

CREATIVITY IDEABOOK



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Understanding Creativity



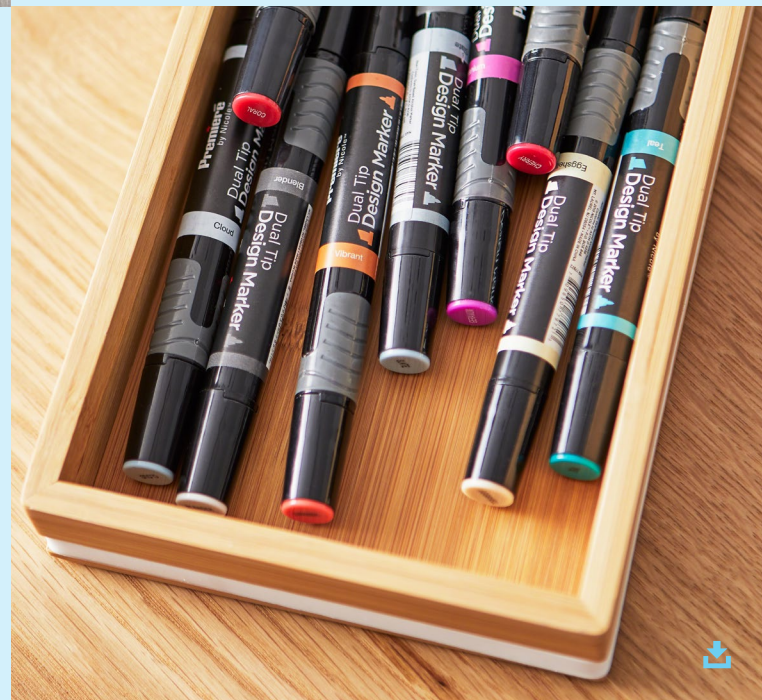
“Creativity is the next competitive advantage.”

James Ludwig
VICE PRESIDENT
GLOBAL DESIGN AND PRODUCT ENGINEERING

77%
Employees believe creativity is the 21st-century job skill.¹

83%
People say they are asked to be creative at work either weekly or daily.¹

72%
Workers say their future success depends on their ability to be creative.¹



25%
People think they can be creative in places available for group work.¹

70%
Leaders believe they are providing what employees need, yet meeting spaces commonly lack an ecosystem of tools for collaboration.³

61%
Leaders say they don't think their company is creative.²

The Future of Work Is Creative

We are facing a time of unprecedented change. Some of the most rapidly growing jobs today didn't exist five or ten years ago. One-third of CEOs say they entered new industries in the past three years, and over half believe competition is heating up in more new sectors.⁴

We've come to understand that creativity—the innate human ability to generate ideas, solve difficult problems and exploit new opportunities—is the fuel for innovation, now and in the years ahead. Many of today's most pressing business problems require creative thinking to solve them, and creativity is an essential ingredient for business growth.

People want to be more creative at work—they believe it makes them better employees and helps them feel more innovative and confident.² Leaders know creativity helps them compete, bringing higher revenue and greater market share to their organizations.²

¹ Steelcase Creativity and the Future of Work Survey, 2017

² Adobe State of Creative, 2016

³ Digital Transformation, Achieving Agility and Innovation Through Collaboration Technology—Microsoft-commissioned Forrester study, 2016

⁴ 18th Annual CEO Survey, PwC

FROM

TO

Hierarchy

*Structure +
decision making*

Network

*Collaboration +
problem solving*

Creativity requires collective efforts across an organization, elevating the importance of network over hierarchy. Organizations that traditionally flow work and decisions through hierarchy find it difficult to capitalize on the full potential of creativity as a key capability.

Creative Role

*Assigned to
specific people
or teams*

Creative Capability

*An organizational
capability for all*

Employees and organizations often view creativity as a talent some individuals have or a role to be assigned to a handful of teams. Today's complex problems require that everyone in the organization develop a creative mindset.

Technology as Status

An earned luxury

Technology as a Tool

*An essential
tool for all*

Speed of change, complexity of problems, networked and distributed collaboration, rapidly evolving technology—all these factors require organizations to shift from investing in technology as a perk for leaders to recognizing it as an essential tool for all employees.

Rules-Based Culture

*Top-down
management*

Culture of Empowerment

*Matrixed network
+ leadership*

The marketplace, employee demographics and problems companies are facing are all rapidly changing and demand that the workplace do the same to unleash the creative capabilities inherent in workers and work today. To support this demand, organizations need to let go of the rules-based culture of the past and focus on providing a culture of empowerment.

Shift to Creative Culture

When creativity is supported, it becomes a habit. The result can be strong business growth that results from people who discover a deepening sense of purpose and personal fulfillment as they work creatively to help their organizations succeed.

Fostering creative behaviors in an organization requires making decisions to resolve tensions that may exist in the culture. The physical environment can help reinforce the shift toward a more creative culture.



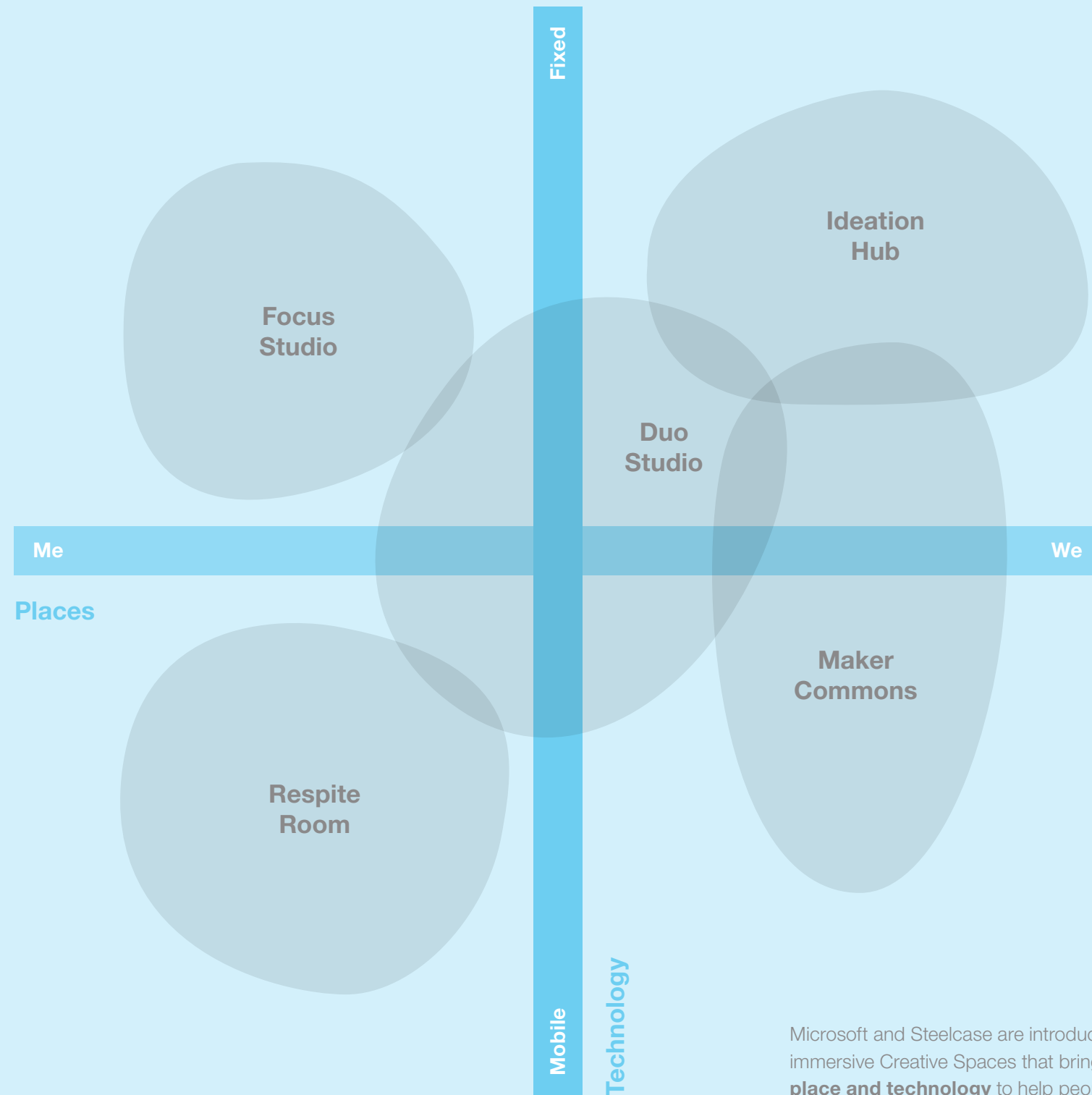
Place Drives Creative Performance

Creativity Is an Iterative Process

Work used to be driven by efficiency. The process was intentionally linear and divided into parts in which people could specialize. But, the problems we face today are much more complex. They require creative thinking and a very different work process in which people and ideas diverge, converge and iterate. The creative work process is fluid and often messy—embracing frequent dead ends and failures that become part of a learning cycle.

Connect Space with Tools and Technology

Supporting the creative process requires the purposeful integration of space, tools and technology. Spaces planned with a diverse set of tools, both digital and analog, enable the cycle between conversations, experimentation and concentration demanded by creativity.



Microsoft and Steelcase are introducing all-new, immersive Creative Spaces that bring together **place and technology** to help people generate new ideas and move them forward.

“I’m delighted that by working together and leveraging new insights, Steelcase and Microsoft can begin to help customers unleash creativity and enable a new level of productivity and competitiveness.”

Jim Keane
PRESIDENT AND CEO

Steelcase + Microsoft

Until now, space and technology in the workplace was often planned separately by different teams at different times of the project. This often led to incomplete or missed opportunities for the user experience.

Steelcase and Microsoft partnered to develop Creative Spaces, an immersive ecosystem of proven solutions that allow seamless integration of furniture, architecture and technology.

Our intention is to continuously build on this collection of creative spaces as our products and technology devices evolve. We aim to deliver the best work experiences to our joint customers.





Create Emotional Connection

Ambient inspiration and thoughtful design elements inspire thinking and foster team culture, and providing for physical and emotional comfort through posture, proximity and meaningful design elements affirms the importance of individuals.



Nurture Creative Confidence

All employees should be empowered to tackle complex problems regardless of hierarchy or geography. Equal access to spaces, tools and technology encourages equal participation.



Build a Fluid Ecosystem

A variety of spaces support individuals and teams as they cycle through the creative process, hosting moments of individual exploration, cognitive resting, social connection, co-creation and evaluation.



Design Principles

Based on extensive prototyping of spaces, we identified three core design principles to support creativity behaviors and needs. These principles recognize that space and technology can best support creative work when they are designed as a holistic, integrated system.



Create Emotional Connection

Ambient inspiration and thoughtful design elements inspire thinking and foster team culture, and providing for physical and emotional comfort through posture, proximity and meaningful design elements affirms the importance of individuals.

- Use authentic and inspiring design elements, accessories and materiality to inspire and personalize
- Provide comfort with posture options and intentional proximity to other people and content sources
- Integrate technology that encourages visual exploration of and experimentation with solutions
- Match posture to the dominant work mode of the space



Nurture Creative Confidence

All employees should be empowered to tackle complex problems regardless of hierarchy or geography. Equal access to spaces, tools and technology encourages equal participation.

- Encourage equal contribution with accessible technology and tools that support co-creation
- Integrate new technologies that speed the visualization process and offer interactive ways to evaluate ideas together
- Provide postable, writable surfaces adjacent to technology to make ideas visible and guide the creative process
- Enable privacy and control over the environment to provide a “safe haven,” where new ideas can incubate



Build a Fluid Ecosystem

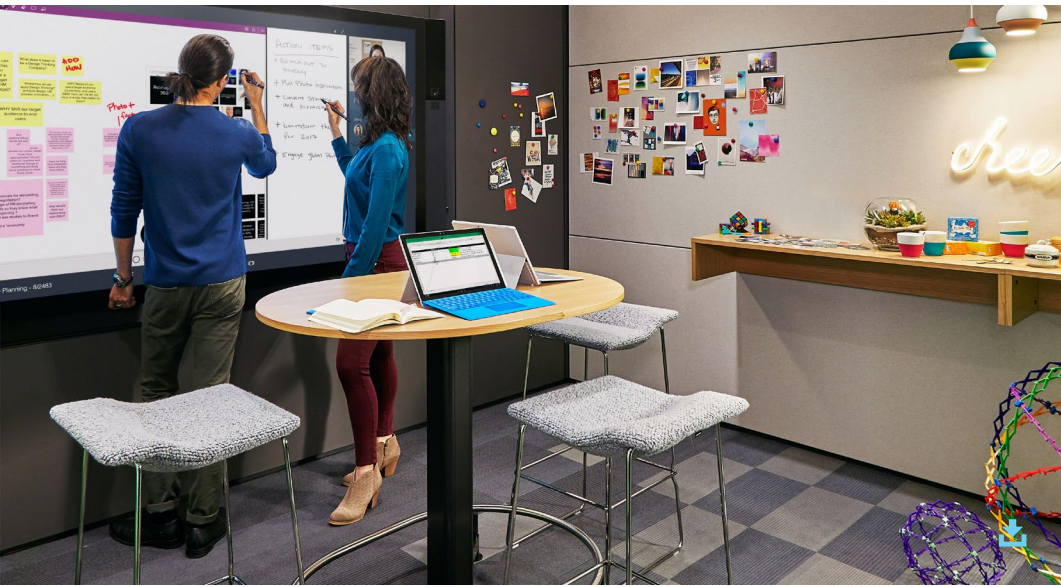
A variety of spaces support individuals and teams as they cycle through the creative process, hosting moments of individual exploration, cognitive resting, social connection, co-creation and evaluation.

