

office insight

CITED:
 "THAT RESTAURANT'S
 FOOD IS TERRIBLE ... AND
 SUCH SMALL PORTIONS."
 —JEWISH FOLK HUMOR

Davis: Doubling Down For NeoCon 2013

Copy-cattng a few product designs is not quite the same as emulating the core philosophy and practice that has given rise to the continuous stream of products, a veritable cornucopia of design delights, that have been pouring from **Davis Furniture** in recent years.

FULL STORY ON PAGE 3...



DIRTT: Control Room <=> Commercial/Institutional <=> Residential

Was residential use of the modular DIRTT walls inevitable and, if so, what new perspectives and constraints were found? Surely I am not the only one to wonder, as I review contract furniture products, whether they might be suitable for my personal needs. And how can modularity help aging in place, for example?

FULL STORY ON PAGE 10...



OFS: Slate

OFS'S Slate is one of the new generation of products that is, essentially, a functional mashup. A single unit supports diverse gathering places. Turn the corner, and you might have gone from a more formal and technology-based space, to one that is less formal and comfort-based.

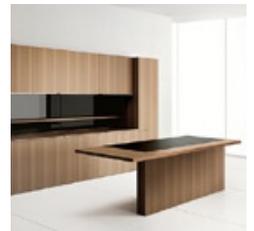
FULL STORY ON PAGE 21...



Gunlocke's Credentials for the Private Office

When viewing **Gunlocke's** new **Credentials**, you see long desks and credenzas in uninterrupted planes. Hardware options are clean and simple. This monolithic effect minimizes the visual distraction of gaps and reveals. Instead of viewing all of the separate components, you see a smooth, architectural form.

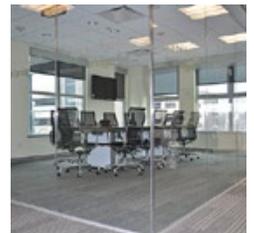
FULL STORY ON PAGE 24...



Modular Architectural Interiors

The focus of **Modular Architectural Interiors** is the segment that features higher end spaces. Its initial introduction was the **ALUR** wall system consisting of frameless glass and modular dividing walls, which took a Best of NeoCon Silver for Moveable Walls in 2010. Things are disappearing even more at NeoCon 2013.

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Carnegie Launches Bio-based Xorel

Carnegie President **Cliff Goldman**, just completed a seven-year process to make Xorel the first bio-based high performance textile. Xorel continues to be made from polyethylene, but the resource for creating the bio-based Xorel is the sugarcane plant.

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GUNLOCKE: CREDENTIALS

Gunlocke's Credentials for the Private Office (#1126)

by Brad Powell

Credentials: either you have them or you don't, or so seems to be the thinking at **Gunlocke**. We had no doubt of Gunlocke's *bona fides*, particularly after the **Silea** introductions of the past couple of years, first in the private office, then for the open plan. But just in case, Gunlocke has hit the nail on the head, in a couple of ways, with this year's casegoods offering, appropriately named, **Credentials**.

Capitalizing on the smooth and productive working relationship with **Mitch Bakker** of IDa Design – you get the “idea,” right? – Zeeland, MI, Gunlocke has further elevated its standing with this “highly refined solution for private offices.” I'll be writing about the nature of interior archi-

tecture soon, but we see some of its distinctive features in the geometries of Credentials, whose design is based on large, aligned planar elements that create spatial layers both vertically and horizontally. These surfaces produce a clean aesthetic with minimal seams and visual breaks. Stylish slab and cube base options, cantilevered and floating work surfaces, along with high-end, natural veneers with continuous waterfall wood grain, are some of the line's features.

“When you look at Credentials, you see long desks and credenzas in uninterrupted planes,” said **Jennifer Wammack**, a designer at IDa Design. “Hardware options are clean and simple. This monolithic effect minimizes the visual distraction of gaps and reveals. Instead of viewing all of the separate components, you see a smooth, architectural form.”

Beyond that, the idea is the analog to “you are what you wear”; in this case, it's a matter of how you dress your office. The Credentials' message: “Credentials makes a distinctive statement about the person sitting behind the desk – one that embodies accomplishment, confidence and luxury.” Thus, Credentials meets the desire for refined luxury and delivers on the expectation of functionality.

The past recession did not go easy on wood-products manufacturers, many of which more or less skated through the recession of 2001. But that's in the past and wood is making a resurgence. I think it's safe to say that wood will always have a comforting, embracing quality that will endure along with good music, literature and art.



Credentials, says Gunlocke, affirms and heightens its commitment to providing contemporary wood furniture solutions for all levels of an organization, delivering cohesive style from managers and executives through administrative stations and the reception desk, all appropriately equipped and detailed for the related work environment and providing discreet, yet crucial, details that make office life easy and effective. Combine craft with forward thinking and a knowledge of how people work – or would like to work – and you have a good idea of where Gunlocke is coming from ... and headed.

“As you progress, you don’t leave behind all that’s good from the past,” said Mr. Bakker. “We’ve incorporated Gunlocke’s longstanding heritage in traditional wood construction and attention to detail into Credentials’ design, while including features to improve the user experience. This makes it a timeless, modern, functional product that makes a statement in today’s professional workplace.”

Credentials’ features include:

- >Varied material selections, including leather inlays and stone work surfaces; back-painted, translucent, writeable glass; solid surface accents; and magnetic wood tack zones.
- >Finely engineered hardware, such as full edge-to-edge pulls; bottom-mount suspensions; and soft-close mechanisms on all drawers and cabinets.
- >Ample storage options, with 19-inch overhead compartments.
- >Discreet wire management and technology integration.

- >User-controlled, technology focused, coordinating accessories.
- >Sit-to-stand interface with extension tops that rise to a height of 42 inches.

“What sets Credentials apart is its distinct, unique attention to detail and a high level of fit and finish that comes only with the finest quality wood casegoods,” said **Jason Wolfanger**, Gunlocke’s director of product management. “It’s furniture refined, rather than redefined.”

Sustainability has turned out, not to be a fad, but for an increasing number a way of life, climate change naysayers notwithstanding. Gunlocke has its own structured **Design for the Environment** (DfE) process, a platform for asking questions, assessing information and making choices to effectively incorporate sustainability into Gunlocke’s products throughout their life cycle. Consistent with this, Credentials has a new, low-emitting, low-sheen, open-pore, water-based UV finish system on writing surfaces, recycled content values greater than 40%, FSC-certified options, natural veneer selections, and efficient, recessed LED task lights.

The wood capabilities of HNI companies are pretty far ranging, with Gunlocke, Paoli and The HON Company servicing various niches. Then there is the HBF brand, whose future I don’t see clearly, but which has wood/seating/textiles, all at a refined design level, providing interesting opportunities.

Credentials will be the main feature at Gunlocke’s NeoCon presentation. For more information about Credentials and Gunlocke, contact 800.828.6300 or visit www.gunlocke.com. ■

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