

CITED:
 "EMPLOY THY TIME
 WELL, IF THOU MEAN-
 EST TO GET LEISURE."
 —BENJAMIN FRANKLIN

Allsteel: Hitting Its Stride

Allsteel is the cat of the contract furniture industry: It has had so many lives that we have lost count. And, like a cat, with impressive focus it proceeds slowly as it approaches its prey, the high-end of the contract furniture market.

FULL STORY ON PG.3



Kimball Office: Developing Fluently

Kimball Office will have its most important showing in its history at its Chicago showroom starting the 15th of June, a fact to note especially on the heels of last year's very successful **HUM! Minds at Work** introduction.

FULL STORY ON PG.14



Here's The DIRTT On Jofco . . . And Vice-Versa

What are they putting in the water in Jasper, IN, these days? One of the tornado's blowing through last year must have dropped a ton of caffeine (or something) into the water reservoir. All of a sudden the folks in this southern Indiana contract furniture center are turbocharged.

FULL STORY ON PG.23



Geiger – On All Levels

Geiger International has for over a decade now bordered on the venture-some, in the good sense of that term. Now, with **Steve Gane** and the Geiger team, both old and new members, at home with each other and energetically pulling in the same direction, Geiger is ready to lift off in many directions.

FULL STORY ON PG.30



Tai Ping Goes Contract

Tai Ping, known for its exquisite custom rugs, is moving into the North American contract arena, and why not? It is headed by **Jim Kaplan**, former NY Regional Manager for Knoll. **Tai Ping Contract** will debut at NeoCon WTF, marking this new initiative with **Frame of Reference**, its first carpet tile collection.

FULL STORY ON PG.35



ROUGH "C's"

If anyone has missed the implications of the current economy, "Welcome back; how were things in the gulag?" Reading *officeinsight* over these last few months, we have seen some very serious questions about how to help our industry not just weather but improve this trust-rusted economy.

FULL STORY ON PG.38



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Here's The DIRTT On Jofco . . . And Vice-Versa

by Brad Powell

What are they putting in the water in Jasper, IN, these days? One of the tornado's blowing through last year must have dropped a ton of caffeine (or something) into the water reservoir. All of a sudden the folks in this southern Indiana contract furniture center are turbocharged, and not hesitant to tell all of us about it. (See also, *Kimball Office: Developing Fluently*, this issue.)

Jofco has been one of those *other wood companies*, always there, at least during NeoCon, but then off the radar. This is the first year in memory that we have actually received pre-NeoCon material from Jofco. Having visited the Jofco showrooms regularly, we know it is not for want of interesting product, for example, the *Collective Series* (Lynda Chesser And Bill Schacht, CSD Studio), *Tahké* (Jane Barnes), the *Frezza Collection*.

Jofco, like its Jasper compatriots, is also becoming increasing venture-

some. At NeoCon WTF 09, it will introduce:

>**Linair**, casegoods designed to stand alone or hang from DIRTT walls

>**Focus** lounge seating and occasional tables

Linair Case Goods

Linair is an attractive casegoods system, fairly conservative but with clean lines and the spark of other modern touches. It diverges from the rest of the pack, however, because it is the first case good series specifically designed to work on the **DIRTT Environmental Solutions** wall system.

Designed by the very active **Qdesign** from Chicago (last year, 9 NeoCon introductions), *Linair* has far more implications than its appearance might suggest. First, *Linair* was developed to be both free standing and wall hanging. While hanging furniture from walls isn't exactly a new idea, designing

casegoods to hang from the very flexible, multi-tasking DIRTT walls, with its instrumental ICE software, is an important development. (DIRTT walls can support any manufacturer's furniture, with appropriate adaptation.)

DIRTT has rocketed to the upper atmosphere in the interior wall business over the last four years, and a significant part of its success can be ascribed to ICE, the multi-functional, 3D parameteric modeling software designed to help design, specify and manufacture its products. (See officeinsight 3.30.09, *The Good News: DIRTT On ICE & More Bang! For Your Buck*).

Several unintuitive results follow from this departure from the traditional marriage of two independently designed products. First, *Linair* hangs at a consistent height every time because of its integrated leveling mechanisms. These mechanisms are required to deal with the idiosyncrasies of un-leveled floors commonly found in the field. *Linair* was also specifically designed to complement the DIRTT wall aesthetic. From the fit and finish to the hardware, *Linair* offers a seamless visual. *Linair's* horizontal, European look is accentuated by the horizontal grain of its wood and its integrated minimalist, full-length hardware that employs a unique miter detail at each drawer front, all of which span the length of the doors and drawers.

