

IIDEXCanada 2015

IIDEXCanada 2015, held last week at the Metro Toronto Convention Center, serves as Canada's National Design + Architecture Expo & Conference. The show seems to exist as a perfect middle ground between the gargantuan NeoCon and smaller regional trade shows in the U.S. This year's show included an excellent lineup of keynotes, special events and feature exhibits, as well as three National Summits on inclusive design and accessibility, wellness and healthcare. The showroom floor was packed with people attending events, doing business and checking out booths.

FULL STORY ON PAGE 3...



Elements of Lighting – Part Two

Part One of the Elements of Lighting series, published in last week's issue, presented some basic issues in contemporary workplace lighting for designers to consider and touched on the trend of greater visual variety. This week, Part Two will present key of-the-moment trends happening in workplace lighting today, as well as an exploration of the rationale behind these trends, including why lighting so strongly effects the atmosphere of our work environments. Atmosphere is a stimulus that both disarms and energizes us. At the same time a spatial and existential concept, atmosphere induces our participation, attests to our belonging, and opens us up to experience in a way that is useful in our lives and to our work.

FULL STORY ON PAGE 15...



Teknion Party Celebrates New Downtown Toronto Showroom

Last week **Teknion** hosted a big party in its new downtown Toronto showroom. Styled the "Collaboration Hub," the space proved a perfect setting for a celebratory gathering of Toronto's A&D community along with many of us workplace furnishings outriders. Teknion celebrations are among the best in the business, even for lesser causes, and they spared not a whit on the inauguration of this spectacular new space. The Collaboration Hub, designed by **Vanderbyl Design**, provides the Toronto design community with a highly accessible location in the city's burgeoning Southcore Financial Centre.

FULL STORY ON PAGE 21...



Concurrents - Environmental Psychology: Understanding the Irrational

Psychologists have, generally, long accepted the fact that sometimes perfectly sane people behave irrationally, while economists, for the most part, saw people as always living rational lives. Now, at least some economists and psychologists have reconciled, both accepting that even the most lucid of us sometimes behave irrationally. Behavioral economists have been largely responsible for this ceasefire, and their work on motivation and decision-making, in general, should interest anyone working with clients or trying to make sense of design research data.

FULL STORY ON PAGE 26...



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—ALEXANDER THE GREAT

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Show floor

IIDEXCanada 2015

by Mallory Jindra

As a first-time visitor to Toronto, I found the host city of IIDEXCanada to be charmingly rainy when I arrived Tuesday evening. Despite a foggy landing that almost sent me detouring to Montreal, I landed safely near the Toronto Harbourfront. The sun eventually came out during the show on Wednesday, and cheery vibes prevailed everywhere I wandered.

IIDEXCanada seems to exist as a perfect middle ground between the gargantuan NeoCon and smaller regional trade shows in the U.S. such as NeoCon East and METROCON. As I made my way around the show, I noticed a similar balance of people attending seminars, doing business and checking out booths, and attending the larger keynote and summit events.



The IDC/IIDA Leaders Breakfast. Photo by David Lasker

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I was also happy to find that the show declared clear themes and actually delivered on them by gearing its programming to those topics. In contrast to NeoCon, which almost seems to promise to be everything to everyone by choosing extremely broad themes, IIDEXCanada provides a few overarching themes that are having a significant impact on future work for its country's designers, architects, building owners and real estate professionals.

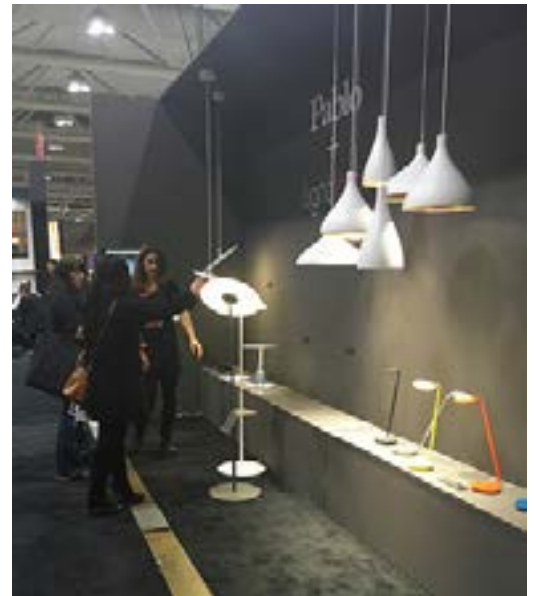
Granted, part of the reason for broad themes at NeoCon is the fact that it is very much an international show, so catering to one country would be troublesome. And there is something to be said for enabling the manufacturers to be the voice of the show more so than the show itself. Not to mention the easy marketability a super broad theme provides leading up to the show...nevertheless, I found IIDEXCanada's clear direction and supporting content to be

a refreshing winter reset.

From an attendee perspective, the core themes that IIDEXCanada presented – inclusive design and accessibility, wellness, and healthcare – resulted in a more grounding experience as I walked away. The show promised to deliver thoughtful, inspiring experiences in each of these three topics by way of three “National Summits,” in addition to keynote speakers and seminars geared toward the same topics.



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Diversity

Antonio Tijerino is the President and CEO of the Hispanic Heritage Foundation (HHF), which inspires, prepares, connects and positions Latino leaders in the classroom, community and workforce to meet America's priorities. Tijerino will share his knowledge of developing an innovative, sustainable model for Latino leaders and talent for the workforce.



Organizational Culture

Erica Javellana's HR role at Zappos makes her an insightful speaker, focusing on employee engagement, commitment to culture, customer experiences and their importance in business today.



HR & Technology

Mike Ettl is the President of HR Line of Business for SAP—the fastest growing and largest HR cloud company with a market leading portfolio of Talent, HR, and Payroll software. Mike will share what HR must do to keep pace with a highly mobile, increasingly global, multigenerational workforce.



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“We wanted to offer attendees something longer than one hour on each of these topics,” said **Tracy Bowie**, VP of IDEXCanada. “Many designers and architects don’t often have the opportunity to meet the top people in these fields, and the summits, which are free to attend, enable them to do that.”

Wednesday morning was jam-packed with key show events: The IDC/IIDA Leaders Breakfast, International Architectural Roundtable, and the Canadian premiere of the film “Inclusive,” which kicked off the first of the three national summits, on accessibility.

“It is a common human trait to be excluded,” said **Jutta Treviramus**, director of the Inclusive Design Research Centre at OCAD University, who introduced the film and led a discussion on inclusive design after. “We seem to think diversity is a problem, but we don’t recognize it for the

treasure it is. Diversity is our biggest asset, and inclusiveness is our biggest challenge. How do we design to meet all of our human needs? It’s not about designing one thing that can somehow work for all people; it’s designing many things in one space to meet the needs of all the individuals. Your design really can’t solve just one problem.”

Belén Moneo of Moneo Brock Studio and the father-son architecture practice of **Luiz Eduardo Indio Da Costa & Guto Indio Da Costa** delivered presentations full of inspiring architecture and interiors projects, as did Canadian architect **Todd Saunders** in a conversation with **Jean-François Légaré**, Air Canada enRoute Editor-in-chief, including insights into the making of the Fogo Island project, a five star inn for the Shorefast Foundation on Fogo Island, Newfoundland, Canada.

L.A.-based architect **Clive Wilkinson** and biophilic design leader **Bill Browning** each drew big crowds with timely topics. Mr. Wilkinson offered a mix of projects and design theory, and

Mr. Browning spoke about the impact of biophilic design on climate, culture and business. His inspiring presentation did an excellent job of laying out very specific, tangible benefits that biophilic design principles can offer interior designers and architects.

“We already know nature has a powerful positive effect on us as humans,” said Mr. Browning. “Biophilic design is an exploration of something we already know, but it then applies science to figure out why those places in nature feel so good, and how we can inject that into our environments.”

A **2016 and Beyond: State of the Industry** panel on Wednesday afternoon was moderated by Susan Wiggins, CEO of the Interior Designers of Canada (IDC) and included panelists **Aandra Currie Shearer**, IDC president; **Samuel Oghale Oboh**, RAIC president; **Randal Froebelius**, BOMA Canada chair; and **Craig Smith**, NAIOP president. All of the panelists seemed to agree that building and development projects in Canada were moving in



Bill Browning keynote



Clive Wilkinson keynote

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an optimistic, positive direction. The groups represented by the panelists seem to work together closely on many projects, and this will continue to be the case in 2016. Key focuses in the new year will be sustainability (including the continued promotion of the WELL Building Standard and goals toward carbon-neutral development), resiliency and mass transit.

The discussion also touched on the new “Quality-Based Selection (QBS) initiative, which is a system that is a system that chooses an architect on the basis of professional qualifications and competence. For more information on QBS, visit <https://raic.org/raic/qualifications-based-selection-qbs>.



2016 and Beyond: State of the Industry panel. From left, Aandra Currie Shearer, IDC president; Randal Froebelius, BOMA Canada chair; moderator Susan Wiggins, CEO of IDC; Samuel Oghale Oboh, RAIC president; and Craig Smith, NAIOP president.



Attendees at The Keilhauer Theater. Photo by David Lasker

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Cryptically described before the show as a “transformative installation on the future of workplace incorporating sight, sound, scent and interaction,” the **GOAWAY! Best of Workplace** special exhibit designed by **Quadrangle**, was fun to walk through. The 2,000 square foot space consisted of four separate “experiences,” each sponsored by a large furniture manufacturer: Haworth, Keilhauer, Steelcase and Teknion. Each vignette featured furniture from the manufacturer, lighting, and large scale wall graphics. Upon first walk-through, “transformative” sounds and smells were not noticed, but the new feature was a great way for attendees to



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experience the furniture in a different context. The space was also intended as a place for attendees to rest, relax and recharge.