- Leverage cloud-based technology to connect spaces, tools, individuals and teams as they move throughout the day or project
- Provide a variety of spaces and devices to support user choice and the different stages of creative work
- Scale the ecosystem with separate spaces for specific individual, team and organizational needs

Spatial Attributes

These spatial attributes help you deliver and execute on the design principles to build successful creative work environments.

Designing for Creativity



Ideation Hub
An Ideation Hub is a high-tech destination that encourages active participation and equal opportunity to contribute as people co-create, refine and share ideas with co-located or distributed teammates.



Focus Studio
A Focus Studio provides space for the alone time required by creative work, enabling focus while also allowing quick shifts to two-person collaboration.



Duo Studio
Duo Studio is a shared space designed for paired co-creation, quick review and rapid iteration. Here users can work side-by-side in a place that is comfortable, private and free from distractions.



Respite Room
A Respite Room offers a place for the brain to rest, form new connections and access spontaneous thoughts.



Maker Commons
Socializing ideas and rapid prototyping are essential parts of creativity. These spaces encourage quick switching between conversation, experimentation and concentration.

Creative Spaces: Settings

Five space typologies solve for the different stages of creative work.



Ideation Hub

An Ideation Hub is a high-tech destination that encourages active participation and equal opportunity to contribute as people co-create, refine and share ideas with co-located or distributed teammates. These settings support teams in generative collaboration sessions in enclosed and open environments. With a bias toward standing postures, these spaces promote fluid interaction between people, ideas, tools and technology.



ESSENTIAL ELEMENTS

- Ample circulation space is critical for comfortable proximity between team members and with the Surface Hub
- Standing height and light-scale furniture encourage fluid movement within the setting
- Boundary to manage acoustics and visual distractions
- Places to store personal belongings, meaningful artifacts or team resources
- Vertical surfaces such as whiteboards and the Surface Hub provide spaces for visual thinking

SIZE

- Medium (125–250 sq. ft.) to large room (250+ sq. ft.)

CAPACITY

- Hosts teams of 4–15 people

LEADING PRODUCTS

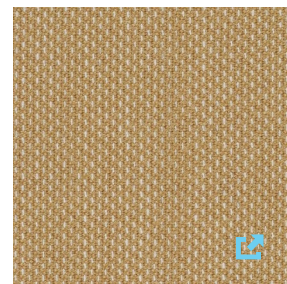
- V.I.A.™ Architectural Solution for true acoustic privacy (STC rating 52) and integration of Surface Hub
- Last Minute™ by Coalesse, QiVi® Seating, Cobi® Seating, and Shortcut® by Turnstone provide light-scale performance seating
- Potrero415 Table by Coalesse, media:scape® Table, B-Free™, and ScapeSeries™ standing height tables to support interaction with the Microsoft Surface Hub



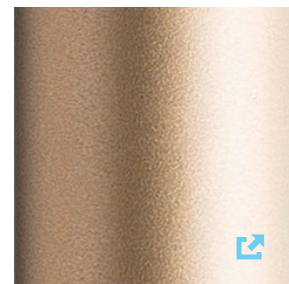
01

Ideation Hub

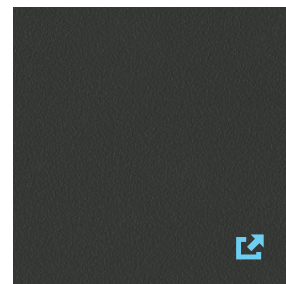
An optimal space for teams to collaborate and co-create, this Ideation Hub encourages active participation and equal opportunity to contribute.



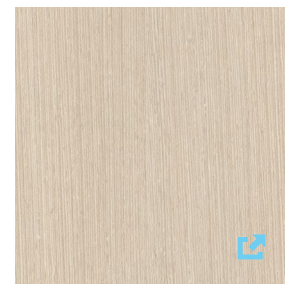
Kvadrat,
Clara 2 – 277



Lux Paint,
Matte Brass



Laminate,
Merle



Laminate,
Bisque Wenge

01 Ideation Hub



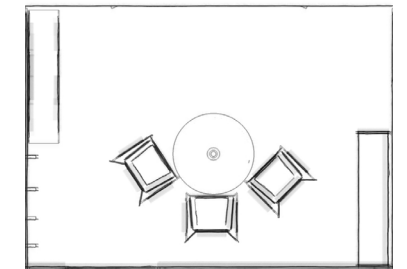
01 A place for personal belongings that is accessible yet out of the way of active collaboration.

02 Stools promote movement around the space so that people can engage with the content on the Surface Hub easily.

03 This sidebar provides a place for hosting or to step away while still remaining connected to the meeting.



- 01 Davos™ by Coalesse
- 02 Scoop by Turnstone
- 03 Montara650™ Table by Coalesse
- 04 Microsoft Surface Hub 84"
- 05 Elective Elements® Storage
- 06 V.I.A.™ Architectural Solution
- 07 media:scape® Virtual Puck



MEDIUM—14' X 10'

[View Planning Idea](#)

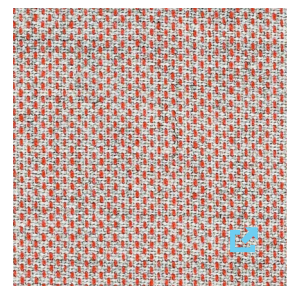




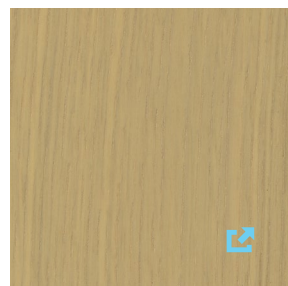
02

Ideation Hub

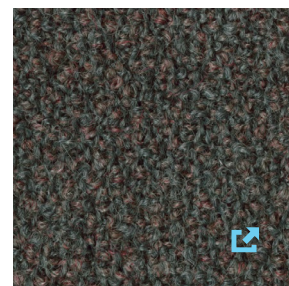
This space can be shared or owned, and supports evaluative and generative collaboration by providing both analog and digital tools.



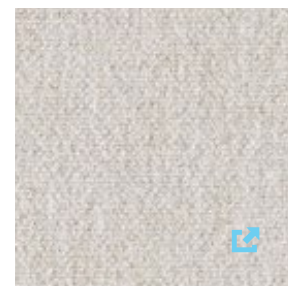
Kvadrat,
Clara 2 - 544



Rift Cut Natural
Veneer, Desert Oak



Kvadrat,
Outback - 351

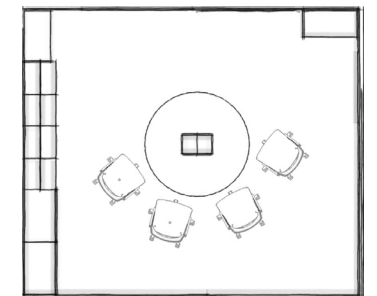


DesignTex, Brushed
Flannel, Creme

02 Ideation Hub



- 01 V.I.A.™ Architectural Solution
- 02 QiVi® Seating
- 03 media:scape® Table
- 04 Elective Elements® Storage
- 05 Microsoft Surface Hub 84"
- 06 RoomWizard®
- 07 media:scape® Virtual Puck



MEDIUM — 16' X 14'



Equal space at the whiteboards and Surface Hub supports people as they shift through creative iteration.

Standing height round table and movable seating promote an active workspace.

Integrated storage is easily accessible for personal belongings, group resources, archival storage and hosting.



02



03



04

[View Planning Idea](#)



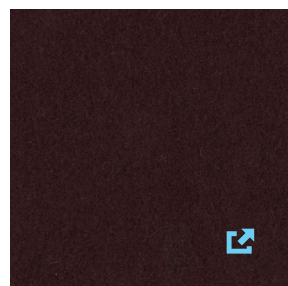
03

Ideation Hub

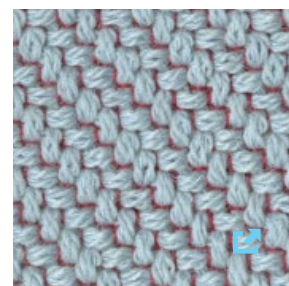
This large-scale space supports multiple stages of creative work and is divided into two zones: one for informative or evaluative collaboration and one for generative collaboration. People can easily switch between the two zones, depending on the type of work they're doing.



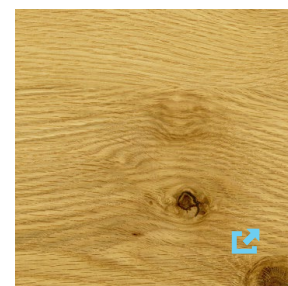
Kvadrat,
Divina MD - 813



DesignTex,
Rothsay - Plum



Kvadrat,
Coda - 722

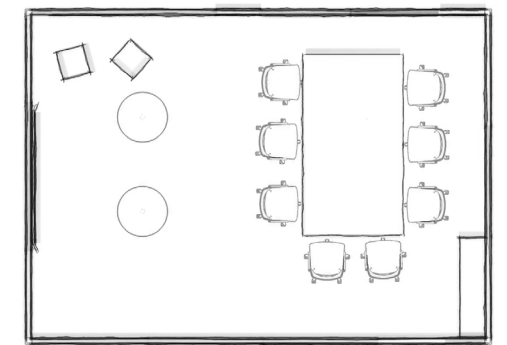


Steelcase Wood,
Planked Oak

03 Ideation Hub



- 01 Microsoft Surface Hub 84"
- 02 V.I.A.™ Architectural Solution
- 03 Exchange™ Table
- 04 B-Free™ Cube
- 05 QiVi® Seating
- 06 Potrero415 Table by Coalesse
- 07 PowerPod® by Coalesse
- 08 Elective Elements® Storage
- 09 media:scape® Virtual Puck



LARGE - 23' X 16'

Integrated analog and digital surfaces make ideas visible, support rapid iteration and foster creative thinking.

The standing height tables encourage movement and easy access to the Surface Hub for immersive generative work.

media:scape® provides a place and technology to share and evaluate content while cycling through the creative process.

[View Planning Idea](#)



03



05



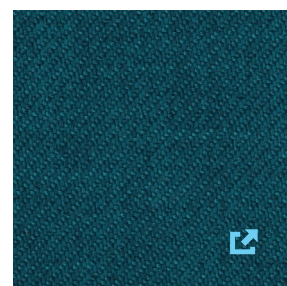
06



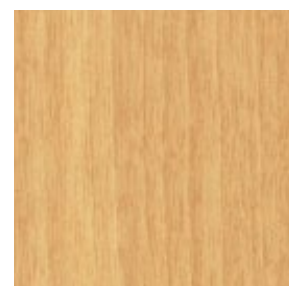
04

Ideation Hub

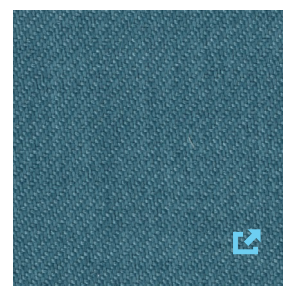
This dynamic space supports active project teams in on-demand generative work sessions and/or quick team huddles. This Ideation Hub is open and centrally located within the resident zone to provide a persistence of information, foster connections and enable quick gatherings.



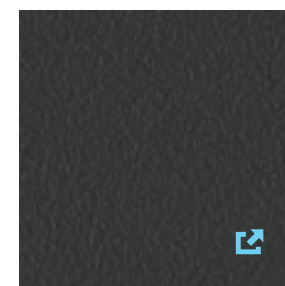
Designtex, Gamut - Deep Ocean



Solid Wood, Natural Beech



Designtex, Gamut - Cerulean



Laminate, Merle

04 Ideation Hub

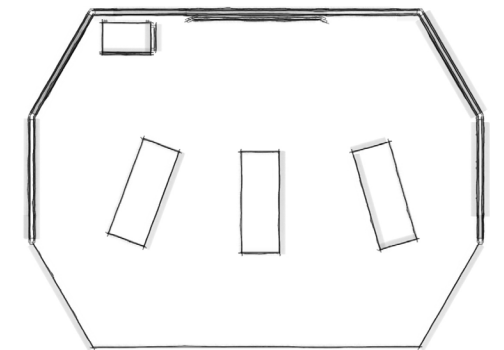


Vertical space with technology, whiteboards and magnetic surfaces make it easy to act on ideas and makes process visible.

