

**POSITIONING STATEMENT**

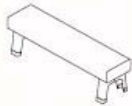
Steelcase designed B Free Lounge with characteristics and assets that provide a better answer to supporting informal interaction between people.

With B Free Lounge, we wanted to 'create focal points where people and ideas come together'

**STATEMENT OF LINE (SOL)****▪ Beams**

Height: 430 / 720

Width: 1400 / 2000

**▪ Tables**

Height: 720 / 1000

Width: 1400 / 2000

**▪ Cubes**

W425 x D425

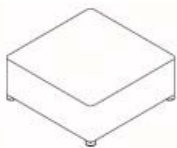
W850 x D600 (no top block / with I top block)

W1700 x D600 (no top block / with I top block)

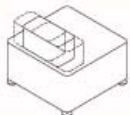
W850 x D850 (no top block / with I top block / with L top block-R / with L top block-L)

W1700 x D850 (no top block / with I top block / with L top block-R (Right) / with L top block-L (Left) / with L top block-R (Right) / with L top block-L (Left) / with two L top blocks - Right and Left)

W1200 x D1200 (no top block / with L top block-R / with L top block-L)

**▪ Top Blocks**

L Shape Left / Right

**▪ Table Stool**

Dia 420 / 600



▪ **Wood Trays**

For Beam / For Top Block



▪ **Options**

Cut-out option for technology unit (Left / Right)

**SURFACE MATERIALS**

- Worksurface tops: 25mm thickness LPL laminate
- Finishes:
  - Wood grain laminate: 160 Maple / 404 Sakura / W06 Beech / W09 Dark Oak.
  - Solid laminate: E01 Neige (White)
- Paint: Silver(SL) / Nickel(NI) / BK(Black) / Pearl Snow (ZW)

**PRODUCT FEATURES**

- B Free Lounge was designed to take advantage of the 'In between' spaces that include breakout areas, hallways and photocopying corners and 'Welcome' spaces that refer mainly to receptions and lobbies where people find themselves in a 'waiting' situation.
- We identified 4 major relevant Focal points in relation to 'In between' and 'welcome' spaces, to categorize informal interaction:
  - Café club
  - Team space
  - On The Way
  - Waiting Productively
- B Free Lounge encourages the use of lost spaces (corridors, transient zones, ...)
- B Free Lounge encourages the multiple activities at one location (individual and group).
- B Free Lounge is easy to re-configure and upgrade over time, thanks to its simple and geometrical logic.