IIDEXCanada's **ArchDaily + IIDEX-Canada Virtual Spaces Exhibition** was a perfectly timed feature to include this year. Virtual reality, and its practical use, is about to have its first of many official moments in the sun in 2016. As a special exhibit, the booth enabled attendees to try out virtual reality technology, often for the first time. The feature included the first **ArchDaily + IIDEXCanada Virtual Awards**, the result of a competition in which the exhibit sponsors (IIDEXCanada, Invent Dev and ArchDaily) invited designers and architects to submit un-built and fantasy projects, which were then brought to virtual reality life. All IIDEXCanada attendees had the chance to experience the two winning projects – by Aysu Aysoy, of Turkey, and Roman Hajtmanek, of Slovakia – along with a third more workplace design project. It was fun to watch attendees put on the headset to experience virtual reality tech for the first time; many came away with a “wow!” expression.

The virtual reality exhibit was accompanied by an excellent seminar titled, “Market and Sell Your Development Using 3D Interactive Technology,” led by David Payne, CEO of interactive 3D marketing company Invent Dev. Johane Deignan, director of marketing, conference and sponsorship at IIDEXCanada, noted that next year's show will continue to expand its focus on virtual reality and 3D technologies.

One of my favorite special exhibits, although I'm not sure how many shared my excitement, was **Canada House**. The exhibit displayed the nuts and bolts of the redevelopment of historic Canada House in London. The Canada House project presented the best of Canada's design and manufacturing industries, showcased the versatility of wood, one of Canada's

most important natural resources, and featured the best of Canadian art, crafts and furniture, both contemporary and historical, all under one roof at Canada House. IIDEX attendees

who took the time to walk through the Canada House space were treated to all of the inspiring details of a fantastic project packed with the best of Canadian culture, design and history.



The ArchDaily + IIDEXCanada Virtual Spaces Exhibition featured the virtual reality experiences of the two winning designs of the ArchDaily + IIDEXCanada Virtual Awards.



Canada House feature exhibit

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THINK:Material feature exhibit

Other notables at the show were:
 >The seventh iteration of the **THINK: Material** exhibit, in which the show curates a special selection of the most current materials available to architects and designers today.

>The **3rd Annual IIDEX Woodshop**, also known as just the coolest thing ever. If you didn't get a chance to read our IIDEX show preview a few weeks ago, check out the 2015 IIDEX Woodshop winners here: <http://www.iidexcanada.com/2015/features/3rd-annual-iidex-woodshop>. I bet you'll want to carve something after. IIDEX Woodshop is a traveling exhibit and will appear in six locations across Canada. It is heading to the TO DO design festival at city hall in Toronto.



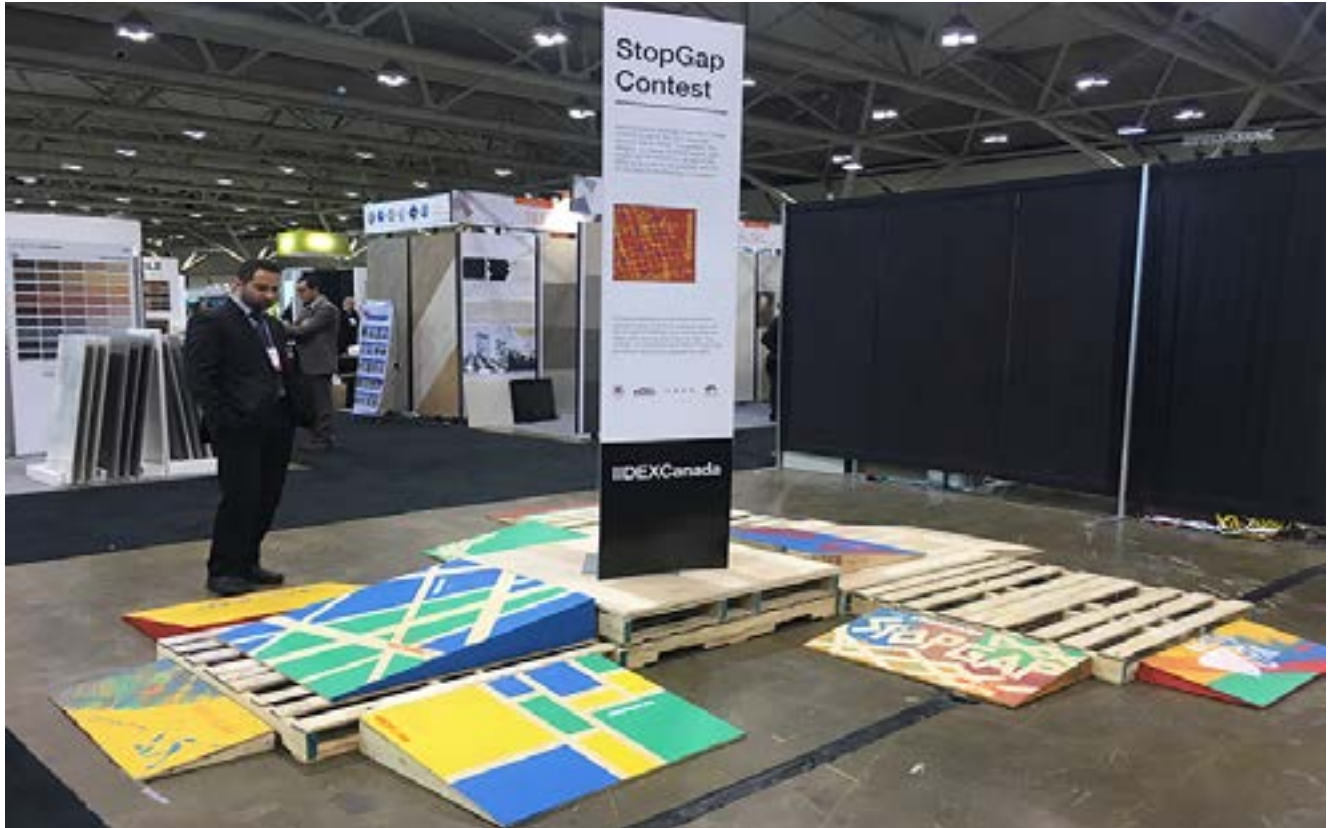
IIDEX Woodshop



IIDEX Woodshop

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Designs from 2015 StopGap Revamp Ramp Student Design Competition were displayed on the show floor as a feature exhibit.



Passive House feature exhibit

>**Passive House Pavilion** was a booth detailing the “Passive House” initiative, a rigorous, voluntary standard for energy efficiency in a building, reducing its ecological footprint. This year IIDEXCanada included four Passive House seminars, where attendees could learn more about the Passive House concept and its solutions, from humble low tech solutions such as the urban straw bale home to novel high tech building solutions like warming slabs.

>The **Inclusive Design Hackathon**, where attendees of all experience levels and abilities could learn about inclusive design, exercise their creativity, collaborate with talented team members, and apply team skills to address urgent accessibility challenges. The hackathon presented attendees with the chance to help to shape services such as UBER and AirBNB to

make sure these emerging practices are designed to benefit everyone.

>A special exhibit featuring the **2015 StopGap Revamp Ramp Student Design Competition**.

And, of course, the upper portion of North America does know how to



Attendees had fun taking a turn on a swing suspended from the show floor ceiling

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Attendees. Photo by David Lasker



Club Cambria



Opening Night Party. Photos by David Lasker



Room for one more?

get down. An opening night party on the showroom floor Wednesday evening gave way to after parties of all flavors (hosted by Steelcase, TTMAC, Augustus Jones, and the Carpenter's District Council of Ontario, to name a few) on both Wednesday and Thursday.

To check out full competition results and award recipient information, visit <http://www.iidexcanada.com/2015/media/iidex-news>. Stay tuned in 2016 for more in-depth coverage of the top keynotes and events at IIDEXCanada 2015! ■

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Architect: Gensler. Photographer: Eric Laignel.

Elements of Lighting – Part Two

by John Copeland

Part One of this series, published in last week's issue, presented some basic issues in contemporary workplace lighting for designers to consider and touched on the trend of greater visual variety. The article (find it here: <https://officeinsight.com/product-design/6464/>) noted what **Brian Stacy** of **Arup** calls a "bucking of the standards" of office lighting uniformity in favor of creating a better overall experience, with opportunities for respite and what lighting design studio **Rich Brilliant Willing** calls "atmosphere."

Atmosphere is a stimulus that both disarms and energizes us. At the same time a spatial and existential concept, atmosphere induces our participation, attests to our belonging, and opens us up to experience in a way that is useful

in our lives and to our work. The more intellectual curiosity lavished on this idea, the more conspicuous its absence from the modern office environment becomes. But that is changing. This week, Part Two will present key of-the-moment trends happening in workplace lighting today, as well as an exploration of the rationale behind these trends.

Workplace Hospitality

The activity of moving from one desk location in an office to another is commonly referred to as "hoteling." This vernacular, if not a direct expression of wishful thinking on the part of its adopters, is symbolic of a changing relationship to work. Increasingly, the workplace is being reimagined as

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Architect: Gensler. Photographer: Eric Laignel.

an experiential space that can offer comfort and atmosphere by incorporating design elements borrowed from hospitality and residential spaces, including furniture and lighting. **HOK's David Ziolkowski** calls this phenomenon a "destination workplace."

"The hospitality world is blending with the corporate world," said studio director **Amber Moriarti** of **Kugler Ning** lighting design studio. "There's a very clear movement to make the workplace more inviting."

