each table comes programmed to have a single push button to adjust to its memory positions and the ability to reconfigure both maximum and minimum height limits.

The table is available in two depths — 23 and 29 inches; and five widths — 46 to 70 inches in 6-inch increments. The base features three finish options in Very White, Ebony and Platinum. Work surfaces are available in Foundation Laminate and seamless finishes with a choice of straight or radius edge options.

#### SEATING

### Introducing Viccarbe Maarten, Available Through Coalesse

Maarten Plastic symbolizes Viccarbe's venture into polypropylene — a particularly durable material that is more adaptable to the user's movement, capable of complementing the Viccarbe collection from a use and function point of view.



This new version of the chair maintains the rhomboid-shaped seat that is characteristic of the Maarten family, seen in the collection since 2012. Added features include a wide range of bases (four legs, sled, swivel, pyramid, wheeled) and the option to be stacked for some of these, an excellent added value for shared spaces.



With the addition of Maarten Plastic, Víctor Carrasco reinforces his trajectory through the design field with the creation of iconic Mediterranean pieces that are comfortable, affordable, durable for facilities and welcoming in homes.

Remember to include us on your company PR distribution list. **Send To:** news@bellow.press  
Please include **high resolution photos** along with your release; at least 8 megapixels. You can submit online at:  
<https://bellow.press/SubmitNews>

## ASSOCIATIONS

## ASID and IIDA Empower Interior Design Profession Through Reform Legislation in Florida

➡ The American Society of Interior Designers (ASID) and International Interior Design Association (IIDA) successfully advocated on behalf of interior designers in the state of Florida to get the Deregulation of Professions & Occupations Bill signed into law on June 30 by Gov. Ron DeSantis.

With the support of the state's design community and colleague organizations, such as the Council for Interior Design Qualification (CIDQ), ASID and IIDA ensured the inclusion of compromise language that maintains the integrity of the interior design profession and the safety of the public through a newly formed state interior design voluntary registry. Further, the reform encourages entry and continuation in the profession, in keeping with DeSantis' wish to streamline occupational regulations in the state.

"We are thrilled to have worked with our counterparts at IIDA and others in the Florida design community to promote commercial interior design business rights," said Gary Wheeler, ASID interim CEO. "The act's acknowledgment of interior designers not only affords them the rights and privileges worthy of their studies, experience and businesses but also guarantees the safety of public building clients and occupants for whom they design. We're grateful to the governor, Sen. Ben Albritton, Rep. Blaise Ingoglia and the entire Florida legislature for recognizing the power design — and designers — have to impact lives."

"The advocacy efforts of IIDA and our partners at ASID have always been about promoting reasonable regulations for interior designers without hindering opportunity for anyone working within the design profession," said IIDA Executive Vice President and CEO Cheryl S. Durst. "We are excited that this reform in Florida allows interior design practice rights while eliminating unnecessary burdens, thus creating better public policy."

The law maintains:

- The title "Registered Interior Designer" for qualified designers
- The interior design positions on the Board of Architecture and Interior Design
- The interior design construction document stamp for plan review
- "Registered Interior designers" within the statutory definition of "registered design professional"

Under the new law, the reasonable and more narrowly tailored regulation of commercial interior designers will continue. The reform's primary change is the establishment of a registration, which will replace a mandatory license for commercial interior designers who wish to practice independently with use of their own construction document stamp. It further clarifies state regulation is not required to perform all forms of interior design and interior decorator services. These changes went into effect July 1.

## Recruiting top sales generators for your team.

Our recruiters are expert in identifying top sales talent in the market. TVG will find the best people to grow your business and then back up the hire with our **two-year free replacement guarantee.**



Stephen Viscusi

The Viscusi Group has rebranded as



212.979.5700 [www.tvgrecruiters.com](http://www.tvgrecruiters.com)  
1185 Avenue of The Americas, New York, NY 10036



Suzanne Tron

## MANUFACTURERS

## Nook Basics and Their Role In The New Normal

➡ As the world continues to pivot and settle into this new normal, Nook has taken the time to return to its core of bringing neurodiverse environments to life through simple and affordable solutions. It has been hard at work the past several months implementing training guidelines and educational tools around the science of the Nook and how neurodiversity improves productivity and overall quality in the workplace.

Nook will share its updates and best practices around workplace wellness and navigating the new normal at 11 a.m. today and 11 a.m. Thursday CST. RSVP to [hellousa@nookpod.com](mailto:hellousa@nookpod.com) to receive your meeting link.