With the trend toward smaller private offices and smaller footprints, this long low scaling of furniture can create the feel of more expansive and open space. Overhead units have a vertical lift hinge and a recessed bottom panel that eliminates the need for a valance and reinforces the horizontal impression. The ends of the pulls match the



JOFCO: LINAIR

miter cut of the case. Multiple options and materials – including mixed materials: wood framed glass modesty panels and overhead doors – and configuration possibilities provide that flexibility and adaptability required for today's workplace and workers.

Say *casegoods* and say *wall*, and one is led to believe that we are necessarily speaking of private offices. Private offices, albeit not always with a lot of privacy with a small team of workers, will be a prime location for the Linair/DIRTT combination. But since DIRTT walls come in all sizes and locations, including low walls set just about anywhere, one can envision a full landscape of Linair/DIRTT furnishings, and all of a sudden we are talking about a totally new ballgame for both Jofco and DIRTT.

The implementation of ICE software gives specifiers the ability to integrate both of these two manufacturers' components as a single specification. And what better fit for this than a dealership that carries both DIRTT walls (and necessarily ICE) and Jofco. This opens an inviting door for Jofco/DIRTT cross-pollination and distribution expansion.

Suddenly, we have another clear and thriving opportunity for synergy in contract furniture, and for which we have to nod our heads in respect to **Mogens Smed**, creator of DIRTT and ICE, and to **Bill Rubino**, president and CEO of Jofco, for having the foresight and fortitude to be the first to jump on this bandwagon.

Jofco will have three Linair free-standing suites at its showroom on the 10th floor of the Merchandise Mart during NeoCon. The wall-hung solution will be on display at the DIRTT showroom at 325 Wells, across the street.

Focus Lounge

Jofco's new **Focus** lounge collection comprising seating and occasional tables was designed by **Greg Saul** of Tolleson+Saul, Charlotte, NC.

The chairs are available both armed and armless and in one-, two- and three-seat versions. Base options include a swivel pedestal design in polished aluminum or a foot design in matching powder coat. The tables of maple wood veneer come in a variety of finishes, and have a reverse chamfer edge detail.

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JOFCO: FOCUS

Jofco will have a party, Monday, June 15, 4:00 – 7:00, Room 1033, Merchandise Mart.

DIRTT

Founded by Mr. Smed, DIRTT Environmental Solutions started manufacturing **Agile Architectural Solutions** in May 2005. It has since gone on to become a leading movable wall manufacturer in North America. It is the first company to use interactive video gaming software to envision, price, manufacture, deliver and install its products.



JOFCO: FOCUS



JOFCO: FOCUS

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the stages of ICE...

SHOCK



DENIAL



ACCEPTANCE



EUPHORIA



Furniture Dealers who have set the stage for success...

"We rarely even get asked for a mock-up anymore."

"ICE creates a 'Wow' factor. The clients light up. They feel like they are watching a video game."

"Our business has really taken off with ICE. It's created differentiation for us and the ability for us to bring more tools to the table, to be better consultants and close more business."

"Obviously the fewer people, the faster and leaner we can do things is what is going to keep us all successful especially in the current economy."

Get your Edge with ICE at NeoCon, booth 8-4098.

IceEdge Business Solutions
www.ice-edge.com

The now famous **ICE** software – including ICEvision, the instant interactive, 3D interface produced from Revit and AutoCAD 3D models – will be exhibited and demonstrated at the **ICE Edge Business Solutions** NeoCon Booth: #8-4098. Architects and Designers can now post robust, self-guided tours of their designs securely on the web or send them to stakeholders' iPhones. Ice Edge will also introducing a one-button, photo-realistic rendering tool for furniture manufacturers and dealers, enabling them to easily produce high quality images of their space without the cost of professional rendering artists. Linair on ICE will be demonstrated in the Jofco showroom.

DIRTT's showroom of pre-manufactured, modular, movable walls has moved to the top floor (#10) of 325 N. Wells St., sometimes known as the *Helene Curtis Building*. "The penthouse that once housed the executives of a beauty products empire," said DIRTT spokesperson **Julie Pithers**, "is now home to a company that gives buildings facelifts." Opening day is Monday June 15th.

Although just four-years old, DIRTT said that it had over \$100 million in sales last year, an astounding accomplishment that the company attributes to the revolutionary *ICE* software. Providing DIRTT with a front-to-back platform for marketing, specifying, manufacturing and installing – all in interactive, graphical 3D – ICE is now owned by a separate company, Ice Edge Business Solutions.

