

STOCKHOLM FURNITURE FAIR 2017

A35:10



BECKMANS COLLEGE OF DESIGN AND EDSBYN ARE INVESTIGATING FUTURE WAYS OF WORKING

To meet the next generation's designers and give them an insight into the opportunities presented by furniture production, Edsbyn is working closely with Beckmans College of Design. The partnership also gives Edsbyn an insight into how young people look at the workplaces of tomorrow.

The result of the collaboration can be viewed at SFF 2017, where 12 final year students from Beckman's Product Design programme have worked with Edsbyn to develop six prototypes under the supervision of Edsbyn's product development manager, Karl Malmvall. The senior lecturer for the programme at Beckman's College of Design is Morgan Rudberg. The results can be seen at full scale on the Beckman's stand, VH03:42 in Greenhouse, and as miniatures on Edsbyn's stand, A35:10.

DESIGNBRIEF

Design a piece of furniture that stimulates the individual employee to undertake physical movement in the office.

or
Design a piece of furniture that encourages concentrated work in an open plan office.

Regardless of your choice, the furniture should function naturally as part of the "sustainable work" concept.

PRESS MEETING, TUE 7/2 AT 11:30

See the work of Beckmans students in A35:10 at SFF 2017.



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ABOUT THE COLLABORATION

During the project, final year students from the Product Design programme at Beckman's College of Design visited both the Edsbyn factory and a number of different subcontractors. This helped them learn more about how furniture manufacturing takes place and about the employees involved in the production process.

Following this phase, the students developed their designs and worked with Edsbyn to manufacture their prototypes, which are now being presented at the Stockholm Furniture Fair.

"We have been working on the project prior to the 2017 furniture fair. Our primary objective is to provide the students with practice in working with a professional client and being seen together with them, both at the fair and in external marketing. The idea is also to challenge each other to try to come up with something that doesn't currently exist but which is based on future needs in terms of products and offices", says Morgan Rudberg, who is the senior lecturer for the Product Design programme at Beckman's College of Design.

The students have been provided with guidance by Edsbyn's product development manager, Karl Malmvall.

"It has been very interesting to investigate ideas and possibilities with the students and to obtain an insight into their views, thoughts and ideas about the office of the future", concludes Karl Malmvall.

WHAT DO BECKMAN'S STUDENTS SAY ABOUT THE COLLABORATION WITH EDSBYN?

"Design affects a great deal in our environment, and I want to use design to impact that environment in the future." *Anne Harvala*

"I feel really excited about working with office design." *Robert Wettebrandt*

"It's fun to bounce ideas off people involved in production." *Jim Claesson Zsuppan*

"I'm really looking forward to getting new ideas from the manufacturing process." *Emma Stridh*

"I'm looking forward to investigating new opportunities in the offices of the future." *Isabelle Tapper*

"I like to be close to people so that I can create good products." *Ella Westlund*

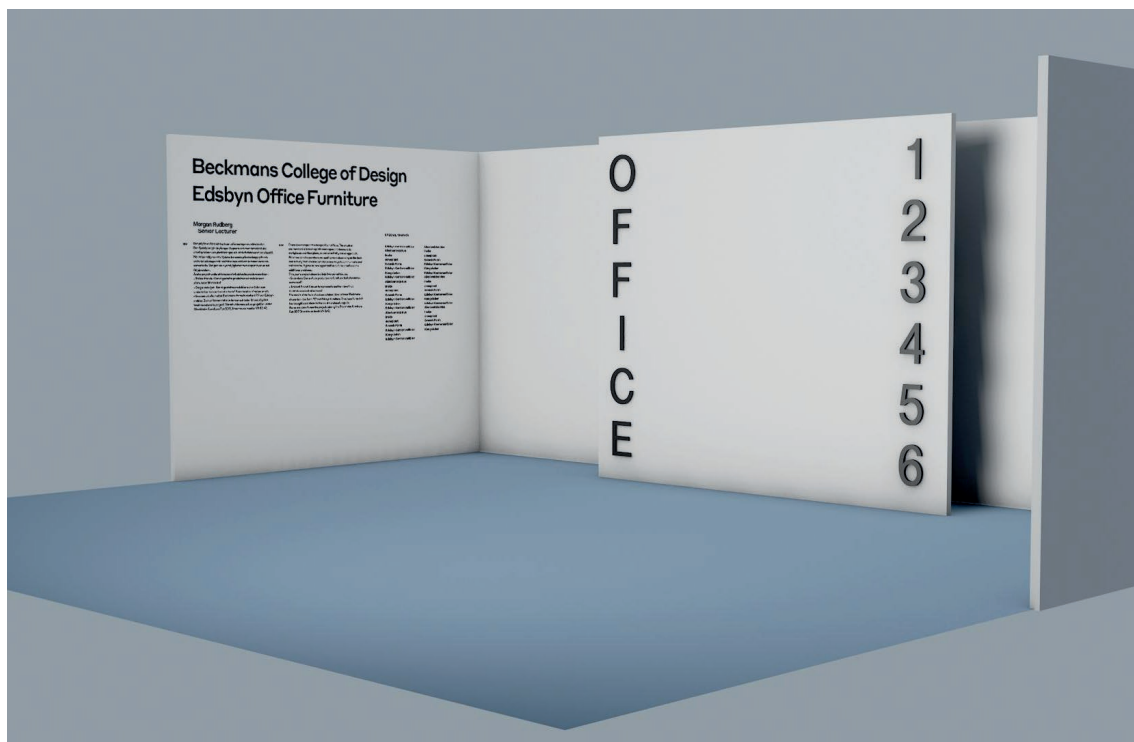
More information:

www.beckmans.se/aktuellt/nyheter/framtidens-kontorsmobel-utforskad-av-beckmansstude/



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OFFICE 123456

Morgan Rudberg, Course Director

There are changes afoot in the design of our offices. The physical environment is breaking up into more democratic workplace designs, or so-called activity-based working procedures.

When we are able to choose our location depending on the assignments and activities involved, our freedom of choice creates new modes of communication and collaboration. New possibilities are on offer but new problems arise in their wake.

This year's project chose to study two current problem areas.

Sedentary behaviour: can we create products and furniture that stimulate movement?

Distractions in open-plan offices: Can we create products and furniture that facilitate concentration?

The result of this project is the fruit of close collaboration between Beckmans' F17 design students and furniture-manufacturers Edsbyn. They have transformed all of the ideas into six three-dimensional projects.



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Photography: Johan Andréén

OAS

By Hanna Wik, Ella Westlund

Just as water sources create oases in the desert so we have created our own oasis in the office where ideas can germinate and develop. Our take on future office seating is a sofa inspired by the city's oases. The sofa is refuge where one can collect one's thoughts and find new energy; a vital space for spontaneous meetings and dynamic work.

Sand, water and growth have been the keywords in our search for a contemporary office where everyone works from their own laptop. Our keywords have also helped us to decide on the materials used in our OAS sofa.



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Photography: Johan Andrén

SOUL OFFICE

By Jonatan Nilsson, Isabelle Tapper

Soul Office is a knockdown office concept that offers an alternative to more conventional offices. The bold dimensions with visible joints are intended to create an intimate relationship between people and furniture. One can make one's own additions to the strict framework

of the Soul Office. We regard the office as a factory for thoughts and ideas, a venue that is formed in common according to needs and functions. Contact us and we can begin to build the office of your dreams!



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Photography: Johan Andréén

YONAM

By Elin Lindström, Liga Bulmiste

Yonam is an office chair that bridges the gap between the environment that we in the Western world have created, and the environment we want to create.