Standing height tables without seating support standing meetings and rapid iteration.

Team members can easily access the Surface Hub to co-create while leveraging content displayed on media:scape® screens to their right and left.

- 01 V.I.A.™ Architectural Solution
- 02 Exponents™ Moby by Coalesse
- 03 B-Free™ Table (coming soon)
- 04 Microsoft Surface Hub 84"
- 05 media:scape® Virtual Puck



MEDIUM—23' X 10'



02



03



Duo Studio

Working in pairs is essential for creativity. Duo Studio is a shared space designed for paired co-creation, quick review and rapid iteration. Here users can work side-by-side in a place that is comfortable, private and free from distractions.

ESSENTIAL ELEMENTS

- Specifically designed for dyadic work (side-by-side and face-to-face)
- Large digital canvas for idea generation
- Variety of posture options encourage movement
- Areas for individual exploration and collaborative interactivity
- Boundary to manage privacy needs for a team of two and collaborators
- Places to store personal belongings and meaningful artifacts



SIZE

- Small (up to 125 sq. ft.) to medium room (125–250 sq. ft.)

CAPACITY

- 2 people, can host up to 4

LEADING PRODUCTS

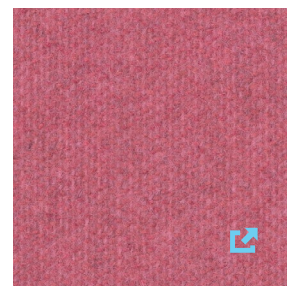
- Ology®, Migration®, and Airtouch® height adjustable desks to support wellbeing
- Umami™, Lagunitas™ by Coalesse, and B-Free™ for comfortable lounge furniture with design, performance and materiality
- V.I.A.™ Architectural Solution for true acoustic privacy (STC rating 52) and integration of the Microsoft Surface Hub



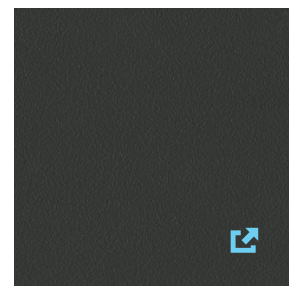
01

Duo Studio

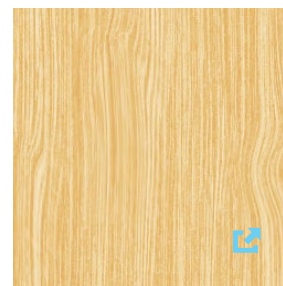
For short-term, pair-based work, this setting allows people to co-create using the Surface Hub.



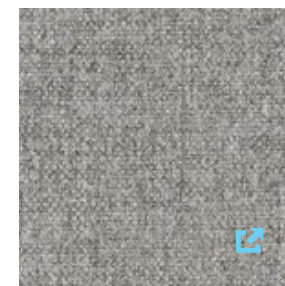
Designtex, Heather
- Bubblegum



Paint,
Merle



Flat-Cut Composite
Veneer - Oak
Composite

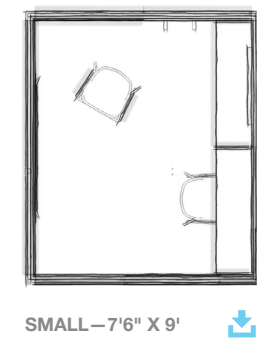


Designtex, Brushed
Flannel - Light Grey

01 Duo Studio



- 01 V.I.A.™ Architectural Solution
- 02 Microsoft Surface Hub 55"
- 03 Emu Round™ by Coalesse
- 04 Elective Elements® Storage
- 05 RoomWizard®
- 06 media:scape® Virtual Puck
- 07 Montara650™ Seating by Coalesse
- 08 Swole Side Table by Blu Dot
- 09 Hosu® by Coalesse



Whiteboards adjacent to the Surface Hub provide space to iterate quickly and shift between digital and analog content creation.

The stools allow easy transitions between a perch posture and standing to engage with the Surface Hub.

Wall mount storage doubles as a place to check email or wrap up tasks.

[View Planning Idea](#)

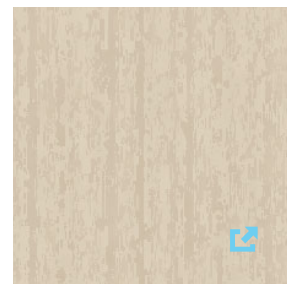




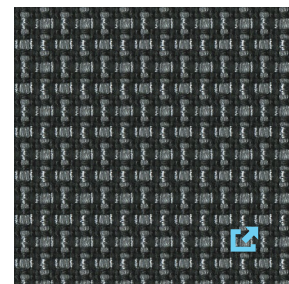
02

Duo Studio

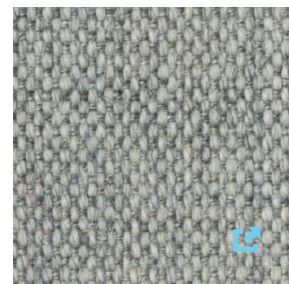
This active and private space allows pairs to work across from one another or collaborate on creative work. Teams can reserve this space for extended periods of time to support ongoing intensive project sprints.



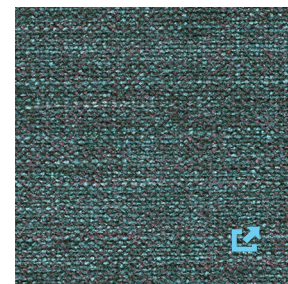
Laminate, Bisque Wenge



Designtex, Crossweave - Seal



Steelcase, Remix - Concrete Grey



Designtex, Hint - Siren

02 Duo Studio



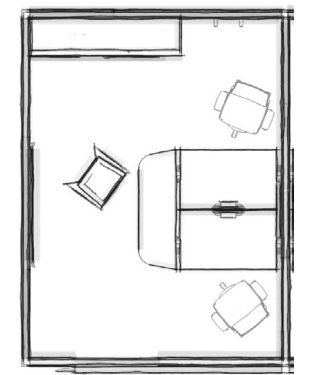
Additional magnetic and markerboard surfaces let users array content to make their work visible.

Storage organizes the project team's shared and archived resources.

Ample circulation supports quick switches from individual work at the desk to collaborative work on the Surface Hub.

Space at the end of the bench allows a guest to join and collaborate easily and equitably.

- 01 Umami™
- 02 V.I.A.™ Architectural Solution
- 03 Microsoft Surface Hub 55"
- 04 media:scape® Virtual Puck
- 05 Elective Elements® Storage
- 06 Scoop by Turnstone
- 07 Bivi® Table by Turnstone
- 08 Think® Seating



MEDIUM—13'6" X 10'



[View Planning Idea](#)



06



07



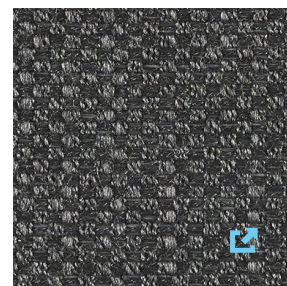
08



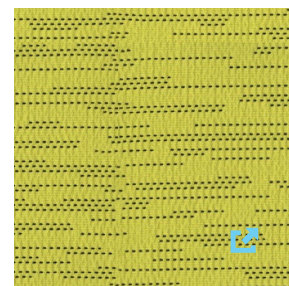
03

Duo Studio

This space, which can be a dedicated space or owned for the duration of a project, supports fluid transitions between side-by-side focus work and interactive group work.



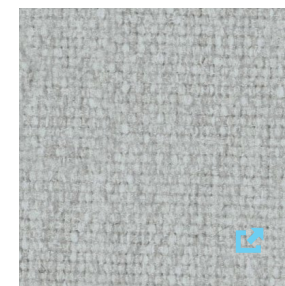
Designtex,
Barkcloth -
Dark Charcoal



Designtex,
Hemstitch -
Chartreuse



Laminate,
Bisque Wenge

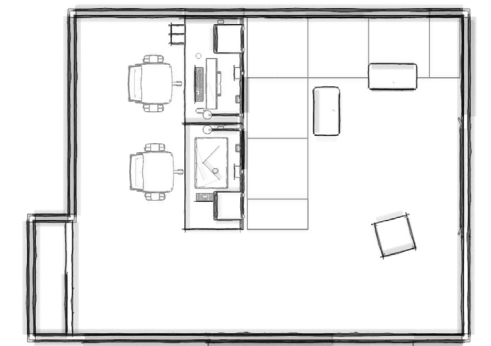


Designtex,
Billiard - Cumulus

03 Duo Studio



- 01 Elective Elements® Storage
- 02 V.I.A.™ Architectural Solution
- 03 Think® Seating
- 04 SOTO™ Worktools
- 05 Ology®
- 06 SOTO™ LED Light
- 07 Umami™
- 08 Lagunitas™ Table by Coalesse
- 09 B-Free™ Cube
- 10 Microsoft Surface Hub 55"
- 11 media:scape® Virtual Puck



MEDIUM – 16' X 13'

Integrated markerboards adjacent to the users for quickly acting on ideas.

The height adjustable desk promotes multiple postures so people can maintain flow and consistency while using the Surface Studio.

Lounge space creates a place to relax and reenergize during intense work sessions or to invite additional team members to collaborate.



03



05



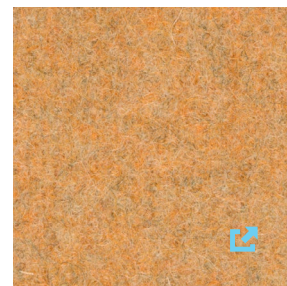
07



04

Duo Studio

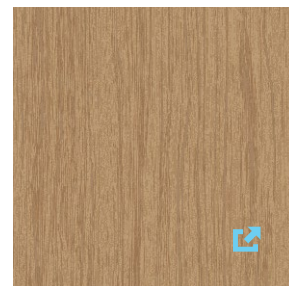
Here users can take time away from a problem to incubate ideas and boost creative inspiration. The dual Walkstations provide a place to connect with another person in a space that allows movement and promotes freedom of thought in the creative process.



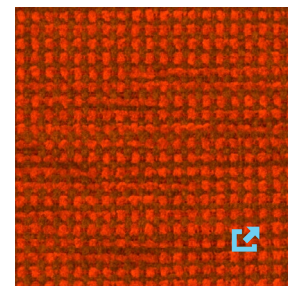
Kvadrat,
Divina MD - 433



Kvadrat,
Remix - 123



Laminate,
Warm Oak



Gabriel,
Moment - 63051

04 Duo Studio



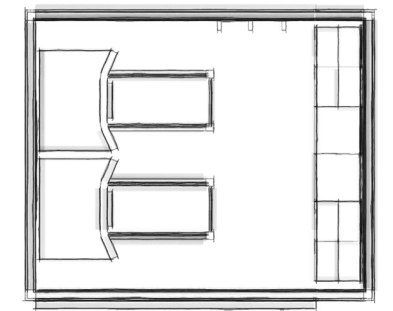
Integrated monitor allows users the ability to share content or visuals.

Physical activity through the Walkstation promotes creativity and inspiration.

Storage with cushion tops provides a place for personal belongings and a place to sit and change to appropriate footwear if necessary.



- 01 Walkstation
- 02 media:scape® Virtual Puck
- 03 Universal Steel Storage
- 04 V.I.A.™ Architectural Solution
- 05 Potrero415 Table by Coalesse
- 06 Massaud® Conference by Coalesse
- 07 Campfire® Big Table by Turnstone
- 08 B-Free™ Cube
- 09 B-Free™ Table



SMALL - 10'6" X 8'6"



01



03

[View Planning Idea](#)



Maker Commons

Socializing ideas and rapid prototyping are essential parts of creativity. These spaces encourage quick switching between conversation, experimentation and concentration. People are naturally drawn to social spaces with appealing attributes such as comfortable seating, centrally located island-like places, inspiring architectural elements and rich materiality. In Maker Commons, the performance of the Surface Hub enables creativity to flow from one interaction to the next.



ESSENTIAL ELEMENTS

- Desirable, comfortable and informal furniture enables authentic experiences and supports work needs with integrated power and collaboration tools
- Open, shared living-room-like space builds community and connections across teams and projects
- Centrally located with amenities such as collaboration tools or coffee creates a destination

SIZE

- Medium (125–250 sq. ft.)
- to large room (250+ sq. ft.)