This is an opportunity to learn a little more about the Nook family of products, the importance of neurodiverse friendly environments and how Nook plans to continue to make the world a little better through wellness and inclusion.

## MANUFACTURERS

## Keilhauer's Relief Efforts to Fight COVID-19

➔ Keilhauer's purpose is to Make Work Comfortable For All — and right now, the need to feel comfortable, safe and protected at work has never been more important for health care staff. That's why Keilhauer has taken steps to support these essential workers. From the manufacturing and distribution of personal protective equipment (PPE), to a unique mural program promoting positivity, it's giving back to those on the frontline.



In early May, Keilhauer began dedicating resources to manufacturing PPE and help fight the spread of COVID-19.

Through its gown program, Keilhauer is helping hospitals manage the spread of bacteria and viruses as patients and staff move through their facilities. It's been approved as a manufacturer in the emergency supply chain for Class 1 hospital gowns. A select team of its world-class sewers are dedicated full-time to creating these in-demand coverings. Changing gowns repeatedly during the day is crucial to ensuring COVID-19 does not spread between patients in care.

Keilhauer has also taken steps to protect health-care staff from infection themselves and has dedicated one of its 3D printers to producing face shields. Unlike traditional facemasks, such as the N-95, face shields provide additional protection to those wearing them. Shields cover the entire face to prevent virus transmission through the eyes and dissuade the wearer from touching their face. What's more, they are an environmentally preferable PPE as they can be sterilized with alcohol and used indefinitely.

Keilhauer is distributing these PPE to various hospitals and medical facilities in communities. COVID-19 has affected us all, but New York has been particularly hard hit. Keilhauer wanted to provide something positive to support the city, home to one of its three permanent showrooms. It sponsored Indiewalls, a NYC-based art consultancy that supports the careers of 3,500-plus independent artists, to support their #GiveASign project.



Keilhauer commissioned a 25-by-8-foot high mural, reading "We Thank You," outside New York Presbyterian Hospital in Lower Manhattan, New York. The vibrant mural, created by Andrea von Bujdoss (Queen Andrea) of Super Fresh Design, is on the hospital's wall at the employee entrance and will be a long-term fixture. The custom artwork and message of gratitude also were printed on 300-plus cards that have been delivered to hospital staff so they can bring something beautiful and positive home with them.

It is Keilhauer's hope this initiative will help these heroes feel appreciated, add some beauty to the daily lives of local residents and financially support the talent of the New York Arts and Design community.

## DEALERS

## Solomon Coyle Announces New Dealer Market Outlook Survey

➔ Solomon Coyle is launching a new research initiative focused on dealer sentiment regarding the commercial furniture market in North America.

Starting Monday, all dealers are invited to participate in a brief quarterly survey where they can submit anonymous data reflecting changes in bookings, billings and backlog from one quarter to the next, plus their short-term projections for future bookings and activities in various market sectors.

Solomon Coyle's reporting will be similar in format to the American Institute of Architects (AIA) Billing Index and will be published on a quarterly basis. The reports will provide dealer leadership with information they can use to measure themselves against current market performance and inform them on go-forward sales strategy and managing staffing or other budgetary considerations.

Paul Holland, principal at Solomon Coyle, stated, "Dealers have been asking for this kind of market intelligence, and we are excited to provide it. With this type of snapshot view, dealer leadership will be able to do a 'sanity check' using current data and the projections of their peers across specific regions and sectors, empowering them to make smarter decisions. We believe dealer sentiment cannot be valued enough."

David Solomon, managing principal, added, "Initially this data will greatly benefit the dealers, but as more data is captured, it will also have significant meaning for manufacturers and other industry stakeholders."

To participate or to learn more, visit <https://solomoncoyle.com/dealer-market-outlook/>.

## MANUFACTURERS

## DeskMakers Welcomes Sickler as Independent Sales Reps

➔ DeskMakers, providers of customizable office furniture products, has added Chicago-based Sickler to its sales team. With more than 35 years in the industry, the firm led by Steve Sickler and Barbara Krech Sickler, will join DeskMakers and Scale 1:1 as independent sales representatives covering the Illinois, Wisconsin and Northwest Indiana territories.