Third Spaces

One sign of the workplace hospitality movement is the investment in what Kugler Ning calls "third spaces." For those living under a rock, third spaces are non-conventional work areas such as lounges and pantries and nooks that typically provide comfortable, alternative seating arrangements and warmer, decorative lighting. Third spaces provide an outlet for office inhabitants to unwind and work at the same time, and a chance for people and knowledge to circulate in new ways. Their mounting importance has also been marked by a corresponding reduction in the size of enclosed spaces, including private offices.

Kugler Ning is currently working on a workplace lighting project where every single office occupant will have a pendant over their desk because the client wants it to feel homey, noted Ms. Moriarti. Such a commitment to the individual experience was until recently "really unheard of in corporate environments."

Burr Rutledge, a senior associate also with Kugler Ning, uses the term "generational change" to describe the magnitude of difference between a publically traded corporate media client's original and new office, currently opening floor by floor in stages in New York City. Even with classic corporate "bottom-line concerns," as Mr. Rutledge expressed it, private offices in the



Architect: Spacesmith. Photographer: Eduard Hueber.



Architect: Gensler. Photographer: Eric Laignel.

new workplace were all but eliminated, and the focus on comfort is clear, with occupants given manual control of dimmable lights from bay to bay, allowing graphic designers and other screen-based occupants to dim the lights according to personal preference.

Flos USA Regional Manager **Lisa Kingrey**, speaking from a lighting manufacturer's viewpoint, confirms the trend of a more varied visual environment for a better overall workplace experience. She acknowledges cross-pollination from the hospitality and residential sectors.

"We're seeing much more of a hospitality angle in common areas," said Ms. Kingrey. "While we might still have a more traditional lighting silhouette, we're seeing in office entryways, lounges and cafeteria areas much more of a hotel light or residential living room-style lighting. That means table lamps, floor lamps, sconces and pendants that "bring the light source down to human scale," explained Ms. Kingrey.

These decorative solutions offer a degree of relief for office dwellers, making people feel more "at home."

HOK Director of Interiors **Margaret McDonald** is seeing a similar pattern, noting that people are seeking the cozy warmth of the home in the traditionally cold workplace environment. "Customers want that blur," said Ms. McDonald.

"Workplaces are drawing from conditions that are part of a lifestyle outside of the office," said **John Tong** of the Toronto-based **+tongtong** multi-disciplinary design studio. Mr. Tong recently earned two awards at the Canadian Interiors Best of Canada Award at IIDEXCanada last week, both for his designs in hospitality.

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Open Ceilings

Open, exposed ceilings are another widely discussed trend. Like the turn to more shared spaces and the shrinking real estate footprint, open ceilings have created higher expectations for lighting systems.

“People just don’t want to look at ceiling systems anymore,” said Ms. Moriarty. “The lighting now has to look a little more finished.”

“The focus falls on the lighting manufacturer to be the ‘jewelry’ of the space,” affirmed Ms. Kingrey.

Exposed beams, brick and pipes create a colder industrial condition that requires balance, just as third spaces counterbalance colder, brighter conditions at the primary work surface.

“It’s now okay to show the bones of the building,” continued Ms. Kingrey. “It’s cool, it’s Brooklyn.”



Architect: Gensler. Photographer: Garrett Rowland.



The Running Magnet by Flos is a recessed LED track system that creates positive and negative details in a space and can support decorative pendant fixtures to create hanging points of light. Photo: courtesy of Flos USA



Piero Lissoni-designed Light Bell by Flos with exposed ceiling. Light Bell “epitomizes everything the market is doing,” states Lisa Kingrey. Photo: courtesy of Flos USA

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UT Spot by Flos is installed the Solveig Fernlund-designed Arper showroom described in a November 30 officeinsight article "Arper Launches NYC Showroom." Photo: courtesy of Flos USA

New workspaces simply require more inviting decorative ceiling luminaires and furnishings to "warm it up," create atmosphere and offer a more hospitable workplace experience.

Part Three of the Elements of Lighting series will explore connections between light and wellbeing. Stay tuned! ■



Melt, a distorted globe pendant fixture that bounces and reflects light around its uneven mirror-finished, was designed by Tom Dixon in collaboration with Swedish design collective Front. Photo: courtesy of Tom Dixon



Melt pendant fixture by Tom Dixon in collaboration with Swedish design collective Front. Photo: courtesy of Tom Dixon

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Teknion "Collaboration Hub" in downtown Toronto. Photography courtesy Teknion

Teknion Party Celebrates New Downtown Toronto Showroom

by Bob Beck

Last week **Teknion** hosted a big party in its new downtown Toronto showroom. Styled the "Collaboration Hub," the space proved a perfect setting for a celebratory gathering of Toronto's A&D community along with many of us workplace furnishings outriders. Teknion celebrations are among the best in the business, even for lesser causes, and they spared not a whit on the inauguration of this spectacular new space. The Toronto community responded with such enthusiasm Teknion had to extend the event to two evenings in order to accommodate everyone who wanted to see and be seen.

Those of us who arrived a bit early were treated to the spectacular views of Lake Ontario and the Toronto skyline and got to enjoy the quiet beauty offered by the **Fractals Seating Group**



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Group-work space



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touchdown spaces along one window wall. **Catherine Coulter**, Teknion's corporate accounts manager, told me she uses one of those spaces many times each week – I wondered if she might like to trade.

Floor-to-ceiling windows along three sides in conjunction with a column-free interior and Teknion's architectural glass wall systems allow an abundance of natural light into all areas of the space. In addition to providing panoramic views of the Toronto skyline and waterfront the combination of window wall and glass demountable wall products demonstrates the latest trend in planning for health and wellbeing; maximizing flexibility in space utilization while also maintaining a sense of transparency and accessibility consistent with the Teknion brand.

The party was fabulous with open bars stocked to the gunnels with anything you might want to drink, but featuring a seemingly endless stock of fine whites and reds from Stratus Vineyards, the ultra-premium Niagara-on-the-Lake winery and boutique owned by **David Feldberg**. Catering staff festooned in Roots Canada Tee's and Hudson Bay Company Scarves while keeping the guests well fed and hydrated quietly communicated that we were in Canada. The "Mountie" security officer at the door was perhaps a less subtle a reminder.



The "Mountie" guard. Photo: David Lasker

Most of the entertainment was provided by a creative DJ, interrupted occasionally by a "percussion tattoo" provided by a drum group known as 416 Beats – the 416 a reference to the downtown Toronto area code.

The evening was great fun, but its purpose was much more serious. Of late the major manufacturers have

been investing heavily in showrooms that effectively demonstrate both their products and the ways they can be used to deliver workspaces for "the new way of working." Such new showrooms have often been aptly renamed to convey something significant about current trends in workplace design. In this regard, Teknion's new Toronto



Lemon curd and blueberry Pavlova, anyone? Photo: David Lasker



Percussion tattoo by members of 416 Beats, 416 being the downtown Toronto area code. Photo: David Lasker

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“Collaboration Hub” is a first rate example. It blends multiple planning styles from the casual modern appeal of an open fluid landscape, to more conservative and formal footprints.

“The Collaboration Hub exhibits the latest thinking in workplace design as

we have experienced it in the field, and through the concepts our clients are asking us for in a modern workplace,” said Mr. Feldberg, president & CEO. “Hybrid spaces combine open and closed office strategies to accommodate the many ways that people

work today, empowering employees to choose their work setting while encouraging movement and collaboration. The Hub was designed to support health, well-being and sustainability, key factors in creating warm, welcoming and productive workplaces inspired by principles of ethnomics.”

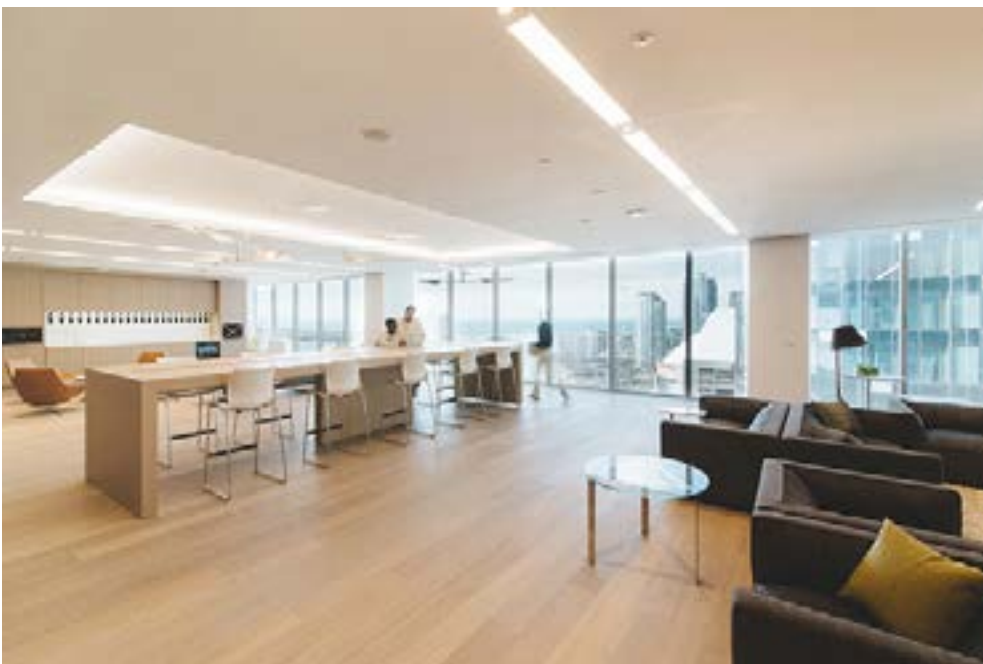
As they have done for many years, Teknion once again engaged **Vanderbyl Design**, to design the 10,750 square foot (1,000 m²) space. Guests are invited into a spacious lounge area bisected by a substantial bench table that extends the width of the showroom and acts as a central focal point. On either side of the imposing table, a casual meeting area is furnished with comfortable lounge seating in rich colors. The area is also equipped with amenities that include a coffee/wine bar and video wall. Warmed by natural wood flooring and millwork, the elegant space supports multiple functions, including collaborative or touchdown work.

