

# Geiger's Elegant, Functional New Designs Respond to a Changing Landscape of Work

At NeoCon 2014, Geiger demonstrates the strength of its comprehensive product portfolio across a range of Living Office Settings, each optimized to support specific activities, or Modes of Work. Leveraging the research and powerful Living Office insights developed by Herman Miller, Geiger's space highlights and extends that understanding of the new landscape of work, demonstrating how personalized moments can be created within group settings and that empowering individuals with choice enables them to do their best work. A variety of new Geiger products help bring a Living Office to life throughout the company's 3rd floor showroom (3-318) at the Merchandise Mart in Chicago, June 9-11.

- Geiger Elsi is a different kind of conferencing system, one that brings a more residential feel to the office. That's important because the office is a place where people spend significant amounts of time, and they want spaces that bring a sense of delight. Geiger Elsi does so by using a distinctive design vocabulary with a warmer, contemporary sensibility that appeals to the demands of high-performing individuals without sacrificing function. Designed by Jess Sorel, of sorelstudio in San Francisco, Geiger Elsi includes a teleconferencing system, small and large conference tables, demountable walls, and a credenza to accommodate technology and media storage.
- Crosshatch Chair uses a minimum of materials in maximally inventive ways, employing handcraft and technology to achieve alluringly refined results. Designed by Eoos, Crosshatch is lightweight and transparent and extremely easy to pull up for a desk-side chat or to relax around a cocktail table. Parachute cords, a common industrial product, are an integral part of the the design. Pulled down, the cords create a system of internal tension and supply the necessary back support, creating the feeling of being enclosed in a comforting, protective nest. Because of its simple, classic profile, a Crosshatch Chair works in a broad range of environments, from the executive office or a reception area, to a Manhattan penthouse or suburban living room.
- Nessel Chair is lightweight yet robust in materials and construction. Designed by noted Belgian architect Vincent Van Duysen, Nessel was created to work in a multitude of spaces: offices, conference rooms, lounges, dining areas, as well as residential settings. Designed with the sitter in mind, it provides maximum comfort. The chair's timeless appeal allows it to blend seamlessly with virtually any furniture period or style—from high-tech to high-baroque. Its solid wood frame is offered in Geiger's exclusive low-sheen or matte wood finishes. The Nessel Side Chair, available with or without arms, is fully upholstered in fabric or leather or in two contrasting fabrics.
- Tuxedo Tables take the award-winning Tuxedo Component Lounge Collection beyond seating, offering designers an almost infinite range of choices. It's now possible to create a harmonious landscape that offers surfaces for working or serving. Individual trays, placed atop the same pencil-thin metal bases as the original system, provide varieties of scale. Designed by BassamFellows, Tuxedo Tables eliminates an excess of legs. The tabletops, crafted of solid wood, have soft-rolled corners and carved edges adding an approachable softness. Smaller trays can be added to nest atop them, for serving or to form a layered table surface. Tuxedo Tables can do duty as a corner unit to separate two lines of seating. Tables come in three sizes, in ash or walnut, with either a solid wood or veneer edge.
- Tuxedo Classic, designed by BassamFellows, offers similar scale to its namesake yet with a more anchored, traditional look. The new group for the Tuxedo Component Lounge extends the line's range, adding a more traditional appearance. Its new and larger upholstered base sits closer to the floor, supported on round, solid wood legs. The overall effect is a more anchored, restrained aesthetic. The beauty of Tuxedo Classic is that it is a component system that does not look like one. While each seat is made as a component, when assembled the units have a tailored look that is anything but modular. Marrying the flexibility and functionality of sectional seating with the elegance of a highly tailored sofa, the group is built on a series of simple base elements from which a full array of configurations are possible. The group includes a lounge chair, settee, and sofa, as well as corner units for all sizes.

## Geiger

In 1964, with four craftsmen and a 2,000-square-foot shop, John Geiger built furniture by hand—while building a culture of quality that flourishes today. His love of and respect for the materials he worked with, combined with his appetite for perfection, set new international standards in wood furniture manufacturing. Today, Geiger's excellent reputation for design, engineering and craftsmanship continues to enhance business interiors with an

elegant and intelligent portfolio of great design for the modern office.

Geiger defines great design as design that shapes the customer's work in smart and innovative ways, touching their heart and satisfying their intellect. While acknowledging the power of inspiration and creativity, the company recognizes that successful design is based on understanding and unique insight. Every aesthetic decision serves a functional need, and each functional choice is expressed with beautiful purpose.

This dedication to great design is well rooted. Ward Bennett, Geiger's "godfather of design," is known for the sensual minimalism that defined his furniture and interior designs: spare forms animated by rich materials, including warm woods, textiles, stone and leather. The effect was comfortable, elegant, luxurious and unmistakably Bennett.

Geiger continues to build on Ward Bennett's earlier example, with comfortable furniture brought to life through simple, clean lines expressed in warm, high-touch materials.

#### About Geiger

Since 1964, Geiger has inspired the A&D community by pioneering the design and manufacture of architecture furniture for private offices and commercial interiors. Today Geiger's excellent reputation for craftsmanship, ecology, design and engineering continues to enhance business interiors with an elegant and intelligent portfolio of designs for the modern workplace. Founded in Toronto and headquartered in Atlanta since 1970, Geiger is a wholly owned subsidiary of publicly held Herman Miller Inc.

---

<https://news.millerknoll.com/2014-06-09-Geigers-Elegant,-Functional-New-Designs-Respond-to-a-Changing-Landscape-of-Work>