CAPACITY

- 4–15 people

LEADING PRODUCTS

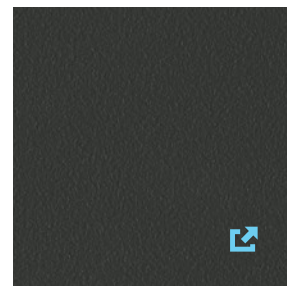
- V.I.A.™ Architectural Solution for true acoustic privacy (STC rating 52) and integration of the Surface Hub
- Umami™, Lagunitas™ by Coalesse, and B-Free™ for comfortable lounge furniture with design, performance and materiality
- Potrero415 Table by Coalesse, media:scape® Tables, B-Free™, and ScapeSeries™ standing height tables to support interaction with the Microsoft Surface Hub



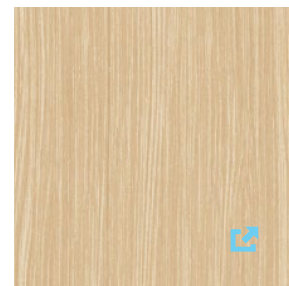
01

Maker Commons

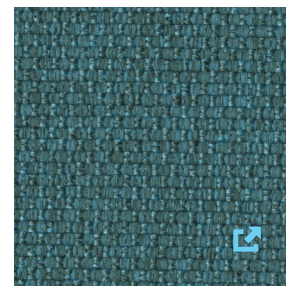
Set at the threshold of the private offices within a leadership community, this comfortable commons area hosts impromptu, cross-functional collaborations with residents and guests. The space draws people together, and the Surface Hub provides the platform for content sharing and ideation.



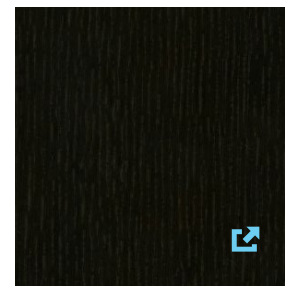
Paint,
Merle



Wood Veneer,
Desert Oak



Designtex, Melange
- Caspian



Coalesse,
Black Oak

01 Maker Commons

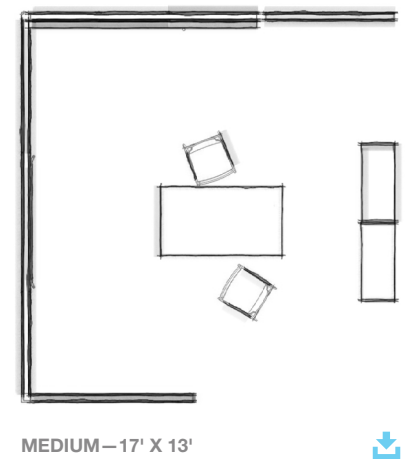


Open environment makes it easy and accessible for quick generative sessions.

Standing height promotes active collaboration.

Storage adds privacy and boundary without completely closing the space off.

- 01 V.I.A.™ Architectural Solution
- 02 Microsoft Surface Hub
- 03 media:scape® Virtual Puck
- 04 Montara650™ Seating by Coalesse
- 05 B-Free™ Table (coming soon)
- 06 Elective Elements® Storage
- 07 Gesture™ Seating
- 08 Massaud® Work Lounge by Coalesse



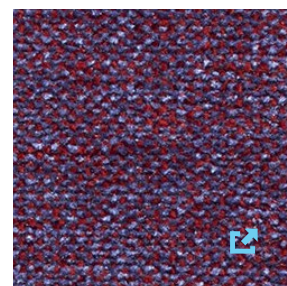
[View Planning Idea](#)



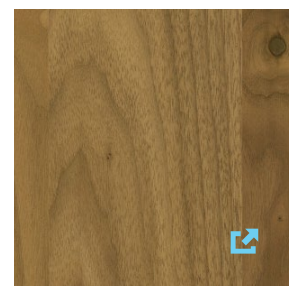
02

Maker Commons

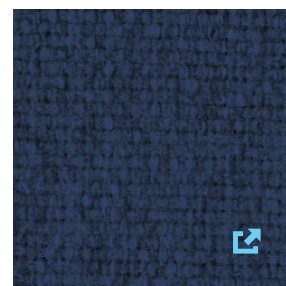
This informal lounge setting allows users to share information and ideate easily. Teams can reserve the space in advance or drop in quickly.



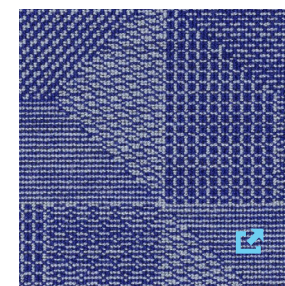
Designtex,
Hint - Berry



Steelcase Wood,
Planked Walnut



Designtex, Billiard
Cloth - Indigo

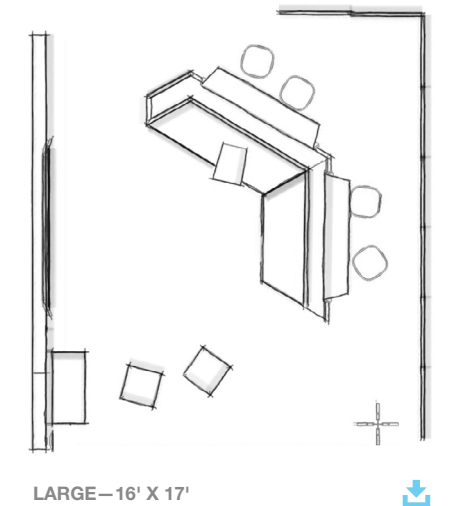


Kvadrat,
Crystal Field - 753

02 Maker Commons



- 01 RoomWizard®
- 02 FlexFrame®
- 03 Microsoft Surface Hub 84"
- 04 media:scape® Virtual Puck
- 05 B-Free™ Cube
- 06 media:scape® Lounge
- 07 Campfire® Personal Table by Turnstone
- 08 Lox™ Seating by Coalesse
- 09 Montara650™ Seating by Coalesse
- 10 Potrero415 Table by Coalesse
- 11 Campfire® Big Table by Turnstone
- 12 Cobi® Seating
- 13 media:scape® Mini



Space in front of the Surface Hub encourages easy interaction for all participants.

Options for multiple postures provides everyone an optimal sight line to content, and the ability to transition in and out easily.

The space is shielded to provide protection for teams to iterate, while still providing a collaborative, welcoming atmosphere.



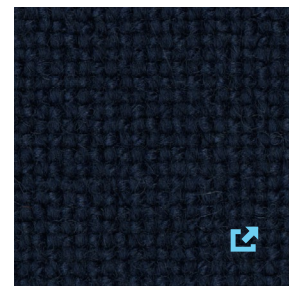


03 Maker Commons

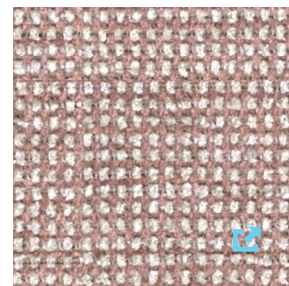
This community space fosters social interactions and active collaboration. The open, casual vibe encourages collaboration and facilitates conversations, promoting creative work both inside the space and after the meeting is over.



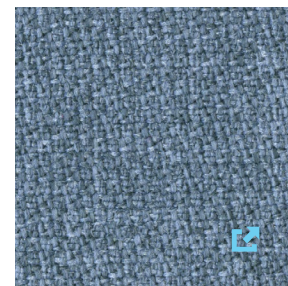
Stuart of Bute
by Bute - Ballycurrie



Kvadrat,
Hallingdal 65 - 764



Gabriel,
Moment - 64075

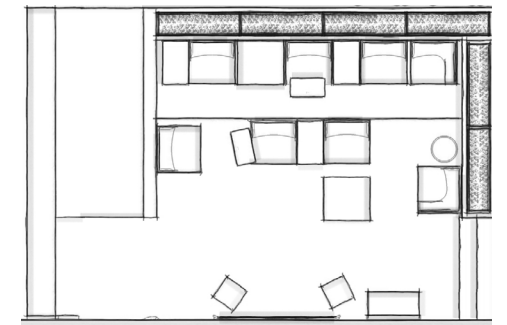


Gabriel, Step
Melange - 66018

03 Maker Commons



- 01 B-Free™ Table
- 02 B-Free™ Cube
- 03 Lagunitas™ Table by Coalesse
- 04 Turn Side Table by Blu Dot
- 05 FlexFrame®
- 06 Microsoft Surface Hub
- 07 media:scape® Virtual Puck
- 08 Regard™ Planter
- 09 CH24 Wishbone Chair™ by Coalesse
- 10 Potrero415 Table by Coalesse



LARGE - 17' X 17'



Personal tables are integrated within the lounge setting to support electronic devices and work.

Soft boundary elements provide privacy and user control.

People can choose to sit, lounge, perch or engage with the Surface Hub.

[View Planning Idea](#)

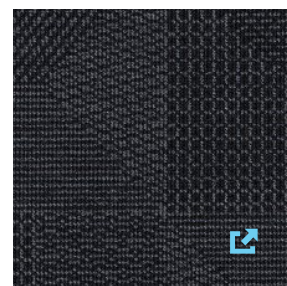




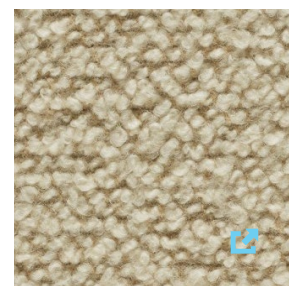
04

Maker Commons

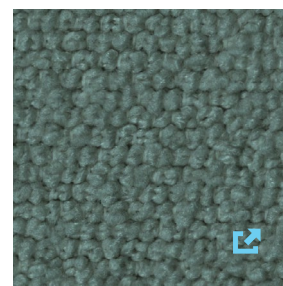
The space is designed to encourage connection with others, impromptu collaboration and continuity of creativity. Here there is a variety of settings that foster creative incubation including individual focus and respite, as well as a central gathering place that reinforces cross-disciplinary conversations.



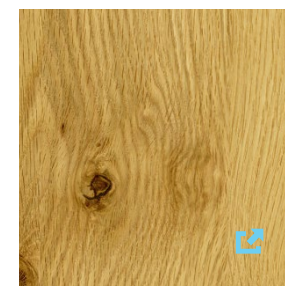
Kvadrat,
Crystal Field - 193



Designtex,
Bute Storr - Creme



Designtex,
Boucle - Turquoise

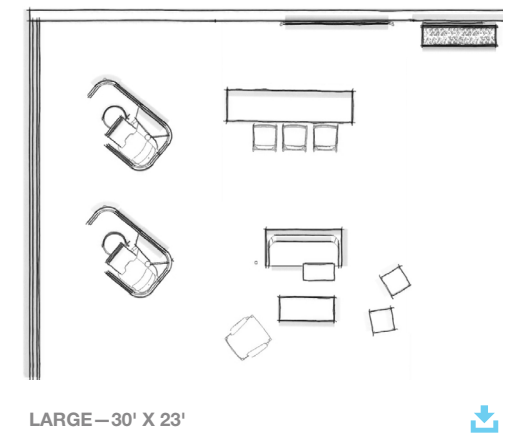


Steelcase Wood,
Planked Oak

04 Maker Commons



- 01 B-Free™ Cube
- 02 CG_1® by Coalesse
- 03 CH25 Paddle™ Chair by Coalesse
- 04 Lagunitas™ Table by Coalesse
- 05 Bivi® Rumble Seat by Turnstone
- 06 Thread™ Power Distribution
- 07 Brody™ WorkLounge
- 08 Montara650™ Seating by Coalesse
- 09 Campfire® Big Table Half Depth by Turnstone
- 10 Microsoft Surface Hub 84"
- 11 media:scape® Virtual Puck
- 12 Regard™ Planter



Brody™ WorkLounge provides space for focus where individuals can step away while feeling immersed in the team's energy.

Thread™ provides quick and easy access to power, and personal tables offer support for work and electronic devices.

Flexible furniture encourages users to reconfigure, gather and work together.

A central gathering place offers ample space in front of the Surface Hub for interaction.

[View Planning Idea](#)



02



03



05



08



Focus Studio

A Focus Studio provides space for the alone time required for creative work, enabling focus while also allowing quick shifts to two-person collaboration. It's a place to let ideas incubate before sharing. These spaces can be owned or shared across the organization and boast a controlled environment to get into flow and focus free from distractions.

ESSENTIAL ELEMENTS

- Variety of postures support wellbeing and activate creative thinking
- Thoughtful objects and artifacts provide helpful cues for inspiration
- Boundary to manage acoustics and visual distractions
- Places to store personal belongings



SIZE

- Small room (up to 125 sq. ft.)