Throughout the Collaboration Hub, guests get to experience Teknion’s latest products used in a thorough demonstration of all the current thinking. Vanderbyl employed a playful color palette in the many textiles and surface materials. A bit of a departure for both Vanderbyl and Teknion the colorful spaces showed a variety of Teknion textiles and products in new and unexpected ways.

The Collaboration Hub provides the Toronto design community with a highly accessible location in the city’s burgeoning Southcore Financial Centre. It is located on the 20th floor of the LEED Gold Bremner Tower at 120 Bremner Boulevard within a stones throw of the CN Tower and, as I’ve said, the Lake Ontario waterfront. Teknion has registered the space with the Canada Green Building Council with the certification goal of LEED-CI Gold. To arrange a tour please call 416.800.0328. ■



Bob Beck, publisher, Officeinsight, and Teknion’s David Feldberg, president and CEO; Scott Deugo, chief sales and sustainability officer; and Joe Regan, senior VP, design and corporate marketing. Photo: David Lasker



Lounge areas bisected by a “Hearth” Table.

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Understanding the Irrational

by Sally Augustin, Ph.D.

For a long time, there was a schism in the social sciences, which was particularly obvious whenever economists and psychologists tried to work together. Psychologists have, generally, long accepted the fact that sometimes perfectly sane people behave irrationally, while economists, for the most part, saw people as always living rational lives.

Now, at least some economists and psychologists have reconciled, both accepting that even the most lucid of us sometimes behave irrationally. Behavioral economists have been largely responsible for this ceasefire, and their work on motivation and decision-making, in general, should interest anyone working with clients or trying to make sense of design research data. The Wikipedia page on behavioral economics (https://en.wikipedia.org/wiki/Behavioral_economics) is a useful introduction to the field and contains links to other material of value to designers.

Dan Ariely, a professor at Duke, has done a lot of important research in behavioral economics, and writes up his findings in a very approachable way (for example, his book, "Predictably Irrational: The Hidden Forces That Shape Our Decisions"). As Mr. Ariely details in "Predictably Irrational", it makes sense for designers to read up on behavioral economics because "the irrational behaviors of ours are neither random nor senseless. They are systematic, and since we repeat them again and again, predictable."

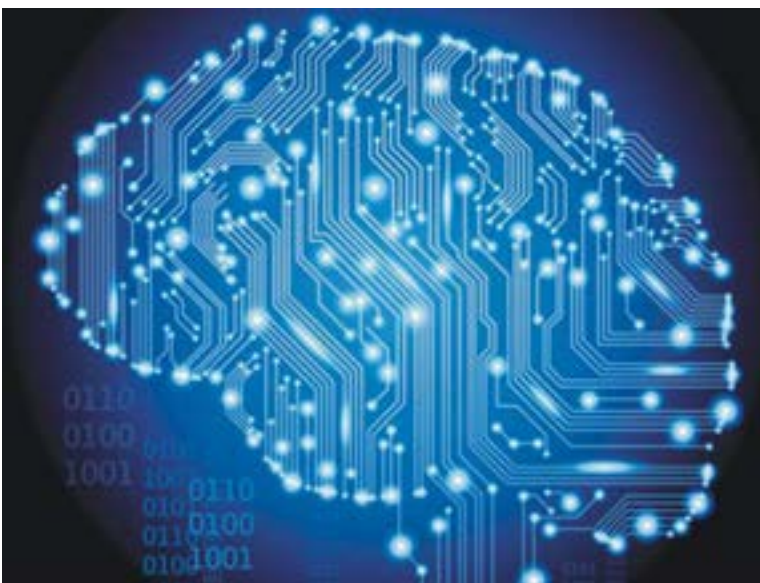
In "Predictably Irrational," Mr. Ariely reviews many examples of predictably irrational behavior, one related

to the purchase of a home. As he discussed, "Your real estate agent guides you to three houses, all of which interest you. One of them is a contemporary, and two are colonials. All three cost about the same, they are all equally desirable, and the only difference is that one of the colonials, (the "decoy") needs a new roof and the owner has knocked a few thousand dollars off the price to cover the additional expense...The chances are that you will not choose the contemporary and you will not choose the colonial that needs the new roof...We like to make decisions based on comparisons. In the case of the three houses, we don't know much about the contemporary (we don't have another house to compare it with), so that house goes on the sidelines. But we do know that one of the colonials is better than the other one. That is, the colonial with the good roof is better than the one with the bad roof. Therefore, we will reason that it is better overall and go for the colonial with the good roof."

Another example of predictably irrational behavior: making sure we have options, for example, buying models of computers or something else that keeps "all our options open." Mr. Ariely states, "We have an irrational compulsion to keep doors open. It's just the way we're wired. But that doesn't mean we shouldn't try to close them."

Take some time to learn about behavioral economics, i.e., the work of social scientists investigating the outcomes of irrational behaviors. Doing so during this holiday season is definitely time well spent; not only will you reap professional benefits, but what you find out may also shed some light on what's up with the wacky relatives who re-enter our lives each year around this time. ■

Sally Augustin, PhD, a cognitive scientist, is the editor of Research Design Connections (www.researchdesignconnections.com), a monthly subscription newsletter and free daily blog, where recent and classic research in the social, design, and physical sciences that can inform designers' work are presented in straightforward language. Readers learn about the latest research findings immediately, before they're available elsewhere. Sally, who is a Fellow of the American Psychological Association, is also the author of Place Advantage: Applied Psychology for Interior Architecture (Wiley, 2009) and, with Cindy Coleman, The Designer's Guide to Doing Research: Applying Knowledge to Inform Design (Wiley, 2012). She is a principal at Design With Science (www.designwithscience.com) and can be reached at sallyaugustin@designwithscience.com.



RESEARCH-DESIGN CONNECTION

Amenity Planning Tool

by Sally Augustin, Ph.D.

Hughes and Miller have collected additional information linking sensory experiences. They learned that among study their participants, “There was an overall tendency to associate attractive voices with attractive faces and unattractive voices with unattractive faces, suggesting that a ‘what-sounds-



beautiful-looks-beautiful’ stereotype exists. Interestingly, there was an even stronger propensity to pair unattractive voices to unattractive faces than for the attractive voice-face matching.” These findings are consistent with relationships identified regularly by design, physical and social science researchers investigating design experiences and user responses to them; material gathered via one sensory channel often affects judgments of data collected through another. ■

Susan Hughes and Noelle Miller. “What Sounds Beautiful Looks Beautiful Stereotype: The Matching of Attractiveness of Voices and Faces.” *Journal of Social and Personal Relationships*, in press.

Sally Augustin, PhD, a cognitive scientist, is the editor of *Research Design*

Connections (www.researchdesignconnections.com), a monthly subscription newsletter and free daily blog, where recent and classic research in the social, design, and physical sciences that can inform designers’ work are presented in straightforward language. Readers learn about the latest research findings immediately, before they’re available elsewhere. Sally, who is a Fellow of the American Psychological Association, is also the author of *Place Advantage: Applied Psychology for Interior Architecture* (Wiley, 2009) and, with Cindy Coleman, *The Designer’s Guide to Doing Research: Applying Knowledge to Inform Design* (Wiley, 2012). She is a principal at *Design With Science* (www.designwithscience.com) and can be reached at sallyaugustin@designwithscience.com.

MATERIAL OF THE WEEK

MC# 7306-01

Aperiodix: These durable, smooth, modular triangular-shaped cast concrete tiles are composed of 25% cement, 70% sand and 5% additives. The undulating surface of the tiles has both concave and convex curves, as well as various depths so that once tessellated a larger aperiodic pattern is created.

The tiles, by Oso Industries, are available in four colors: grey, charcoal, leather and sand. Supporting computer software is available to aid designers, architects and tile setters to create an overall pattern from the individual tiles.

Applications include decorative walls, facades and wet areas for indoor and outdoor areas.

This column is published in collaboration with Material ConneXion. For more information regarding the material previewed, please contact Michael LaGreca at mlagreca@materialconnexion.com. T: 212.842.2050.





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PRODUCT INTROS

>Baresque launched Zintra™ Acoustic Textures, a range of acoustical panels that combine visually dynamic 3-D relief with increased sound absorption.