Established in 1985, Sickler is a multi-line manufacturer's rep group focusing its efforts on the corporate, health care, education and hospitality markets and providing outstanding service throughout the Midwest. With a dedicated support team and a showroom inside the Merchandise Mart in Chicago, Sickler strives to exceed customer expectations by providing professional service to dealers, architects, designers, specifiers and end users. DeskMakers and Scale 1:1 products balance out Sickler's broad range of com-





mercial and contract selections to create a full-service offering.

“We’re thrilled to have a rep group of their caliber join the DeskMakers team,” said John Whichard, vice president and national sales manager of DeskMakers. “Their level of professionalism, industry know-how and geographical coverage are exactly what DeskMakers and Scale 1:1 need as we continue to grow our customer relationships in the Midwest, and we couldn’t be happier.”

#### ASSOCIATIONS

## Six Exceptional Classroom Designs Selected for EDspaces 2020

➔ The Education Market Association (EDmarket) [announced the winning classroom designs](#) to be featured at EDspaces this fall, Nov. 11-13, in Charlotte, North Carolina. Each of the innovative classrooms were designed for physical distancing in a safe learning environment, similar to the challenges facing educators returning to school this fall. These educational environments provide an extension of learning for participants to experience first-hand the latest product and space innovations.

Following a competitive design process, these firms were chosen to design classrooms for EDspaces 2020:

- Hord Coplan Macht
- Legat Architects
- Little Diversified Architectural Consulting
- Marotta Main Architects
- Media Technologies
- Moseley Architects

Classroom design judges, composed of past winners of the design competition, school purchasing influencers and AIA-CAE member architects, conducted an extensive review to make final selections. Proposals were evaluated for aesthetics, overall functionality, vendor engagement, relevance to the future of educational facilities and flexibility of the learning space. This year’s classroom designers met the additional challenge of creating learning environments in the COVID-19 era.

Education sessions will be held in these six designed classrooms throughout the event, allowing attendees to experience how different products work in a variety of collaborative, flexible educational settings.

#### ASSOCIATIONS

## EDmarket Partners with GBAC STAR Accreditation Program for Safeguarding Educational Facilities

➔ The Education Market Association (EDmarket) is partnering with the Global Biorisk Advisory Council (GBAC), a division of ISSA, to support its GBAC STAR facility accreditation program on cleaning, disinfection and infectious disease prevention for education facilities.

In addition, EDmarket-affiliated facility professionals can enroll in the GBAC Fundamentals Online Course: Cleaning and Disinfection Principles for half price (\$150 savings). This self-paced, online course covers the planning, knowledge and processes needed to respond to a biohazard

crisis such as COVID-19.

The industry’s only outbreak prevention, response and recovery accreditation, GBAC STAR helps organizations establish protocols and procedures, offers expert-led training and assesses a facility’s preparedness for bio-risk situations. The program ensures facilities use best practices to limit future outbreaks, empowers cleaning staff to do their jobs safely and effectively and gives customers and building occupants greater confidence.

“COVID-19 has made cleaning and sanitizing protocols for our schools more important than ever,” said Jim McGarry, EDmarket president/CEO. “Certifying both facility professionals and the buildings themselves will give parents, teachers and students needed assurance that schools are doing all they can to prevent infection.”

“GBAC STAR is the gold standard of safe facilities, providing third-party validation that ensures facilities implement strict protocols for biorisk situations,” said Patricia Olinger, GBAC executive director. “Accreditation empowers facility owners in the educational community to prove they have the training and systems in place to deliver clean and healthy environments that are safe for students, teachers and staff.”

GBAC STAR accreditation criteria, facility applications and information on the online course are available at [www.gbac.org](http://www.gbac.org). Educational facility professionals should use the code EDMARKET2020 to receive a 50% discount off the purchase of the online training course, a savings of \$150 per person.

#### CAREERS

## KAI Hires Ramona Nicula, PE LEED AP as Director of Electrical Engineering

➔ Ramona Nicula is the new director of electrical engineering for KAI Engineering’s St. Louis office.



Nicula

In her position, Nicula will lead electrical engineering project design, work planning, electrical discipline recruitment and staff development. She will provide project oversight of St. Louis-led projects and lead the overall quality control of the electrical department.

“Ramona is a home run hire and a truly welcome addition to our KAI Engineering team,” said KAI Managing Partner Brad Simmons. “She brings a passion and commitment to engineering design excellence and meshes well with our KAI mission, culture and values. Ramona is a mature industry veteran that brings a wide range of project experience. As a seasoned group leader, she is well known in our industry, understands our seller model and is a proven performer with alternative delivery.”

