

Vitra at NeoCon 2019

Building on over fifty years of experience in the office sector, Vitra continues to produce innovative office systems for today's changing workplace environments. The brand's new workplace launches explore priorities of maximum flexibility, minimal commitment to a physical location, and the desire for personal well-being in the workplace. Work is performed, but not necessarily at a given place or during specific hours.

Vitra's NeoCon launches aim to improve the quality of offices and public spaces through the power of design using extensive research on trends and new ways of working. Barber & Osgerby's Soft Work makes the case that the sofa is the new desk; the Rookie Chair by Konstantin Grcic is an unconventionally simple chair, meant to be agile and flexible within environments designed to encourage the creation and exchange of ideas. And finally, Dancing Wall, a mobile partition that can be used to flexibly divide an office space into zones, while also providing a vertical work surface.

Soft Work by Barber & Osgerby

Office work habits are undergoing a radical transformation, as public spaces are becoming workplaces. Thanks to communication technology, people can now work in hotel lobbies, cafes, airports, or even parks. In reverse, offices are becoming public spaces: many companies are now creating open and inspiring locations in which employees and visitors can relax, hold meetings, or spend the day working. As work is no longer tethered to a specific location, new behavioral patterns have developed and are gradually finding their way into the office. For example, the sofa has become a place on which to work – even though it is not necessarily suited to this task from an ergonomic viewpoint.

With that in mind, London-based designers Barber & Osgerby worked closely with Vitra to develop Soft Work - a versatile modular seating system for both individuals and teams. Besides ergonomic seating options, users also find practical table surfaces, power outlets, and wireless charging stations. Portable tables and chairs can be pulled up as needed and put away again, and the addition of panels creates spaces for quiet, concentrated work. Thanks to its modular concept, soft work can be easily assembled into diverse arrangements, enabling architects to structure the internal areas of a building, create specific focal points, or define flexible public areas.

“The workstation is going the same way as the dining room – it's disappearing as an archetype. The desk has had its day. With mobile technology, you need a place to sit occasionally or a comfortable place to hang out. That's our belief.” – Edward Barber

Dancing Wall by Stephen Hürlemann

Together with Vitra and the PwC Experience Center in Zürich, Swiss architect Stephen Hürlemann designed a system of free-standing, easy-to-maneuver wall elements.

The Dancing Wall system primarily serves as a mobile partition to flexibly divide an office space into zones, while also providing a vertical work surface. It consists of a metal frame that can transform to suit various configurations: as a bookshelf, TV unit, coat rack, plant wall, or as a room divider with removable whiteboards and pinboards. The design also allows for power integration and functional accessories that can be customized to meet individual needs. The base of Dancing Wall is engineered to carry sufficient

weight so as to be extremely stable despite the short length of the lateral castor extensions while remaining easy to move around. Diverse combinations of different Dancing Walls create countless office layouts and work scenarios, each of which are spontaneously adaptable to changes in team size, work mode or room function – all without renovation.

Rookie by Konstantin Grcic

After many years of working with Vitra on the development of concepts and products for agile and flexible working environments of the future, Konstantin Grcic is launching Rookie, a small—by office standards—unconventionally simple chair that provokes a high level of immediate comfort with minimal adjustments.

Rookie is equipped with the classic functions of an office chair: a seat and backrest which are both height-adjustable. Yet the chair's structure also has inherently ergonomic features: the backrest flexes slightly in response to the user's movements, and the front edge is unusually flexible.

Atelier Chair by TAF Studio

Commissioned by the Nationalmuseum in Stockholm as part of an initiative to foster contemporary Nordic design on the occasion of the museum's extensive renovation, the Swedish design practice TAF studio partnered with Artek to realize the Atelier Chair – a universal wooden chair for public and private spaces. Atelier Chair was designed specifically for the new restaurant and derived its name from the location for which it was intended, which evokes an artist's atelier.

Vitra Showroom at The Mart

Monday, June 10 - Wednesday, June 12

Suite #1192

222 W Merchandise Mart Plaza

Monday & Tuesday: 8 am - 5 pm

Wednesday: 8 am - 3 pm

www.vitra.com