Featuring the same acoustic qualities as Zintra Acoustic Panels but CNC-fabricated in patterned, 3-D relief, the new panels offer a broad range of neutral and bright colors and matte finishes. They provide a noise reduction coefficient of 0.35–0.90, making them ideal for noisy public spaces, and are suitable for applications including walls, ceilings and screens, and joint-free floor-to-ceiling installations. “Zintra Acoustic Textures make up one of our most visually striking product offerings,” said Baresque executive director Angus Blaiklock. “The 3-D effect is particularly well suited to modern office and hospitality interiors, creating a subtle yet immediately noticeable texture for any interior wall.” officeinsight.com/?p=6547

>FilzFelt introduced Link, a customizable, modular acoustic screen system developed by Gensler. Made of 100% wool felt and inspired by the negative space created by tree canopies, Link features the hexagon as the basic building block with CNC-cut perforations to soften the shape and allow light to pass through. Tab and slot connections link the hexagonal modules, creating three dimensionality and secondary patterning. The modules offer five transparency options ranging from 0% to 80% transparency in 63



IRP INSPIRA by Nancy Ruddy colorways. Several header options accommodate a range of assembled panel sizes including headers that link to-

gether to provide continuous expanses of modules. Any number of combinations of color and pattern are possible while being assembled of the same standard modules and header pieces. Link can serve multiple functions, depending on the need: privacy screens, shade systems, room dividers, and acoustical elements. officeinsight.com/?p=6590

>IRP Designs for Kitchens & Bath launched INSPIRA, a new kitchen collection by CetraRuddy's Nancy Ruddy. Hand-tooled with a rich materials palette of metals, woods, and the glister of glass, INSPIRA's sleek, seamless joinery displays a high level of craft and careful detailing alongside premium finishes and appliances. In the stove area, the front drawers are clad in nickel, contrasting the American Oak and hand-selected stone from blocks quarried in Italy, to add drama and focus. officeinsight.com/?p=6522



Filz Felt Link detail



>Louis Poulsen's new Patera sculptural chandelier by Øivind Slaatto is based on the Fibonacci sequence and designed to spread light in all directions with no unpleasant glare. The 23.6" diameter sphere is built up of small diamond-shaped cells, each carefully designed to capture light and to shield the light source from the viewing angles above 45 degrees. Each cell glows and creates a glare-free downward directed light in all angles below 45 degrees. It is made of white synthetic material, and the entire assembly process is carried out by hand. It is supplied with a medium base socket, which allows the use

of a variety of light sources, including LED. The light is also available with an integrated LED solution. officeinsight.com/?p=6587

>Nienkämper introduced Vuelo Conference and Vuelo Lounge, new chairs by Johnson Chou. Vuelo features smooth contours and soft upholstery over the entire surface for a comfortable and inviting appeal. The backrest and the armrests are separate but almost appear as one while offering additional lumbar support and a generous seat. Vuelo Conference is offered in both high and mid back, with a low profile polished aluminum 5-star



Nienkämper Vuelo by Johnson Chou

base available with casters or glides. Vuelo Lounge is available as a high back, supported by a polished aluminum 4-star base, and offered with an optional ottoman. officeinsight.com/?p=6598

of Fame, also celebrated the launch of a new kitchen collection for IRP (see above) and expansion of the firm's project activity around the world. Ms. Ruddy and Mr. Cetra are already widely known as the designers behind such major residential works as One Madison in New York City and Choice Marina in Cochin, India; as well as their hospitality expertise, including the Galleria hotel in Jeddah, Saudi Arabia, the acclaimed

NOTEWORTHY

>John Cetra and Nancy Ruddy of NYC-based Cetra-Ruddy, inducted last week into the Interior Design Hall



John Cetra and Nancy Ruddy

SushiSamba in London, and Miami's Sugarcane. CetraRuddy's cultural and educational projects around the world include university residences in the U.S. and three new K-12 schools in Kerala, India. The firm's Lincoln Square Synagogue is among New York City's best new buildings. In New York City alone, the firm has completed both the architecture and interiors for more than 80 buildings.

The other Hall of Fame inductees this year, honored at Interior Design's Dec. 2 celebration at The Waldorf Astoria New York, were **Peter Ippolito and Gunter Fleitz** of Ippolito Fleitz Group—Identity Architects; **Primo Orpilla and Verda Alexander** of Studio O+A; and **Roger P. Thomas** of Wynn Design and Development.

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>Judith Crews, a healthcare planner in Charlotte for HDR's healthcare consulting practice, received the Herman Miller Healthcare Scholar Award. As part of the award, Ms. Crews also received an Intern Architect Scholarship through which she attended the HealthcareDesign15 conference in Washington, DC Nov. 14-17. She was part of a select group to win the scholarship, which was based on education, healthcare experience, and commitment to excellence in healthcare architecture. The scholarship program is a result of Herman Miller's continuing commitment to excellence in healthcare

architecture and support of young architects. Ms. Crews has been with HDR's health-care consulting practice since 2014. She has worked on several large-scale healthcare projects including King Saud Medical Complex in Riyadh, Saudi Arabia, and a redesign project for Mission Health System in Asheville, NC. officeinsight.com/?p=6492



>Susan Wiggins, CAE, will serve as ASID's new senior strategic advisor, effective Jan. 4. Ms. Wiggins is the current CEO of the Interior Designers of Canada. In her new role, she will provide her expertise to ASID CEO Randy Fiser and the ASID leadership team in implementing the strategic direction of programs and services while improving the organization's value proposition and impact on the industry and profession. The role will be effective



for the next two years. Ms. Wiggins has more than 30 years of administration and management experience and has worked for the interior design profession in Canada for the past 15 years, serving as CEO of IDC since 2010. Prior to her current role, she was the Executive Director of the Association of Registered Interior Designers of Ontario (ARIDO).

officeinsight.com/?p=6524

>Allsteel's Mimeo chair, designed in partnership with Bruce Fifield of StudioFifield, won Interior Design's Best of Year Award for seating in the contract/task category. The chair's innovative weight-activated motion automatically delivers the appropriate amount of tension for every desired

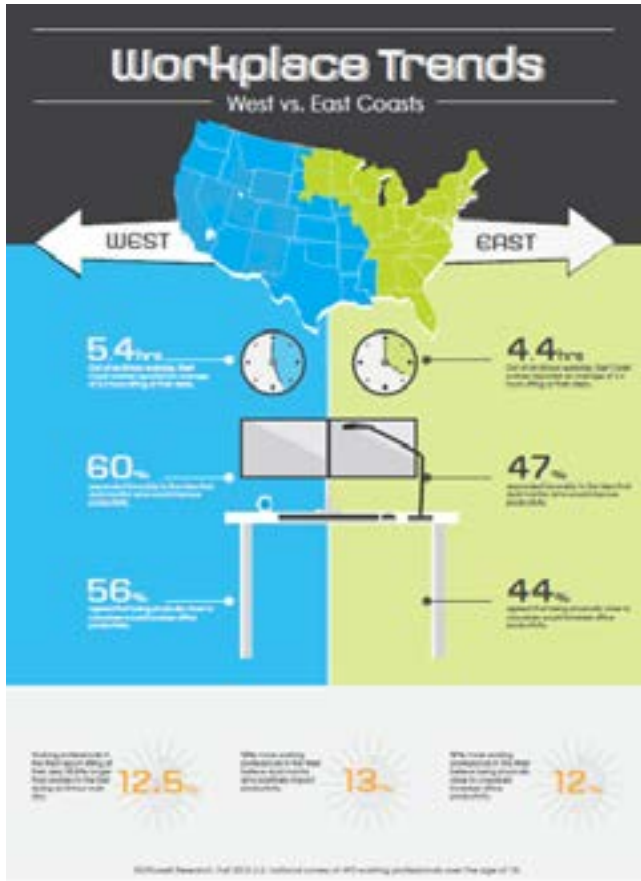
posture, from full upright to full recline. Available in eight fabric colors and a choice of four base and upright finishes, Mimeo is appropriately scaled for use in open office plans without overwhelming the environment.

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>ESI Ergonomic Solutions and Russell Research, in a recent survey of workspace design elements, found that employees on the West Coast spend an hour more sitting per workday than their Northeastern counterparts.

The survey of almost 500 respondents analyzed preferences for office equipment, including laptops, desktops, tablets, and smart phones; and asked employees about factors affecting their productivity. It also studied the





length of time that employees sat at their desks and the length of time that they used their computers, in addition to overall satisfaction with workspace based on comfort, convenience, and provided office equipment. Out of an 8-hour workday, workers on the West Coast reported an average of 5.4 hours sitting at their desks. Workers in the Northeast reported 4.4 hours, a difference of 12.5 percent. The survey also found deviations between Northeast and West Coast office culture in terms of other preferences. When asked what elements of workplace design would increase productivity, 60% of those surveyed on the West Coast responded favorably to

the idea of having more than one monitor arm, as compared to just 47% of Northeast respondents. In addition, 56% of West Coast respondents, compared to 44% of their Northeast counterparts, agreed that being physically close to coworkers would increase office productivity. "The best thing an employer can do is understand the workspace design needs and preferences of their employees," said ESI President and CEO Carol Keogh. "If you are truly interested in making a difference for your employees, ask them about their physical work environment and proactively find ways to make improvements." Please see the officenewswire

officenewswire

post for more details and a link to the higher-resolution infographic PDF.
officeinsight.com/?p=6557

FLOS

>**Flos entered an agreement to acquire NYC-based Lukas Lighting.** With this move, the talent of Lukas Lighting CEO Craig Corona and his 30-year experience in custom lighting is expected to give a great boost to the Flos growth in the North American contract market. Lukas Lighting's custom division develops projects including, but not limited to, corporate interiors, retail chains, and hospitality, and is able to tailor and engineer each project based on specific clients' needs. Recent installations include projects for JP Morgan Chase, Michael Kors, Four Seasons Hotels, and many more. Flos, histori-

cally famous for its iconic designs and more recently also for its architectural lighting solutions, also acquired Ares, a leading manufacturer of architectural outdoor lighting, in March this year to compete effectively and successfully in the outdoor sector on global markets. Now, the addition of Lukas Lighting's custom manufacturing represents the opportunity for Flos to better serve the US market and to offer a complete range of lighting solutions for every environment.
officeinsight.com/?p=6541

>**IOA Healthcare Furniture's Cama Bed Chair won Interior Design's Best of Year Award in the healthcare furniture category.** This chair allows a family member to pull up to a bed-ridden patient, offering eye-to-eye contact with hand-holding reassurance. It creates engaging positions for family members to connect with their loved one through



recovery and at times of tender palliative care. A lockable base with casters allows for quick mobility in medical emergencies. Elevating to a 22" seat height it operates as a 3-position family recliner. officeinsight.com/?p=6551

>KI CEO Dick Resch was recently featured in the Philadelphia Inquirer. In an Op-Ed posted on Nov. 30, Mr. Resch explained the benefits of conducting business with an 'employee first' mentality. Referencing not only KI but organizations such as Netflix, Trader Joe's and Harley Davidson, he explained how a people-first mentality actually makes organizations more profitable in both the short and long run. "Keeping employees happy, motivated, and engaged in their work is a financial imperative," he wrote. "Replacing an employee who leaves can cost as much as 150% of that employee's salary. At companies where workers are consistently rewarded for achievements, employees are seven times more likely to stay put. And their commitment to their work increases seven-fold." officeinsight.com/?p=6544

>Office Resources, Inc., a leading Knoll dealer based in Boston, acquired fellow Knoll dealer Offices Limited, Inc., based in New York City. This acquisition enables ORI to expand its design and

distribution capabilities to NYC and increase its annual revenue to \$110 million, and the combined entities will become one of the top Knoll distributors in the country. OLI, a top contract furniture dealer for more than 40 years and a founding Knoll dealer, will be rebranded as Office Resources, Inc. at the turn of the year. OLI's location on Ninth Avenue will remain open, and existing OLI staff will be crucial in growing the ORI brand in New York City. ORI principal **Paul Fraser** will manage all NYC operations, assisted by OLI Executive Vice Presidents **Ed Baust** and **Adam Bacall**. Mr. Baust and Mr. Bacall will play major roles in the rebranding and sales efforts in the New York market. **Bruce Blueweiss**, OLI dealer principal, will continue to handle new business development while OLI Vice President **Karen Blueweiss** will oversee financial management.