Nicula has had a successful 25-year career in the industry, having previously served as vice president of EDM and engineering manager at PayneCrest Electric, both of St. Louis. She earned her engineering degree in electrical and electronics engineering from Transylvania University in Romania and her MBA from University of Missouri — St. Louis. She is a member of the Electrical Board of Missouri and Illinois and is a licensed professional engineer in Missouri, Illinois, Wisconsin, Michigan, Arizona, Texas, Maryland and California.

**BoF**  
INDUSTRY  
MARKETPLACE & CLASSIFIEDS  
The Global Marketplace for Furniture  
Talent, Goods and Services

**VICE PRESIDENT OF SALES**

Seeking a highly motivated and driven Vice President of Sales to enhance the performance of a seating and systems manufacturer.

The Vice President of Sales will collaborate with the Vice President of Marketing to create a comprehensive plan to increase sales and company growth.

Candidate will report to and work cooperatively with the EVP of Strategic Development to identify and engage prospective clients as well as leverage and develop relationships of existing rep, dealer and customer base.

Qualified candidate will have 12+ years selling office furniture, 8+ years sales management and a proven track record of achieving market growth. Systems experience is preferred.

Candidate may work remotely but must live near a major airport. Position requires 50-75% travel.

Full-time, excellent benefits package including 401(k) participation. Dynamic, fantastic and fast-paced work environment. All applicants will receive consideration for employment regardless of disability or protected Veteran status. The company is an Equal Opportunity Employer.

Qualified and interested candidates may send their cover letter and resume/CV to:

[seekingvpofsales@gmail.com](mailto:seekingvpofsales@gmail.com)

**NATIONAL SALES MANAGER**

**NeutralPosture**

Drive Sales. Expand Markets. Lead Sales Teams.

Neutral Posture is seeking a dynamic and motivated National Sales Manager (NSM) to drive aggressive sales growth. Responsibilities include developing sales plans and programs to exceed sales goals, closing major projects and contracts, maintaining contact with clients, and leading/developing sales teams.

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

The NSM will develop a solid understand of Neutral Posture's unique position in the industry and work with the sales and

marketing teams to identify, plan and promote market strategies aligned with the growth goals of the company. Candidate may work remotely but must live near a major airport. Position requires 50-75% travel.

Full-time, great benefits, 401(k) participation and fantastic employee-friendly workplace! All applicants will receive consideration for employment regardless of disability or protected Veteran status. We are an Equal Opportunity Employer.

Interested in leading the Sales team? Send a cover letter and resume/CV to

[kreeves@neutralposture.com](mailto:kreeves@neutralposture.com)

**TRENDWAY - SEEKS INDEPENDENT SALES REP GROUP, TEXAS**



Trendway is currently seeking an Independent Sales Rep Group to cover an established territory in Central/South Texas.

The ideal organization should be based in one of the 3 main markets of this territory and have representation in the other two locations. The territory includes Houston, San Antonio and Austin. Potential Rep Groups should have business development personnel familiar with the GSA/SLED market along with a commercial focus. Preferable to have representative dedicated to Architectural Products. Group should have no conflicts in their existing offering and be able to fully promote the sale of Trendway products by establishing new business relationships, as well as maintaining and expanding current accounts.

Qualifications:

- Ability to build and maintain Dealer, A + D, and end user relationships
- Strong written and verbal communication skills
- Ability to travel within territory

If this sounds like you, please send cover letter and resume to:

[keliopulos@trendway.com](mailto:keliopulos@trendway.com)

One ad buy. One subscription.



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

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

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

[Download 2020 Media Kit](#)

**Need Acrylic? Polycarbonate? PETG?**

WE CAN HELP - SMALL QUANTITY OR CONTAINER LOAD

ACT FAST! SUPPLY IS LIMITED



Call us at 404-642-0401  
[steve@stpsourcing.net](mailto:steve@stpsourcing.net)

- Very competitive price points – small quantity and container load.
- New, modern, Eastern European facility with technologically advanced machinery.
- Specialists in the Design and Manufacture of new tooling, molds and jigs.
- Specialists in Product Design, Development, prototyping and production.
- Flatbed laser and plate cutting.
- Laser Tube cutting capacity and CNC Bending capacity.
- Robotic Welding capabilities, Italian soldering, MiG and arc welding.
- Capping, Beveling, Boring, Robotic Rolling, German brand GRID grinding.
- Threading capacity, Automated Powder coating capacity.
- Packaging, Container maximization and storage.