CAPACITY

- 1 person (+ guest)

LEADING PRODUCTS

- Ology®, Migration®, and Airtouch® height adjustable desks to support wellbeing
- Brody™ WorkLounge to support the brain and body
- Casper™ Cloaking Technology by Designtex for ensuring data privacy while managing distractions
- V.I.A.™ Architectural Solution for true acoustic privacy (STC rating 52) and integration of the Microsoft Surface Hub



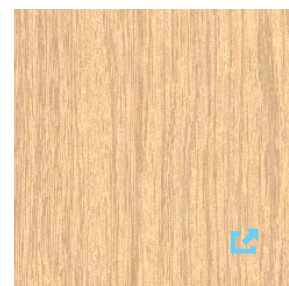
01

Focus Studio

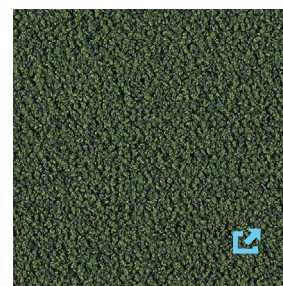
A space to focus and quickly get into flow. Here people can let their ideas incubate before sharing them with the group. The space is configured to manage privacy and reduce visual distraction.



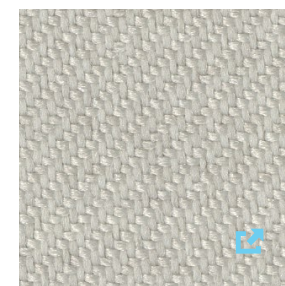
Kvadrat,
Remix - 123



Wood Veneer,
Clear Oak



Designtex, Boucle
Two Tone - Conifer

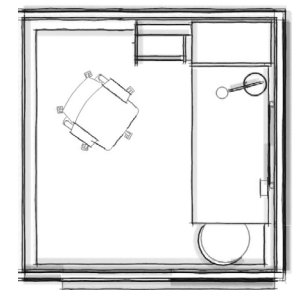


Designtex,
Gamut - Pebble

01 Focus Studio



- 01 High Density Storage
- 02 Airtouch®
- 03 Buoy® by Turnstone
- 04 V.I.A.™ Architectural Solution
- 05 Gesture™ Seating
- 06 Massaud® Work Lounge by Coalesse
- 07 Elective Elements®
- 08 CH468 Oculus Chair by Coalesse
- 09 Emu Re-Trouve™ by Coalesse
- 10 CH008 Table by Coalesse
- 11 B-Free™ Cube
- 12 B-Free™ Table



SMALL - 8' X 8'



V.I.A.™ Architectural Solution walls keep ambient noise out so you can stay in flow.

The height-adjustable table lifts quickly and effortlessly, allowing the user to switch from a sitting to standing posture, encouraging movement and boosting energy.



01



02



03



05

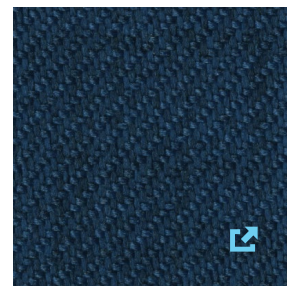
[View Planning Idea](#)



02

Focus Studio

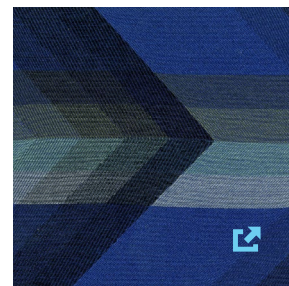
This space supports focused, heads-down work in a relaxed posture, which neuroscience research has proven promotes diffuse thinking by priming the brain to see things in new ways.



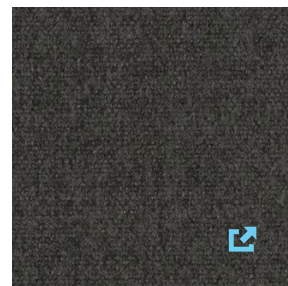
Designtex,
Gamut - Navy



Steelcase,
Back Painted Glass -
Citrus Green



Designtex,
Gradate - Ink



Designtex,
Billiard Cloth - Ink

02 Focus Studio



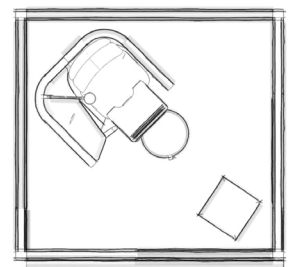
The alert recline posture in Brody™ WorkLounge allows people to stay focused and provides the ergonomic support needed to be physically comfortable.

The B-Free™ Cube supports informal collaboration with one other person.

Embedded monitor allows people to amplify personal content or share with a guest.



- 01 Brody™ WorkLounge
- 02 dash LED Light
- 03 B-Free™ Cube
- 04 V.I.A.™ Architectural Solution
- 05 media:scape® Virtual Puck
- 06 Exponents™ Bench by Coalesse
- 07 Buoy® by Turnstone
- 08 Lagunitas™ Table by Coalesse
- 09 Lagunitas™ Lounge by Coalesse
- 10 Amia® Seating
- 11 Campfire® Footrest by Turnstone
- 12 Elective Elements®
- 13 Ology®



SMALL - 7'6" X 7'



[View Planning Idea](#)



Respite Room

Creative work requires many brain states, including the need to balance active group work with solitude and individual think time. A Respite Room offers a place for the brain to rest, form new connections and access spontaneous thoughts. These spaces are designed to offer a relaxed posture within an environment that is private, protected and absent of stimuli.



ESSENTIAL ELEMENTS

- Shielded or fully enclosed to manage stimulation
- Lounge seating promotes relaxed, free-flowing ideas
- Artifacts or objects in the space create appeal and a level of personal comfort
- Places to store personal belongings and meaningful artifacts

SIZE

- Small room (up to 125 sq. ft.)

CAPACITY

- 1 person

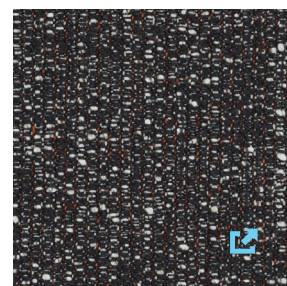
LEADING PRODUCTS

- V.I.A.™ Architectural Solution for true acoustic privacy (STC rating 52)
- Umami™, Lagunitas™ by Coalesse, and B-Free™ for comfortable lounge furniture with design, performance and materiality

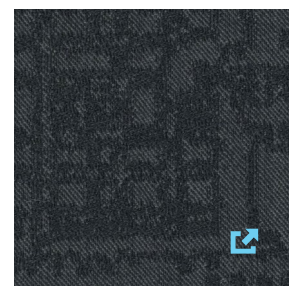


01 Respite Room

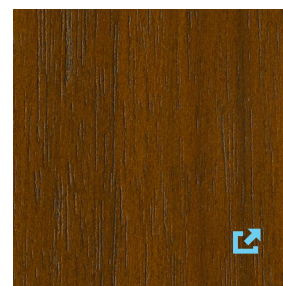
This space is designed to support the need for individual think time within the cycle of creativity. Lounge seating, privacy and an informal vibe create a space to clear the mind, think through tough problems and supplement the creative process.



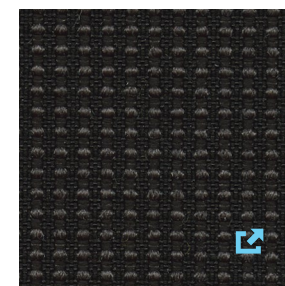
Kvadrat,
Sonar 1 - 182



Kvadrat,
Grid 2 - 184



Wood Veneer,
Clear Walnut



Designtex,
Appleseed - Cinder

01 Respite Room

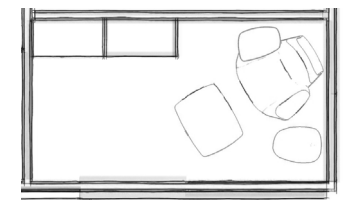


Acoustic privacy provides users control over their environment and promotes the ability to reset.

Thoughtful objects and artifacts provide helpful cues for inspiration and relaxation.

Lounge seating offers the opportunity to change posture and influence brain modes.

- 01 RoomWizard®
- 02 Elective Elements® Storage
- 03 Massaud® Work Lounge by Coalesse
- 04 Swole Side Table by Blu Dot
- 05 V.I.A.™ Architectural Solution
- 06 Microsoft Surface Hub
- 07 Emu Round™ by Coalesse
- 08 Massaud® Conference by Coalesse
- 09 FrameOne®



SMALL – 10' X 6'



02



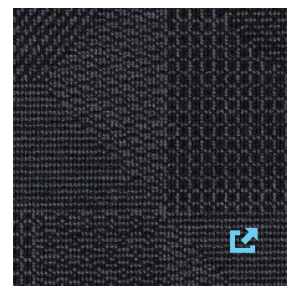
03

[View Planning Idea](#)

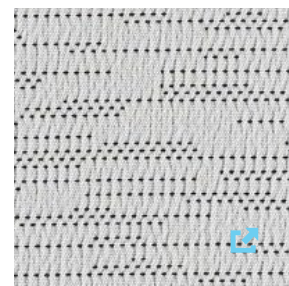


02 Respite Room

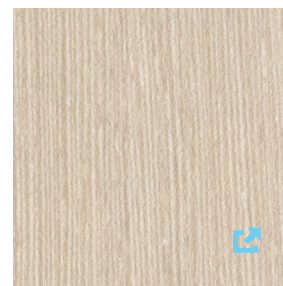
A rejuvenation space designed for relaxation, yoga, meditation or simply quiet contemplation. The user has visual and acoustic privacy, as well as control of lighting, sounds and digital on-screen content.



Kvadrat,
Crystal Field - 193



Designtex,
Hemstitch - Dove



Laminate, Bisque
Wenge



Designtex, Brushed
Flannel - Blue Stone

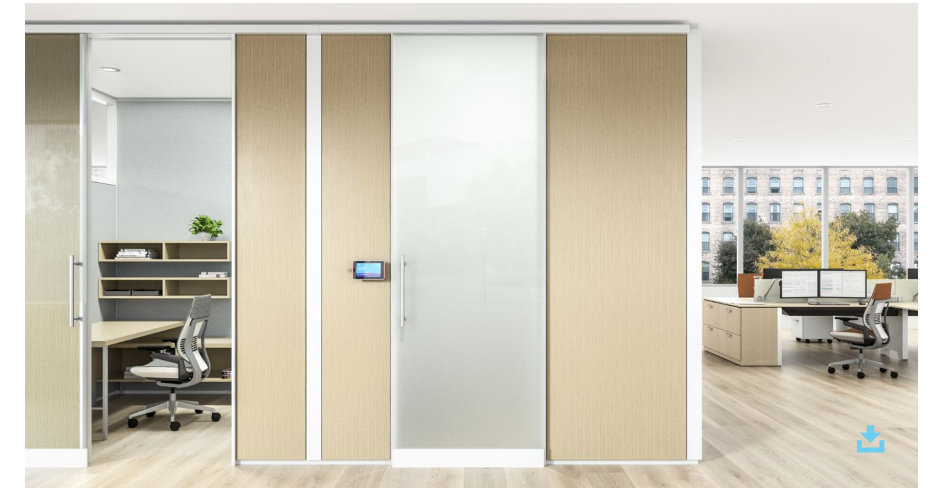
02 Respite Room



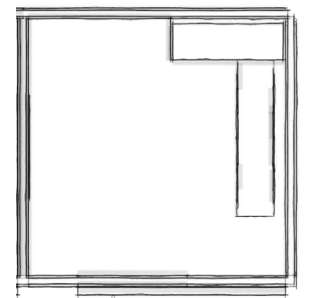
01 Embedded monitor to display personal content or provide access to relaxation or meditation media.