ORI principal **Kevin Barbary** will handle marketing for New York City and all of New England, while continuing ORI's successful track record of collaboration with professionals in the architectural, real estate, and project management communities.

Both ORI and OLI have played major roles in building the Knoll brand on the East Coast. Both companies belong to the Knoll President's Circle, which is comprised

of the top 20 distributors by volume across the country. officeinsight.com/?p=6498



Office Resources Paul Fraser



Office Resources Kevin Barbary

>Pantone for the first time selected two colors as its 2016 Color of the Year: PANTONE 15-3919 Serenity and PANTONE 13-1520 Rose Quartz. "With the whole greater than its individual parts, joined together Serenity and Rose Quartz demonstrate an inherent balance between

a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace," said Leatrice Eiseman, Executive Director of the Pantone Color Institute. She added that "in many parts of the world we are experiencing a gender blur as it relates to fashion, which has in turn impacted color trends throughout all other areas of design. This more unilateral approach to color is coinciding with societal movements toward gender equality and fluidity, the consumers' increased comfort with using color as a form of expression which includes a generation that has less concern about being typecast or judged, and an open exchange of digital information that has opened our eyes to different approaches to color usage." officeinsight.com/?p=6519

>Steelcase Education launched its second annual Active Learning Center Grant program to provide active learning spaces to schools across United States, Canada and Mexico. The ALC grant program leverages classroom space to imple-



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Steelcase Active Learning Center

ment new teaching practices, centering on student focus and collaboration. New this year, technical and trade schools are eligible to apply for the ALC grant, in addition to grades six through twelve, colleges and universities. Schools are also permitted to submit applications for library and media center spaces this year. Steelcase Education will award up to 15 schools with a new classroom, valued at \$62,000. Applications are being accepted online through Feb. 12, and winners will be announced in March. "Research has shown that active learning environments positively impact student engagement," said Sean Corcorran, General Manager of Steelcase Education. "Our 2015 grant recipients have already seen improvements in student focus and we are eager to partner with more educators who are committed to providing inspiring environments in order to enhance student learning." officeinsight.com/?p=6583

>Teknion relocated its Boston studio to a bigger space designed by Vanderbyl Design. The new, 7,900sf studio, located at State Street

adjacent to the Long Wharf, showcases Teknion's diverse product lines. It encourages conversation and collaboration among guests and staff members by replicating a contemporary office landscape of shared spaces. Additional highlights include a custom-designed library, lounge, and coffee and wine bar with an overall open layout that maximizes natural light. officeinsight.com/?p=6535



Teknion Boston



Teknion Boston



>WSP | Parsons Brinckerhoff opened a new Buildings Practice office in Kansas City, MO. The office offers comprehensive building engineering services, and will provide specialized expertise in building engineering for sports and athletic venues as well as commercial/mixed use and healthcare facilities.

John Pulley, a WSP | Parsons Brinckerhoff senior vice president and director of technical

engineering for the North American region, will serve as managing director for the Kansas City office. He has more than 30 years of professional experience in engineering design, project management, business development and operations. Healthcare design for the Kansas City office will be spearheaded by **Chris Howard**, a mechanical engineer with experience in design, construction administration and project management for hospitals, surgery centers, I.C.U. additions, cath labs, medical office buildings, and central plant expansions. He has worked on major healthcare projects in the Kansas City area including the recently completed 127,000sf bed tower addition and expansion at the Overland Park Regional Medical Center in Overland Park, KS.

With the new office, the firm's buildings sector has 1,150 employees operating out of 18 U.S. offices.

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ENVIRONMENT

>Sistine Solar, a startup company in the NYU Tandon School of Engineering clean-tech incubator called NYC ACRE, won a U.S. Department of Energy grant to make solar panels more beautiful. The \$1 million grant is part of DOE's Sun-Shot Initiative, which seeks to make solar energy cost-competitive with other forms of electricity by the end of the decade. It will allow Sistine



Solar to test, certify, and commercialize its patent-pending SolarSkin, which is a customizable, graphic layer within a solar panel. This graphic layer can display any image, design or pattern – for example, a pattern of a red Spanish tile roof – thereby transforming a traditional solar installation from one that is strictly functional to one that embraces aesthetics.

“We strongly believe in the transformative power of design,” said Ido Salama, Sistine Solar co-founder and head of sales. “The moment we admit that design matters is the moment that clean energy can go from producing 1% of our energy needs to 100% in our lifetime. And the proof is there: When we showed our SolarSkin to homeowners in person, 98% of them – including many who refused solar in the past – preferred it over a traditional panel.”
officeinsight.com/?p=6482

>Steelcase released its 2015 Corporate Sustainability Report. Highlights include: -Continued reduction of energy, water, and waste consumption to meet its 2020

goals - despite expanding global production;
-Employees invested over 12,000 community service hours – a corporate record;
-Giving totaled \$4.6 million, including nearly half a million dollars in matching employee donations
-Achieved a perfect score in the 2015 Corporate Equality Index;
-Key investments in employee wellbeing, including dedicated wellbeing hubs, innovative training and development programs, and extended parental bonding leave;
-End of use services helped divert millions of tons of furniture from the landfill;
-Invested in renewable energy equivalent to 100% of the company's electricity use;
-Joined the Circular Economy 100 (CE100), a global business community convening to build a circular economy model;
Over the last year, Steelcase's progress has been recognized by leading organizations. These include:
-Named one of Fortune magazine's 2014 “World's Most Admired Companies”

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scoring high in innovation, social responsibility, and quality of people and products;
-Received a Green Power Leadership Award from the U.S. Environmental Protection Agency Green Power Partnership;
-Named one of the Best and Brightest Sustainable Companies in Michigan by the Michigan Business & Professional Association for the fifth year in a row;
-Received an International Green Interior Award for the WorkLife Center in Toronto, Ontario;
-Joined the Renewable Energy 100 (RE100) to drive investments and awareness around renewable energy.
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EVENTS

>AIA New York Chapter will present “Preservation through Transformation: A Review of Recent Adaptive Reuse Projects” Thursday, Dec. 10 at The Center for Architecture, 536 LaGuardia Place, 6:00-8:00 p.m. Since New York City's Landmarks Preservation Law was introduced fifty years ago, it has played a critical role in protecting historically significant buildings, and informing the landscape of New York. Many restoration projects undertaken since the law was enacted illuminate the transformation of historical structures through adaptive reuse. Meenakshi Srinivasan, The Chair of the Landmarks Preservation Commission, will



look back on significant adaptive reuse projects, followed by an examination of current challenging projects in their first phases by the architects. Additional panelists include Jonathan J. Marvel, FAIA, principal and founder, Marvel Architects; Gregg Pasquarelli, AIA, principal, SHoP Architects; Harry Kendall, AIA, partner and Todd Poisson, AIA, partner, BSK Architects; Eran Chen, AIA, founder and director, ODA: Architecture; and Frank E. Mahan, AIA, associate director, Skidmore, Owings & Merrill LLP. officeinsight.com/?p=6606

>Artsy, a free resource for learning about and collecting art, launched its new CONTEXT Art Miami page. It features extensive coverage of the Miami art scene including updates on exhibitors, artists, new works, and fair highlights. officeinsight.com/?p=6486

>The Center for Health Design issued a Call for Presentations for the 2016 Healthcare Design Expo & Conference, Nov. 12-15 at George R. Brown Convention Center in Houston. Topics of presentations to be considered for educational sessions and roundtable discussions include patient safety and satisfaction; ambulatory care; remodeling/renovation/conversions; impact of technology; clinical perspectives; high performance hospital/sustainable practices; design for wellness; innovations in facility planning and management; design challenges and solutions; specialty facilities and/or departments, (i.e. Oncology, Pediatrics, Behavior Health, OR, ED, etc.); strategies for financing and operations; and international trends and practices. Proposal submission deadline is Jan. 29. officeinsight.com/?p=6506



Center for Health Design 2016 Healthcare Design Expo and Conference, George R. Brown Convention Center, Houston