As for 2009 products, DIRTT will be showing clients the many new innovations they've developed over the year. Again, because of ICE, they are able to quickly implement new products and variations into their system and manufacturing.

>**The Bullet**: a flexible interface that meets with the front wall and/or the base building, obviating the need for a post to bring the front wall and



ICE EDGE RENDER

sidewall together. It stops dimension creep and gives a significant amount of angle freedom when needed. At the back, *The Bullet* touches, but does not attach or interfere with, the base building. Again there is significant angle movement, but it also can slide along the base building and adapt to whatever element is there (drywall, mullions, glass, concrete, etc.)

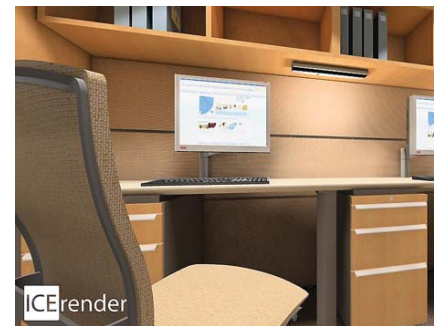
>**The Adjustable Post**: designed and engineered for spaces with high churn and an interesting base building. Adjustable Post expands and contracts as needed to respond to the new conditions it faces in reconfigurations

>**Angle Wall**: the latest *Angle Wall* includes angled face-mounted tiles (any angle up to 15-degrees) and a curved extrusion detail for a completely organic aesthetic. Finishes range from paint to fabric to veneer or even back-painted glass

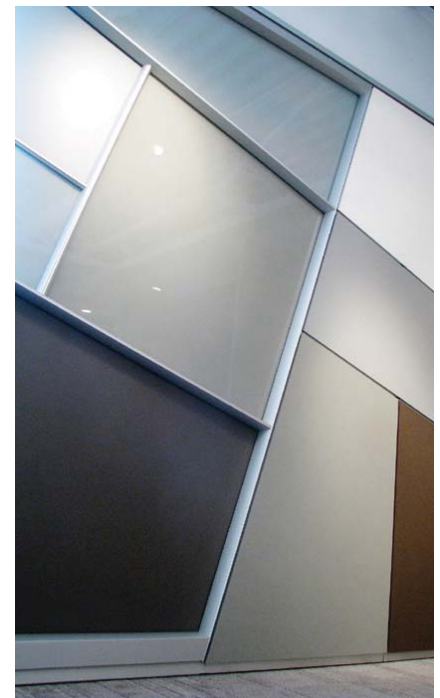
>**Bespoke**: demonstrates DIRTT's dedication to supporting the custom aspirations of the design community

>**The Blade**: slim, rectilinear, elegant, *The Blade* is the new extrusion detail in the DIRTT offering, suitable for framed or butt joint glass DIRTT Wall styles.

>**Double-Glazed**: another example of the DIRTT Walls' ability to respond to requests from the A&D community



ICE EDGE RENDER



DIRTT: ANGLE WALL

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>**Framed Glass Doors:** available in sliding or pivot versions, with frames veneer-wrapped, anodized or powder-coated, and receptive of locking hardware.

>**Java Centers:** Simo Corporation now has its modular cabinetry for office kitchens on ICE software, enabling designers to create unique refreshment settings without long lead-times and the expense of building on-site. The horizontal support of DIRTT Walls allows designers to place cabinets, appliances and accessories where needed, while making it easy to reconfigure, service or replace them

>**Sit/Stand:** DIRTT's horizontal support on the Walls and its bracket system can function with any manufacturer's work surface, including



DIRTT: THE BLADE



DIRTT: PIVOT DOUBLE DOOR CLOSED



DIRTT: PIVOT DOUBLE DOOR OPEN

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new or retrofitted electronic sit/stand workstations

>**Doublewide Center Pivot Doors:** demonstrated in the entry to DIRTT's new showroom

>**The Write Tile:** a new tile finish permitting the use of dry-erase markers without the cost of a whiteboard or back-painted glass; it's available in several colors and works anywhere a typical wall tile would go

DIRTT is a continuous party, June 15-17. Stop by for . . . whatever.

For more information or to set up a tour contact Julie Pithers at jpithers@dirtt.net or 403.617.3020, <http://www.dirtt.net> ■



DIRTT: DOUBLE GLAZED



DIRTT: JAVA CENTER



DIRTT: THE BLADE



DIRTT: SIT TO STAND