02 Open area offers flexibility and freedom to move within the space.

03 Storage for respite props and personal belongings.



- 01 V.I.A.™ Architectural Solution
- 02 media:scape® Virtual Puck
- 03 Elective Elements® Storage
- 04 Davos™ by Coalesse
- 05 FrameOne®
- 06 Gesture™ Seating
- 07 Elective Elements®

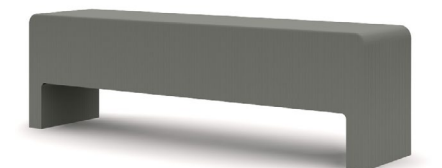


SMALL—8' X 8'

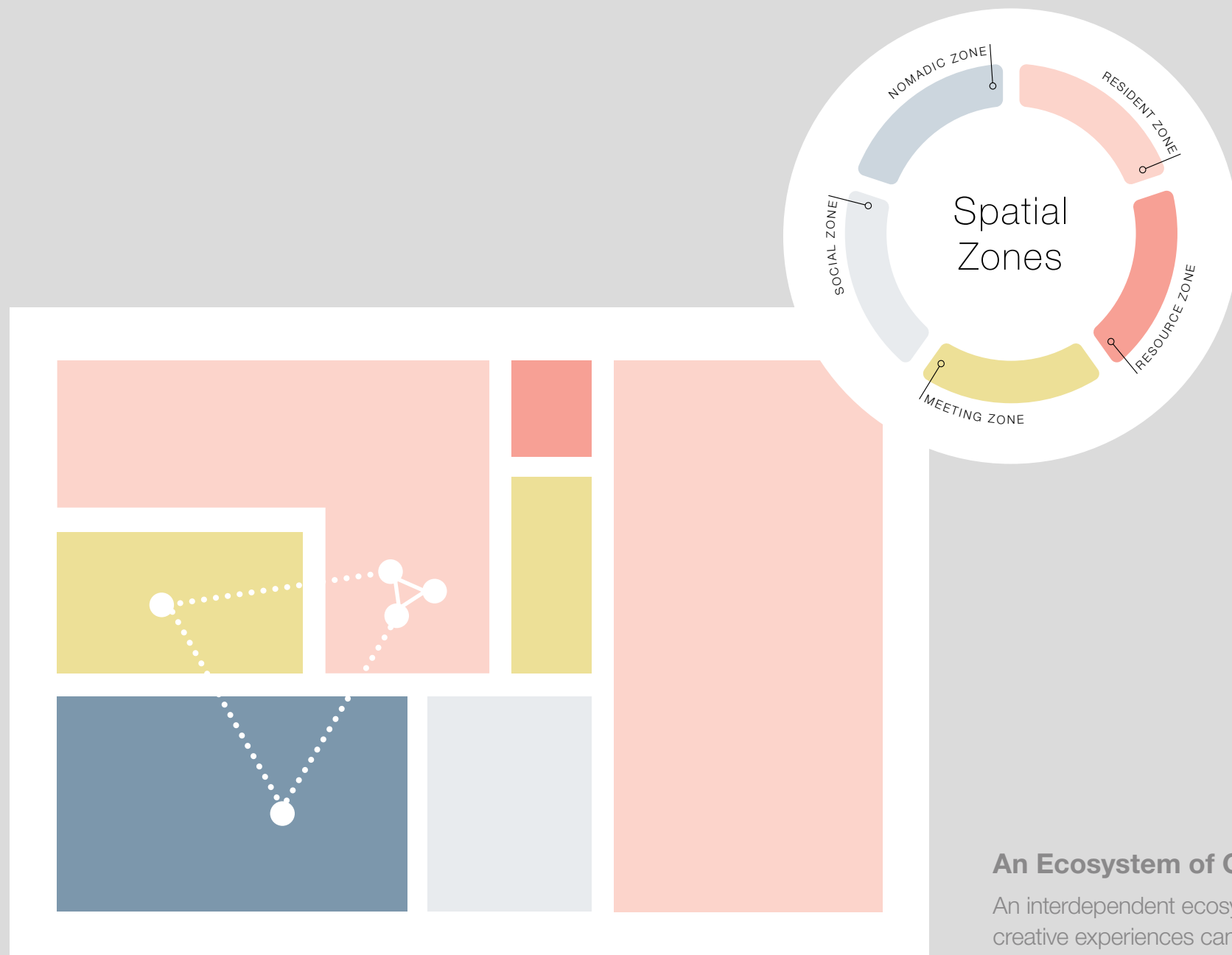
[View Planning Idea](#)



03



04



An Ecosystem of Creative Spaces

An interdependent ecosystem that enables creative experiences can be designed at various scales: for an individual, a team or the entire organization. The five space types can be combined and arrayed across a space to meet the specific needs of the organization, as demonstrated to the left.

Creative Spaces: Ecosystem

The Resilient Workplace

A Resilient Workplace is the intentional combination of five spatial zones designed to adapt and evolve over time, optimizing real estate while fostering higher levels of employee engagement.

Creative Spaces are an interdependent ecosystem that can be designed and planned for within the zones of a Resilient Workplace. Intentionality and inclusion of Creative Spaces across zones will support and promote employees' participation in the creative process, driving new ideas and innovative solutions.





Creating an Ecosystem:

Private Office + Project Studios

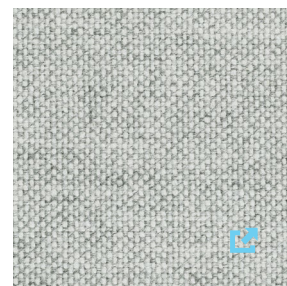
In addition to a combination of the five individual creative space types, another planning option is rethinking space within traditional private offices and project studios. Providing spaces for focus, collaboration and respite allow individuals and teams to fluidly shift between the work modes and cognitive states demanded by creativity.



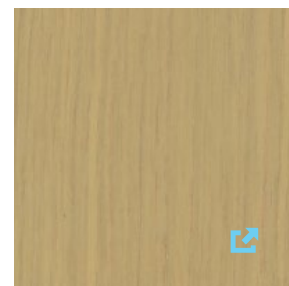
01

Private Office

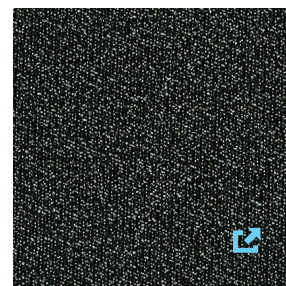
3 in 1: This space rethinks the traditional private office by creating distinct areas that support focus, collaboration and respite as individuals and teams cycle through creative work.



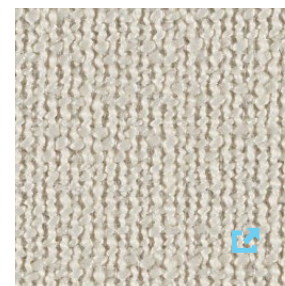
Kvadrat,
Hallingdal 65 - 110



Veneer,
Desert Oak

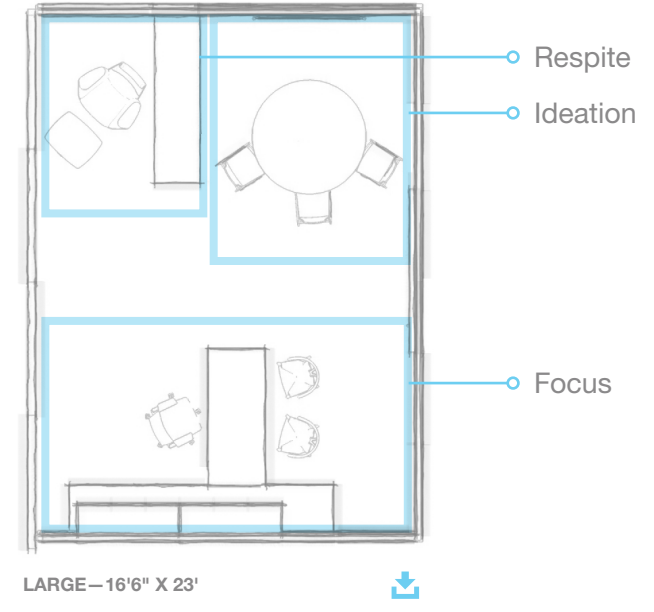


Steelcase, New
Black - Jack



Designtex,
Drift - White

01 Private Office



- 01 Massaud® Lounge by Coalesse
- 02 Elective Elements®
- 03 Microsoft Surface Hub
- 04 media:scape® Virtual Puck
- 05 Montara650™ Seating by Coalesse
- 06 Potrero415 Table by Coalesse
- 07 Gesture™ Seating
- 08 CH24 Wishbone Chair™ by Coalesse
- 09 Elective Elements®
- 10 V.I.A.™ Architectural Solution

Multiple postures promote movement and inspire thinking.

V.I.A.™ Architectural Solution provides boundary and acoustic privacy as teams create and share new ideas.

A collaboration area located at the entry welcomes team members and guests.



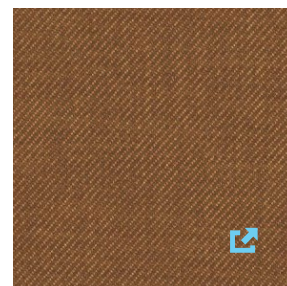
[View Planning Idea](#)



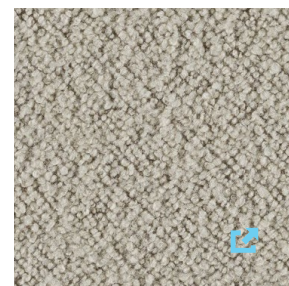
02

Project Studio

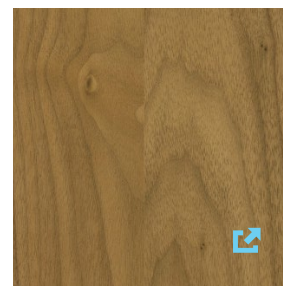
This project team space supports easy transitions between focus, collaboration and respite as teams apply creative problem solving to their day-to-day work or highly focused project work.



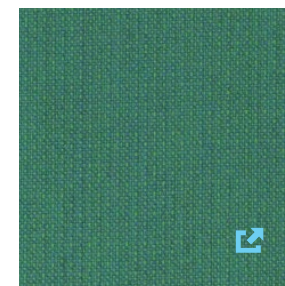
Designtex,
Gamut - Nutmeg



Designtex,
Lambert - Fog

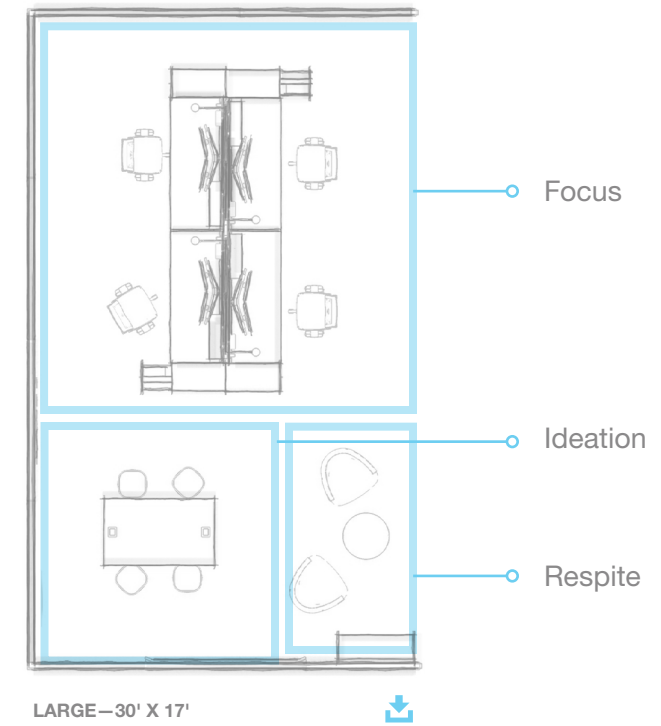


Steelcase Wood -
Planked Walnut



Designtex,
Mingle - Sea Glass

02 Project Studio



- 01 Elective Elements® Storage
- 02 Joel™ by Coalesse
- 03 Bassline™ Table by Turnstone
- 04 Campfire® Big Table by Turnstone (special)
- 05 Lox™ Seating by Coalesse
- 06 Microsoft Surface Hub 84"
- 07 media:scape® Virtual Puck
- 08 High Density Storage
- 09 Think® Seating
- 10 Series Bench
- 11 SOTO™ Worktools
- 12 dash LED Light
- 13 V.I.A.™ Architectural Solution

Surface Hub enables the team to easily share content and/or co-create with both co-located and distributed colleagues.

Magnetic whiteboards immerse the team in project content and boost creative thinking.

Height adjustable desks support wellbeing and activate creative thinking.

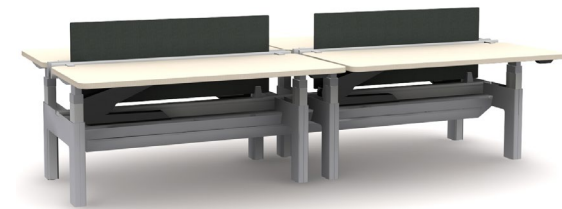
[View Planning Idea](#)



02



03



10



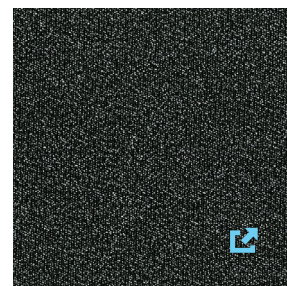
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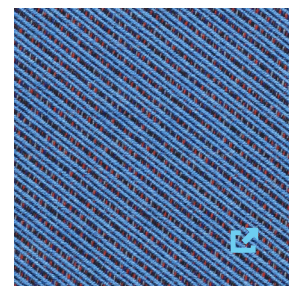
03

Project Studio

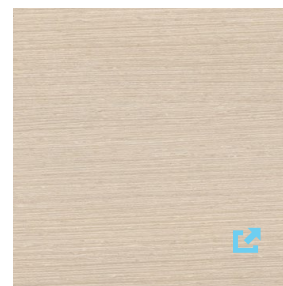
This open project studio is designed to support the various work modes of project teams and encourages quick switches between conversation, experimentation and concentration.