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>Illinois Humanities on Thursday, Dec. 10 will host a panel discussion, "Value and Viability: Which Buildings Do We Save? Which Do We Raze?" Part of the Chicago Architecture Biennial, it will be held at Chicago Architecture Foundation's Lecture Hall, 224 S. Michigan Ave., at 6:00 p.m. As architects, community members, developers, and others often disagree about which buildings we should save and why, the panel will include representatives from various perspectives: Theaster Gates, Artist; Allen F. Johnson, historic advisor, MacRostie Historic Advisors; Bernita Johnson-Gabriel, executive director, Quad Communities Development Corporation; and Larry Kearns, architect, Wheeler Kearns Architects. Moderator is Iker Gil, architect and editor, Mas Context. The event is free and open to the public; please see officeneWSwire

post for RSVP link. officeinsight.com/?p=6514

>Pacific Design Center announced the 2016 schedule for its signature WESTWEEK program: Spring Market Mar. 23-24, and Fall Market Oct. 6. PDC's Market annual initiative offers a significant breadth of programming featuring renowned tastemakers, leading regional/national editorial voices, and the latest in luxury furnishings and interior resources crafted by today's foremost design innovators. The 2016 Spring Market theme, "Mad About Design," gives special focus to the joyous, enthusiastic, larger-than-life approach to the design process that is the trademark of some of the industry's most creative bon-vivants. Attendees will be educated and inspired by top-notch design conversations, showroom events, open houses, receptions, and product introductions. officeinsight.com/?p=6503



business

office insight

RAYMOND JAMES BRIEF 12.3.15**BIFMA: October Orders +2%; Shipments +5%**

Analysts: Budd Bugatch, Bobby Griffin, David Vargas

>On Wednesday evening, the Business and Institutional Furniture Manufacturers Association (BIFMA) released its market statistics for October 2015. The month's order and shipment statistics were derived from a sampling of 32 companies in the contract office furniture industry, the combined shipments of which account for ~77% of industry volume.

>BIFMA estimates October orders increased ~2% year-over-year, similar to the ~2% reported September order growth. Recall that BIFMA uses the reported companies' growth rates (~77% of total industry volume) to estimate the overall U.S. industry volume and growth. At times, the reported combined growth rates from the U.S. reporting companies (32 total companies) can differ slightly from the overall estimated industry volume. **The prior-year hurdle for October was more difficult relative to September** (October 2014 orders increased 6% vs. flat September 2014 orders). Thus, the two-year stacked order growth rate for October 2015 was ~8%, compared to 2% in September 2015. **October orders increased ~8% sequentially, above the normal seasonal trend** (the 20-year median Sep-

tember to October percentage change has been -1%). Trailing-12-month (TTM) orders totaled \$10.12 billion, ~4.6% above the prior year. TTM orders are now ~34% above the February 2010 \$7.57 billion trough.

>According to BIFMA, October shipments advanced ~5% y/y, up from the ~1% y/y shipment change reported last month.

The prior-year comparison for October was easier relative to September (October 2014 shipments increased 10% vs. a 11% increase in September 2014). Consequently, the two-year stacked shipment growth rate for October 2015 was ~15%, compared to ~12% in September 2015. TTM shipments totaled \$10.24 billion, up 6.3% year-over-year and ~34% above the April 2010 trough of \$7.62 billion.

>Thoughts on October's numbers and current industry trends:

The relatively mild reported BIFMA order growth rates over the last few months understandably has investors (ourselves included) a bit concerned about the possibility of a longer-term industry slowdown. After a series of mid-single digit/low-double digit order growth statistics to start 2015, y/y order growth rates have hovered at 2% over the last four months. Furthermore, HNI reported on its 3Q15 earnings conference call (10/22) that it experienced a step-down down in orders across its entire product portfolio in August. Overall orders stabilized at the "lower level" in September, but HNI is

Industry Stock Prices

	12.4.15	10.2.15	6.26.15	3.27.15	12.26.14	9.26.14	%frYrHi	%fr50-DayMA
HMiller	31.5	29.2	30.5	27.4	29.6	30.4	-3.8%	-0.2%
HNI	42.4	43.7	53.2	53.8	51.5	37.0	-26.6%	-2.8%
Inscape	2.8	3.0	3.3	3.2	2.6	2.5	-25.1%	-2.5%
Interface	19.7	22.5	25.2	20.6	16.6	16.3	-27.4%	-4.8%
Kimball*	12.0	9.9	11.9	10.2	9.9	15.4	-7.9%	2.7%
Knoll	21.8	21.9	25.9	22.7	21.4	17.9	-16.2%	-3.6%
Leggett	46.1	42.1	49.7	45.4	42.6	35.5	-10.1%	1.6%
Mohawk	189.5	189.0	193.2	181.2	155.3	136.6	-10.7%	-1.3%
Steelcase	19.9	18.6	19.7	18.9	18.5	16.7	-2.6%	2.1%
USG	22.9	27.4	28.5	25.9	27.9	28.3	-30.3%	-5.8%
Virco	3.3	3.1	2.9	2.7	2.5	2.7	-15.1%	-7.3%
SUM	411.9	410.3	443.8	412.0	378.4	339.2		
DJIndust	17,848	16,472	17,947	17,713	18,054	17,113	-2.8%	

*Kimball historical stock prices for 9.26.14 and earlier include both Kimball Furniture and Kimball Electronics earnings prior to the spin-off of the company's Electronics segment on 10.31.14. On 11.3.14, Kimball International, Inc. began trading on NASDAQ under the ticker symbol: "KBAL" and the previous ticker symbol "KBALB" was retired.

now taking “calculated actions” to reset its cost structure for a range of “slowing economic scenarios.” Interface also reported (10/28) decelerating orders during its third quarter. On the other hand, Knoll reported (10/21) orders exceeding \$300 million for the first time ever, driven by double-digit order growth in its North America office segment and strong organic order growth in its Studio segment.

>Clearly, the industry remains choppy, which inherently makes sense to us. Over the past 12-24 months, the contract office furniture industry has become lumpier and the recent slowdown in the y/y order growth rates along with sizable differences in prior-year order comparisons demonstrate this characteristic. **Irrespective of the month-to-month variation, the order and shipment trends reported over the past 11 months have remained positive**, and the trailing-12-month mid-single-digit growth numbers are encouraging. In addition, given more challenging prior-year comparison hurdles, we are not surprised that second half 2015 order and shipment growth rates have moderated versus the beginning of 2015. For reference, industry orders increased 7.4% y/y in the second half of 2014, compared to 0.3% growth for the first half of 2014. Our view remains that this is a temporary slowdown and overall industry demand should continue to slowly improve in CY16.

>Despite the month-to-month variability and the recent slowdown, we continue to believe the overall health and fundamentals of the contract furniture industry are intact. Given the shift over the past 12-18 months toward more project-based business, we are not entirely surprised by some of the month-to-month variability in the BIFMA numbers. We expect this “shift” will carry forward into 2016. Nevertheless, larger projects typically involve new construction or a significant redesign/reengineering of an existing building/space, each of which is beyond the company’s control. So, while the shift to more project-based business likely amplifies some of the monthly volatility and some reduced visibility into quarterly earnings, it does not change our long-term positive view about the overall health of the industry.

>Year-to-date (January 2015 through October 2015) orders and shipments have increased ~4.5% and ~5.8%, respectively. Lastly, projected office completions growth in 2015-2016 suggests a long-term positive for office furniture orders and shipments. While we are more cautious now given some of the recent industry commentary, we continue to postulate that we are in the middle innings of a non-residential economic recovery and office furniture demand should continue to trend higher as we move into CY16.

>Positively, October orders were above our pre-report expectations (orders of ~\$778 million, down 6% y/y vs. October 2014 orders of \$830 million). Recall that our pre-report ex-

pectations are calculated from a 20-year median of sequential changes. While the methodology seems like a rational (and perhaps defensible) attempt to predict one month’s orders, it is highly prone to surprise and variability depending on the number of years analyzed. Accordingly, **we caution investors not to get overly concerned or optimistic on the basis of one month’s data.** Furthermore, as the industry has become lumpier, the sequential order growth changes are deviating further away from the 20-year median, illustrated by this month’s ~8% sequential order growth (vs. the 20-year median of -1%).

>Using our same (admittedly flawed) sequential methodology and looking ahead, the 20-year median change in orders from October to November has been roughly -5%, which would imply November 2015 orders of ~\$805 million (down 1% year-over-year vs. November 2014 orders of \$810 million). The prior-year comparison is easier for November, as November 2014 orders declined 1% year-over-year.

>The following commentary elaborates some of those positive and/or improving key drivers for office furniture. While the pace of job growth has moderated, the trend remains relatively strong by historical standards and has been positive since October 2010. Ongoing improvements in employment in 2015/2016 should continue to benefit industry demand. Overall, **corporations are experiencing strong levels of profitability** (based on the Bureau of Economic Analysis data). This should also benefit the industry moving forward as long as the macro and geopolitical environments do not drastically deteriorate.

>In addition, while the absolute level of office construction remains depressed compared to prior peaks, trends continue to nicely improve (based on Census Bureau data). October 2015 (the most recent month available) office construction spending (not seasonally adjusted) improved 14.7% year-over-year and the trailing-12-month office construction spending trend improved 21.7% y/y in October. Trailing 12-month office construction spending has been positive since December 2013. The Architects’ Billing Index, which we believe leads non-residential construction by 8-13 months, was 53.1 in October (most recent month available), nicely above 50.0 - the line of demarcation between expansion and contraction. In addition, the rolling 12-month average was 52.1 in October, also above the 50.0 line of demarcation.

>According to Reis, net office space absorption was positive by ~32.0 million square feet in 2014 and is forecast to continue to slowly improve going forward (Reis is currently forecasting ~43 million square feet of net office space absorption in 2015, followed by ~61 million in 2016). Vacancy rates peaked in 1Q11 and have begun to tick lower, but they remain elevated in historical terms. This should support continued office churn as corporations move and/or consolidate space, taking advan-

tage of favorable lease rates and motivated landlords.