From affluence to well-being, from efficiency to empat-

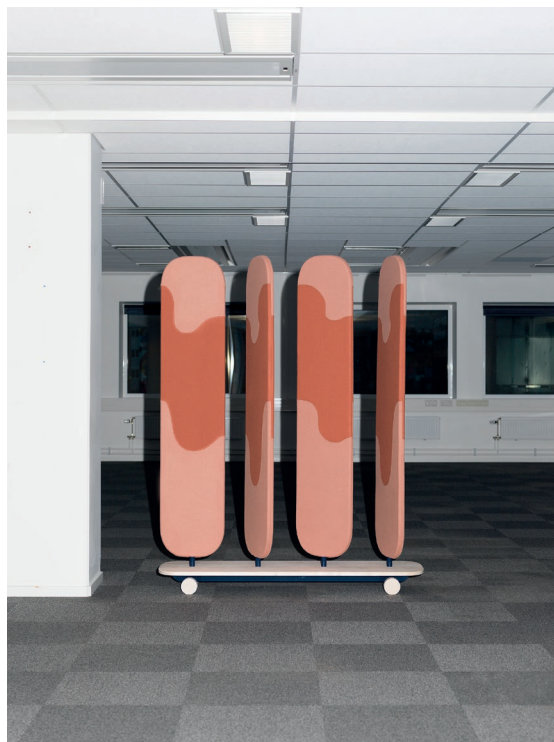
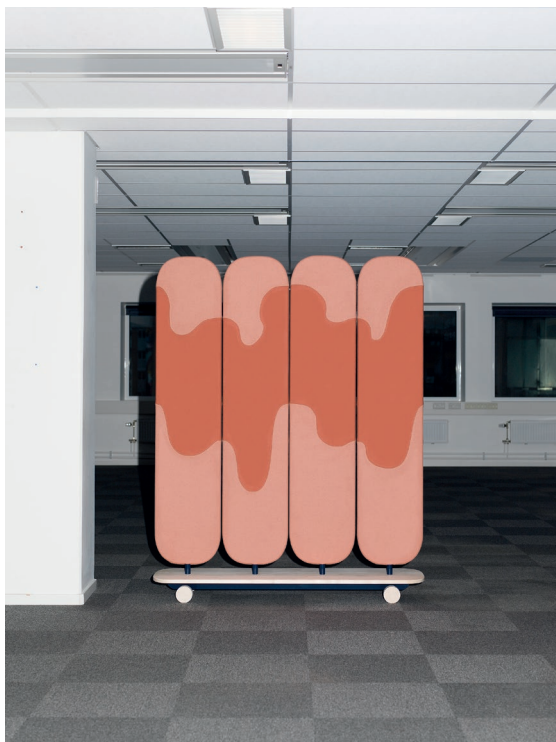
hy, from industry to intimacy. With influences from the Orient Yonam makes it possible to forego the constant sedentary behaviour, not by making demands on its surroundings but with the promise of a better future.



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Photography: Johan Andréén

VY

By Maria Chifflet, Jim Claesson Zsuppan & Charlotte Lorensen

The starting point for our project has been the activity-based office with variability as an important aspect of productivity and well-being.

Vy is a mobile room divider with rotating slats that allow different degrees of screening depending on the setting and the occasion.

We wanted to introduce a playful and inter-active item of furniture into the workplace, an item that promotes privacy but that can also be a communication tool.

The pattern running over the slats is magnetic which allows the user to attach essential materials. As the slats are rotated the pattern changes providing variety in the interior.



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Photography: Johan Andrén

NOMAD

By Emma Stridh, Robert Wettebrandt

Colleagues are constantly in motion in the activity-based office while storage is static. This mode of working has inspired us to produce the flexible storage system known as Nomad. The rounded shapes and the limited

size make it easy to stack and to carry around. The tactility, material, details and the crafted execution mean that Nomad can be adapted to different environments both at the office and in the home.



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Photography: Johan André

SAARI

By Anne Harvala

Saari is a bold, stylish and elegant type of seating. With its variable seat-depth and its comfort it meets the needs for all types of sitting from strictly formal to casually informal. Variants are reminiscent of both bench and sofa with a daybed section in combination with a flat surface for placing things.

Seating works for 1, 2 or 3 people. One can choose to sit in privacy or to be sociable.

Saari can create a feeling of a room within a room with its island-like design which screens the user as well as reducing ambient noise with its tall, upholstered back.

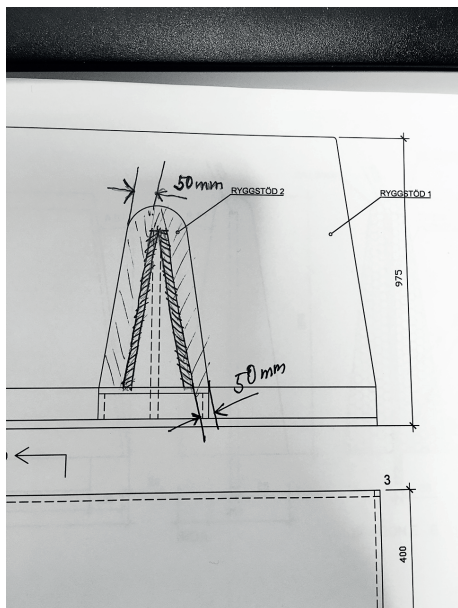
Saari is ideal for furnishing entrance halls, waiting rooms and passageways in offices, shopping malls, stores, hotels and museums.



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Photography: Edsbyn

FOR MORE INFORMATION

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