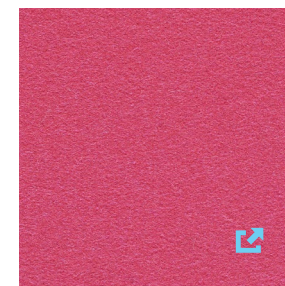
Steelcase, New
Black - Jack



Kvadrat,
Masai - 762

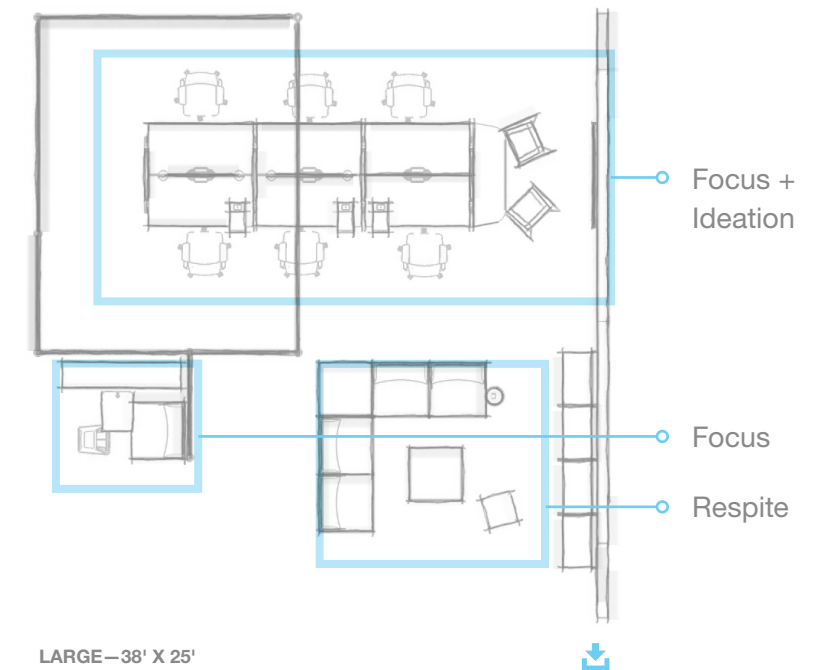


Laminate,
Bisque Wenge



Kvadrat,
Divina 3 - 626

03 Project Studio



LARGE - 38' X 25'

- 01 Post and Beam
- 02 Campfire® Slim Table by Turnstone
- 03 Campfire® Footrest by Turnstone
- 04 Campfire® Skate Table by Turnstone
- 05 B-Free™ Cube
- 06 B-Free™ Table
- 07 Thread™ Power Distribution
- 08 FlexFrame®
- 09 Microsoft Surface Hub
- 10 media:scape® Virtual Puck
- 11 Scoop by Turnstone
- 12 Gesture™ Seating
- 13 SOTO™ Personal Console
- 14 Bivi® by Turnstone
- 15 V.I.A.™ Architectural Solution

Shielded space to get away for a moment of focus or rejuvenation.

Post and Beam creates boundaries to provide some privacy for creative expression.

Lounge area adjacent to the workstations allows teams to break out and socialize ideas.

The Surface Hub, which is adjacent to the work bench, encourages group interaction at standing height.

[View Planning Idea](#)



02



04



13 14



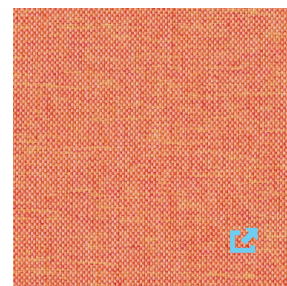
05



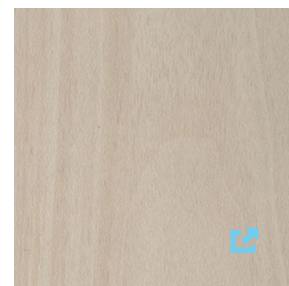
04

Project Studio

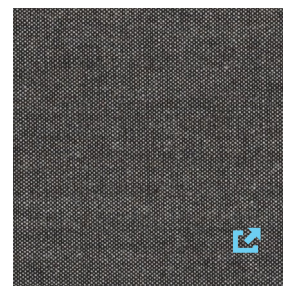
A dedicated project team space provides fluidity between focus, collaboration and respite as teams move between group sessions and individual heads-down work.



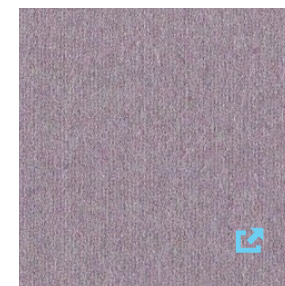
Designtex,
Circa - Creamsicle



Laminate,
Bisque Noce

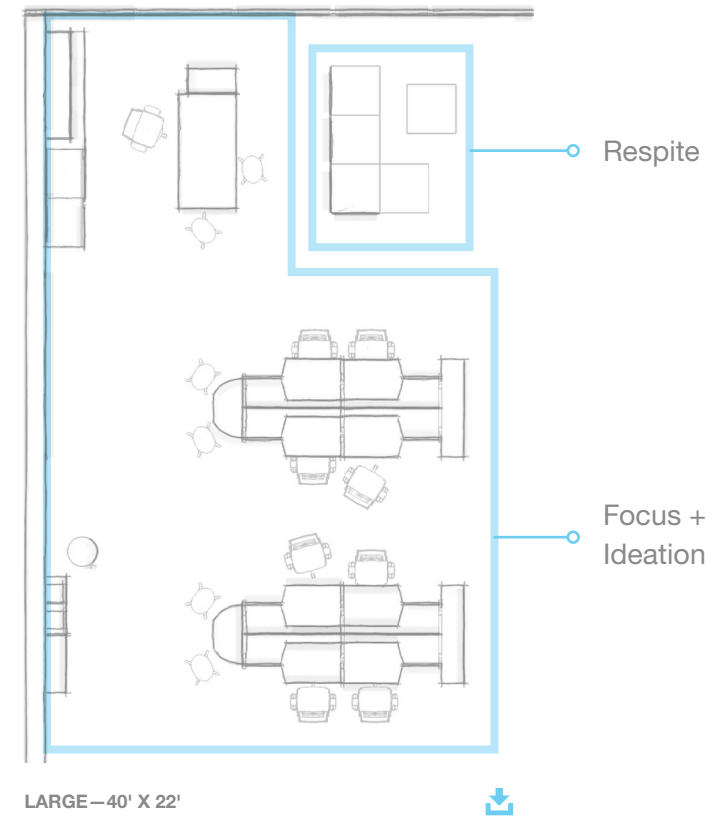


Kvadrat,
Remix 2 - 173



Designtex,
Heather - Thistle

04 Project Studio



- 01 FlexFrame®
- 02 Microsoft Surface Hub
- 03 media:scape® Virtual Puck
- 04 Buoy® by Turnstone
- 05 Think® Seating
- 06 SOTO™ Worktools
- 07 Bivi® by Turnstone
- 08 Umami™
- 09 Enea Wood Café Stool by Coalesse (coming soon)
- 10 Migration™
- 11 Elective Elements®

Surface Hub makes it easy to share content or co-create with co-located and distributed team members.

Vertical surfaces for writing, drawing or posting support creative thinking and expression.

Embedded within the project space, the director's studio connects leadership to the workflow of the team.

[View Planning Idea](#)



Surface Hub Planning Tips

Designing Effective Surface Hub Work Settings

- Plan to live on video.

Two built-in, wide-angle, HD cameras offer effective collaboration whether teams are together or distributed. Consider appropriate acoustics, lighting and angles to offer collaborators a successful, comfortable video experience.

- Bias toward standing.

Surface Hub is an engaging device meant to be used standing up. Support easy shifts from perching to standing postures.

- Encourage comfort and movement.

Like creativity, the collaborative process is nonlinear. Design for ample circulation in front of the Surface Hub as collaborators move around and interact. A minimum distance of 48" is recommended between the Surface Hub and edge of table/surface.

- Design for digital and analog needs.

Surface Hub is a powerful digital-first multimedia tool, but it's important to continue supporting analog tools like whiteboards, sticky notes and magnets.

- Pair Virtual Puck with Surface Hub

media:scape Virtual Puck facilitates collaboration by enabling non-Microsoft devices to wirelessly share content with Surface Hub.

Surface Hub Technical Information

- Surface Hub with Microsoft Wall Mount

55" Hub = mount at 55" on center (elevation).

84" Hub = mount at 54" on center (elevation).

- Surface Hub on VIA

55" Hub: Use standard 65" VIA monitor shroud (planning height to top of shroud = 74.589" AFF).

84" Hub: Surface mount through solid skins using VIA structural beams. New Hub specific monitor shrouds will be available later this year.

Internal wall clearance does not allow for monitor shrouds to be positioned in a back-to-back configuration.

If a back-to-back configuration is critical, plan on surface mounting both monitors through solid skins using internal structural beams.

- Surface Hub Weight

55" Hub: 105 lbs.

84" Hub: 280 lbs.

Learn more about planning with Microsoft products.

Universal Design Strategies

To support the diversity of abilities in the workplace, consider the following universal design strategies:

Create equal access and experiences to the greatest extent possible for all people with a variety of meetings spaces that each offer different table heights and seating styles.

Product recommendations:

- media:scape®, Potrero415 & Montara650™ by Coalesse and ScapeSeries™ tables in seated and standing heights for a choice in meeting spaces.
- Ology®, Migration® and Airtouch® height adjustable desks to support the wellbeing of all users.
- Lagunitas™ personal table by Coalesse and Campfire® Skate Table by Turnstone to support personal devices in lounge spaces increasing comfort and performance.
- B-Free™, Umami™, Lagunitas™ by Coalesse, Campfire® Big Lounge by Turnstone and Regard™ seating for lounge choices that vary in design, density, seat depth, comfort and performance.

Design compliant egress and circulation paths by embedding the Surface Hub into architecture or demountable walls where possible.

Product recommendations:

- V.I.A.™ Architectural Solution to reduce protrusion into circulation paths.
- Consult your local authority having jurisdiction for review to ensure compliance with all regional codes and standards.

Learn more on accessibility with the Surface Hub.



Scandinavian



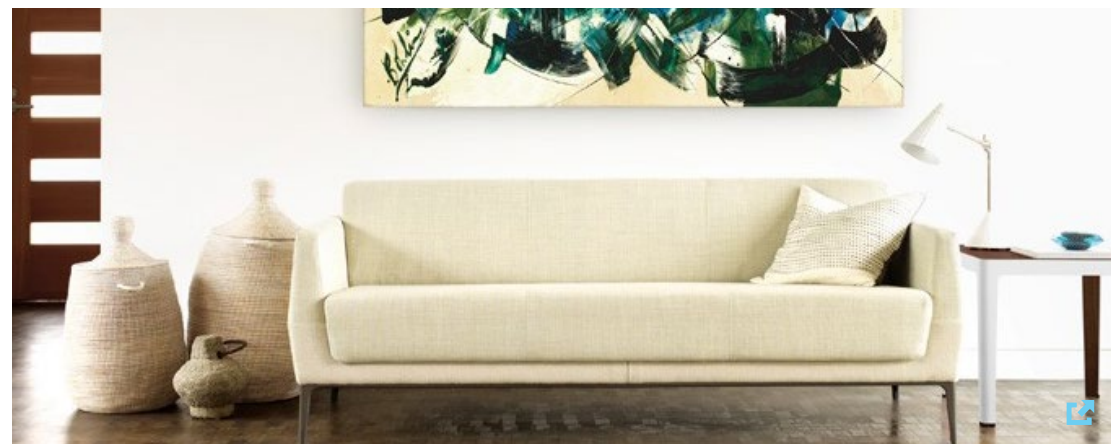
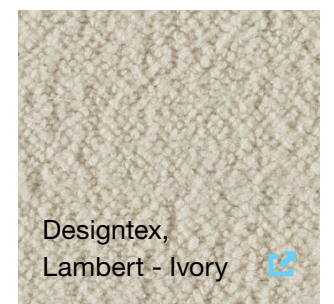
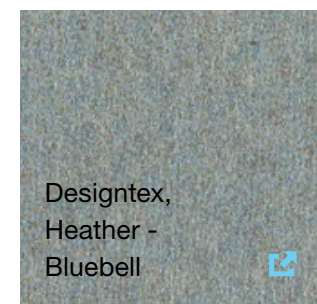
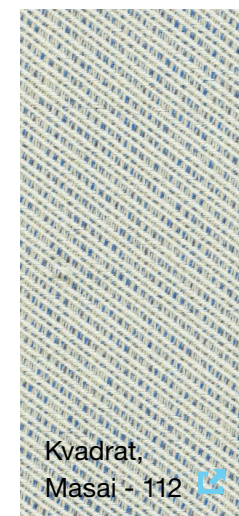
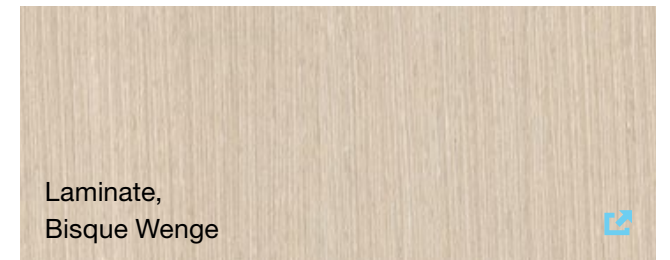
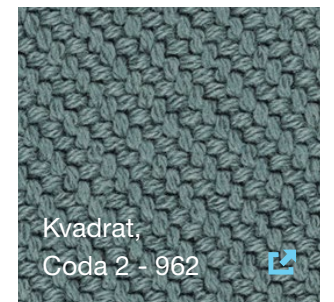
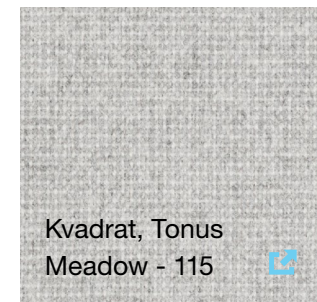
Raw Industrial