>On December 1, 2015 BIFMA updated its 2015 and 2016 industry forecasts that are prepared for it by IHS (formerly the Global Insight forecast). **BIFMA now projects 2015 orders and shipments to grow by 4.3%** (previously +4.0%) **and 4.9%** (previously +4.0%), respectively. The new forecast also pegs **2016 orders and shipments to increase 5.8%** (previously +3.2%) **and 4.2%** (previously +2.3%), respectively. Recall that industry orders and shipments increased ~3.8% and 4.5% y/y in 2014, and year-to-date (January 2015 through October 2015) orders and shipments have increased ~4.5% and ~5.8%, respectively.

>We believe BIFMA's revised 2015 forecast (+4.3% order growth and 4.9% shipment) **makes sense at a high level.** As noted above, 2014 versus 2013 first half comparisons were markedly weaker (only +0.3%) than the second half 2014/2013 results (+7.4%). Accordingly, and given the good start to 2015, it is not surprising to expect back half 2015 order and shipment growth rates to moderate due to the more challenging comparison hurdles. Nevertheless, we view the economy and industry favorably and this should help offset some of the tougher y/y comparisons.

>As we detailed in our industry note following BIFMA's last forecast (September 1, 2015), we respect the consumption-based methodology used by IHS to develop the current and next-year forecasts, but believed it lacked some understanding of the industry's structure, specifically related to imports. As a result, **many industry participants and observers have been conditioned (by experience) not to put too much weight on the point estimates** because the track of the forecasts typically looks significantly higher at the left axis than at the middle or right - at least until we move into the current year. **Positively, with this updated forecast, IHS updated the component in its model that accounts for imports.** According to IHS, **its earlier model was particularly sensitive to exchange rates**, so, a small movement in exchange rates would create a larger movement in the estimate for imports. Given the significant movement we have seen in exchange rates throughout 2015 (stronger USD), this prior issue likely caused some of the shift we saw in September's forecast.

>We view price-to-earnings multiples for Steelcase, Herman Miller, Knoll, and HNI as attractive given our positive longer-term view on the cycle and prospects for higher sales and margins in coming years. In general, industry margins should benefit from favorable mix (normalizing levels of commercial vs. government business), better net pricing/input costs, and improved efficiencies due to more consistent production, partially offset by increasing levels of investment in product development, marketing, and other growth initiatives. Strong balance

sheets and positive cash generation also seem likely to benefit shareholders through further deleveraging, dividends/stock buybacks, and tuck-in acquisitions.

>We believe office furniture is a structurally attractive industry for investors. Collectively, the four publicly traded manufacturers (Herman Miller, HNI Corporation, Knoll, and Steelcase) hold a North American market share of roughly 60%. While the industry is highly competitive, it is largely rational. Furthermore, the industry has historically been successful at passing through pricing to recover input cost inflation. In contrast to residential furniture, office furniture has also been resistant to significant import penetration given the high degree of customization and exacting requirements of architects and building managers.

>In our opinion, each of the companies we cover is well managed and of high quality, boasting solid balance sheets, positive cash flow, attractive operating leverage, individual competitive strengths, and somewhat differentiated strategies. Despite choppy macro conditions, we continue to believe we are in a multiyear revenue and margin recovery, which bodes well for shareholder returns given the high historical correlation between industry volumes and equity performance. Our Strong Buy rating on Steelcase, discussed below, reflects our high regard for management's domestic market share gains and determination to improve its EMEA performance during the next several years. Our Outperform ratings on Herman Miller and Knoll reflect our long-term bullish view of the industry. Lastly, our Outperform rating on HNI reflects the stock's recent pullback as well as its valuation discount to its historical forward EPS multiple. See our 5/18/15 upgrade note for additional detail.

>Our Strong Buy rating on Steelcase remains intact despite well-discussed challenges the company faces in its EMEA segment. We believe the company offers investors a diversified play on an industry recovery given its broad exposure to product categories, price points, vertical markets, and geographies. In addition, we believe Steelcase is positioned well to navigate the short-term challenges ahead and benefit as the office furniture industry continues to improve. Steelcase trades at 15.5x our calendar year 2016 EPS estimate of \$1.31 and offers a 2.2% dividend yield. We are heartened by management's definitive actions to restructure and repair its European manufacturing footprint. Though the actions and accounting will be messy, the ultimate result, we believe, will be a more sustainable and more profitable business.

>We reaffirm our Outperform rating on Herman Miller. Although FY16 poses near-term challenges, Herman Miller's long-term fundamentals appear sound, and we believe we are in the middle innings of a non-residential economic recovery that will reward Herman Miller given its high-quality products

and lean manufacturing discipline. The company sports a solid balance sheet, trades at 14.8x our calendar year 2016 EPS estimate of \$2.17, and offers a 2.2% dividend yield. We also believe that management will overcome recent stumbles and that it will regain some of its lost market share during 2015/2016.

>We reaffirm our Outperform rating on Knoll, which we believe is well managed and generates strong free cash flow that management has used to deleverage the balance sheet and return capital to shareholders through dividends and stock buybacks. With the recent government headwinds now behind it, we believe Knoll's office furniture segment will benefit as industry demand improves in 2015/2016. In addition, Holly Hunt seems likely to have a positive and meaningful impact on consolidated results, thereby helping margins to improve further as Knoll broadens exposure to the ultra-high end, high-design residential furniture segment. Knoll currently trades at 13.7x our calendar year 2016 EPS estimate of \$1.63 and offers a 2.2% dividend yield.

>We reaffirm our Outperform rating on shares of HNI. HNI is the number-two player in the worldwide office furniture market (78% of sales in FY14) and the market leader in hearth products (~22% of sales in FY14). HNI comes to market with the broadest product offering across price points and product lines and serves all the major channels in the office furniture market. In addition, HNI's hearth products segment serving the new construction and remodel/retrofit channels continues to perform well due to the current housing market recovery. HNI currently trades at 15.7x our calendar year 2016 EPS estimate of \$2.76 and offers a 2.4% dividend yield.

BUSINESS AFFAIRS

>ASID's third-quarter Interior Design Billings Index indicated that billings by design firms ticked up slightly in September to 59.0 compared to June's IDBI score of 57.1. Based on the IDBI three-month moving average, billings have been in positive territory (above 50) since the third quarter of 2011, and September's score indicates positive revenue growth. In addition, the September new product inquiry index score of 62.8 is up from the June score of 58.3 and has shown a series of steady positive scores since late 2011.

Business conditions vary by market specialization. Design firms specializing in single-family residential projects reported growth during the second and third quarters of 2015, posting IDBI scores of 57.5 and 55.8 respectively. Through all of the second and most of the third quarters, with the exception of September, IDBI scores for retail, entertainment, office, and hospitality remained between 50 and 65. Meanwhile, the institutional

sector billings continued to be erratic.

Total new construction spending is approximately 13.7% above its August 2014 level. During the fourth quarter of 2015 it is anticipated that residential improvement spending will increase to \$106.8 billion for the quarter, a year-over-year increase of 13.5 percent from the fourth quarter of 2014.

While the six-month business conditions index score of 66 for September is down from the June score of 74, the consistency of these scores (above 50) in positive territory suggest ongoing continued expansion for the design industry.

"Overall economic growth has slowed due to economic cross-currents during the third quarter, but consumer spending, along with long-awaited housing and construction activity, are providing needed fuel to keep the economy on track," said **Jack Kleinhenz**, ASID economist. "The slightly slower U.S. economy should prove to be temporary and not prove to be a major speed bump for the design industry, and panelists remain positive about the near term outlook for the industry."

The full third-quarter ASID IDBI report may be downloaded at www.asid.org/sites/default/files/files/ASID-IDBI-Third-Quarter-2015.pdf.

>Colliers International Group Inc., in its 2015 Q3 U.S. Office Market Outlook, reported that vacancy rates have declined while the office construction pipeline has increased. The report concludes that the market remains strong and is steadily growing regardless of uneven economic growth. "We anticipate positive momentum in Q4, particularly with the renewed strength in job growth creating added demand in the office sector," said **Cynthia Foster**, President of National Office Services, Colliers International. "Overall, third quarter market health is encouraging as the national vacancy rate declined 30 basis points, a full 70 basis points lower than a year prior. The majority of markets are enjoying this growth, with only 20% of metro areas seeing rising vacancies."


Other key findings include:

- Strong Class A asking rents. Class A asking rents remain robust in both CBD (\$48.62) and suburban (\$28.59) areas of the U.S., with gains of 6.8% and 3.5%, respectively, year-over-year. The largest gains from last year were seen in the San Francisco Bay area, where competition for space remains fierce.

- Slowly increasing office construction pipeline. The office construction pipeline increased slightly from Q2, with 105.9 million sf—and the top seven markets account for nearly half of that total (50.7 million sf). New York (11.2 million sf) is leading the activity, followed by Houston (10.8 million sf), Seattle (8.6 million sf) and Silicon Valley (6.7 million sf).

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- > Schedule: flexible schedule controlled entirely by you
- > Working from home
- > Compensation: TBD per article

Qualifications

- > Excellent writing and proof-reading skills
- > Excellent interview and research skills
- > Knowledge of workplace design issues a plus
- > Must be interested in and have strong opinions on current issues facing the design and furnishing of offices and be able to eloquently express those opinions in writing
- > Previous journalistic experience preferred

Interested candidates should also send brief writing samples when submitting resumes and cover letter.

Email to: mallory@officeinsight.com

At National, we pride ourselves in having a world-class team that champions growth, diversity and operational excellence. We're creating an environment that inspires an insatiable desire to learn, stretch and do things better every day. We have an immediate opening and are seeking individuals for two key sales leadership positions within our organization.

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Division Manager - West Division (Los Angeles or Bay Area)

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Textiles: Project Manager, Options®

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