Natural



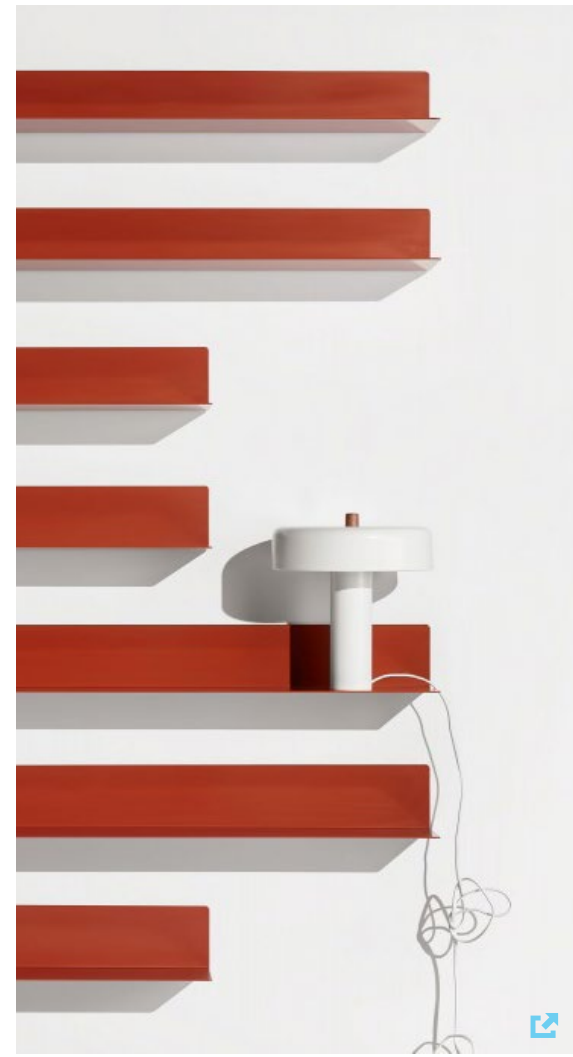
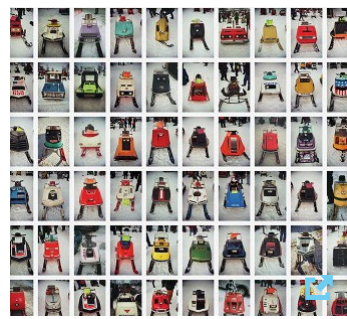
Playful

Color Palettes + Materiality

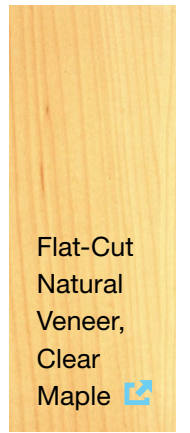


Scandinavian

Blond woods, muted colors and nubby textures on a white palette evoke a clean, soft Scandinavian feel. Here's to the hygge trend!



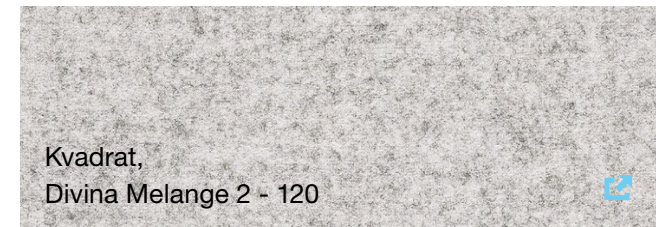
Kvadrat,
Canvas 2 - 154



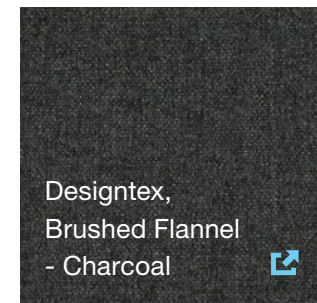
Flat-Cut
Natural
Veneer,
Clear
Maple



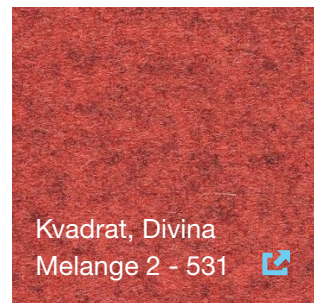
Lux Paint - Obsidian



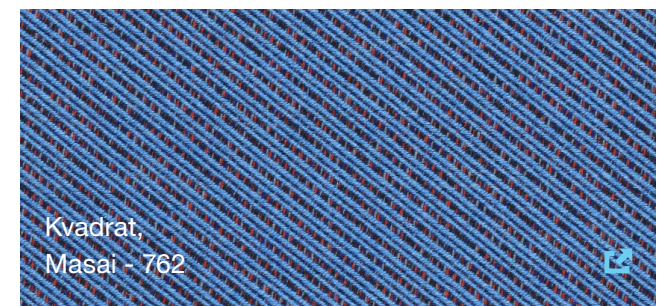
Kvadrat,
Divina Melange 2 - 120



Designtex,
Brushed Flannel
- Charcoal



Kvadrat, Divina
Melange 2 - 531

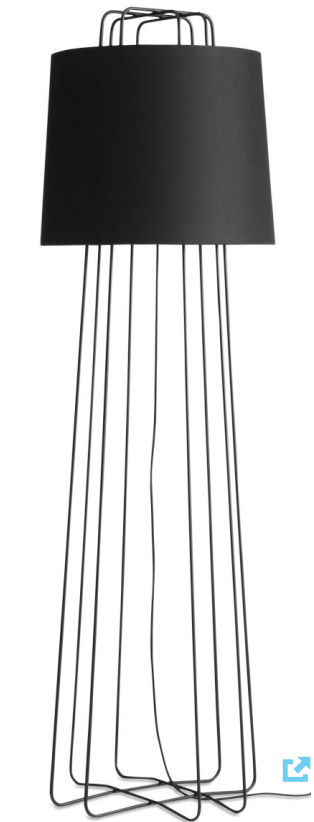
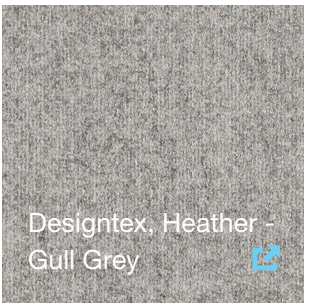
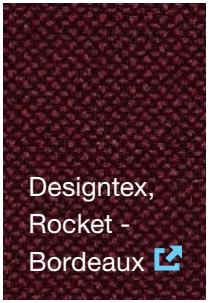
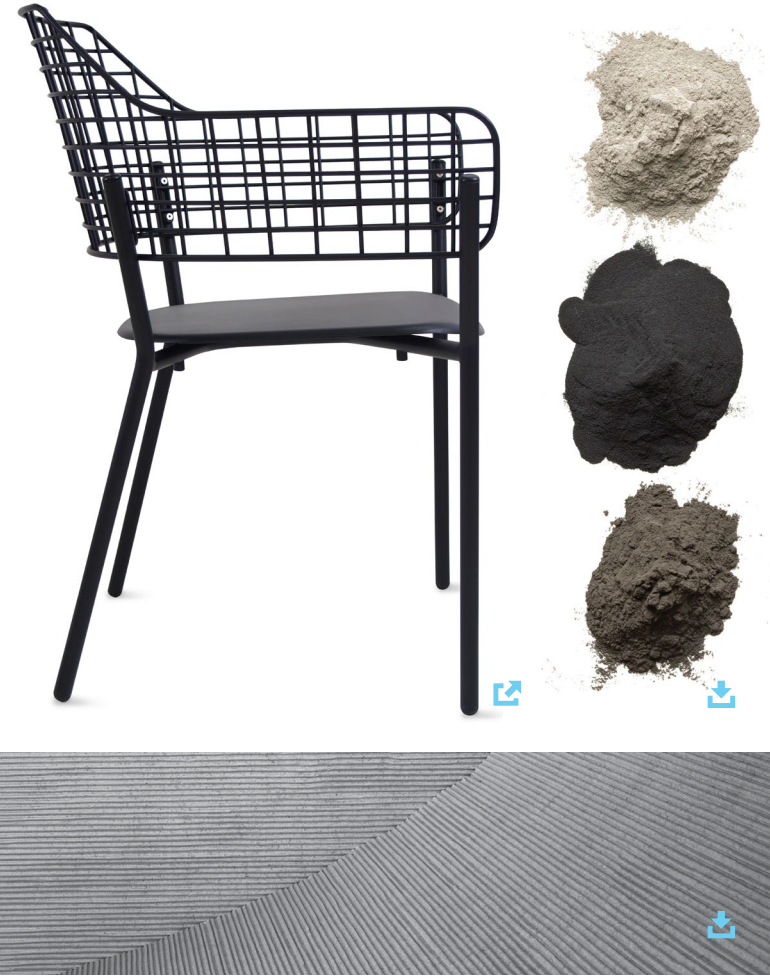


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Masai - 762



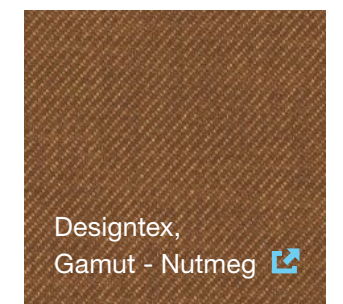
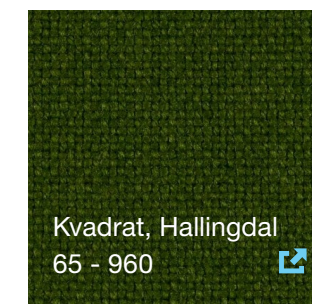
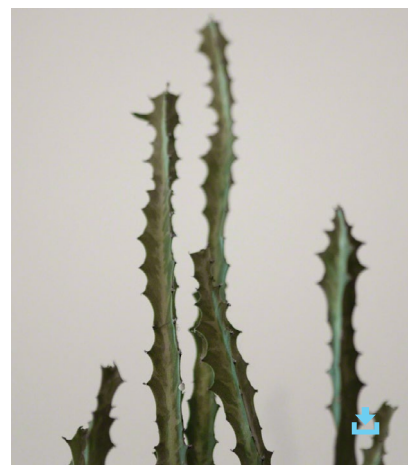
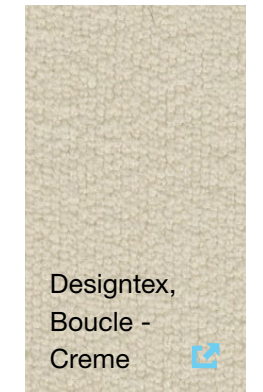
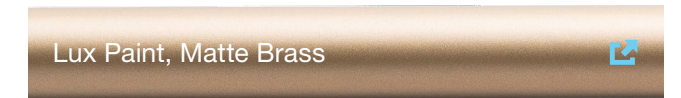
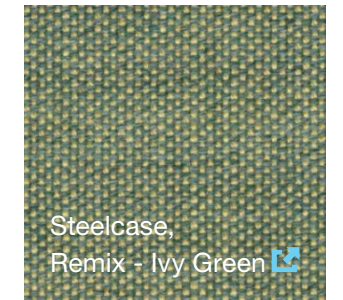
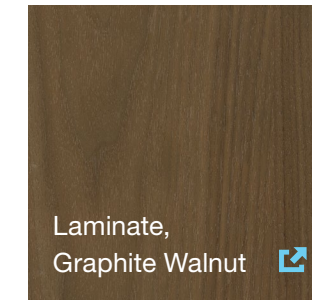
Playful

Bright, bold colors pop on a dark industrial backdrop. This fun, funky play on color creates a lively environment to help stimulate the mind.



Raw Industrial

Raw, natural materials and mixed metals blended with dark colors and layered grey tones create a moody, edgy aesthetic. This chic and modern palette pays homage to the construction and crafting of goods.



Natural

Rich woods, warm metallics, sophisticated green tones and elements of nature bring the farm-to-table trend to the office. Like Central Park in your loafers.

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