

Knoll to Introduce Rockwell Unscripted™ by Rockwell Group and HiLo™ by Box Clever at NeoCon 2016

Company explores Immersive workplace planning and debuts new products that foster interaction, mobility, and a connected experience

East Greenville, PA—Knoll, Inc., a constellation of design-driven brands and people, will introduce new products by Rockwell Group and Box Clever at NeoCon 2016, the contract industry trade show that will take place in Chicago from June 13 – 15.

The Knoll NeoCon showroom will also demonstrate the power of bringing together the company's full range of innovative workplace solutions—including forward-thinking Knoll Office furnishings, KnollStudio design classics, Spinneybeck and FilzFelt architectural materials, and the diversity of KnollTextiles coverings.

Rockwell Unscripted and HiLo address the evolving workplace—where traditional boundaries between residential and contract settings blur, companies thrive by attracting and retaining top talent, and the design of total environments outshines any one particular work element.

“Our research shows that workplace planning paradigms are evolving well beyond an activity-based approach to embrace a range of social and creative experiences,” said Alana Stevens, Knoll senior vice president, chief marketing officer.

To this end, Knoll has identified Immersive planning—an experience-based approach that blurs the boundaries between primary workspaces and activity spaces to enhance interaction, invite connected experiences, and create a sense of hospitality at every exchange.

Immersive planning is the fifth planning approach of r/evolution workplace™, the Knoll platform that illustrates the freedom and opportunity that organizations have to reimagine places of work. Knoll now explores five distinct interior planning approaches—Perimeter, Core, Efficient, Adaptive, and Immersive—each uniquely addressing real estate, technology and individuals' needs.

“Immersive planning creates a variety of experiences in a group-based workspace where the actions of the people themselves define the space. This results in an environment that can transform at a moment's notice and evolve with use,” Ms. Stevens added.

Introducing Rockwell Unscripted™

Rooted in David Rockwell's innovative approach to hospitality environments and public space, and inspired by his award-winning design for theater and entertainment, Rockwell Unscripted is a comprehensive collection of furniture elements that adapt to the spontaneous choreography of the work day.

“Our interest is in getting people to look at their work environments as a stage on which movable furniture can be arranged in endless configurations. You can craft the scene around what it is you're doing that day,” said Rockwell Group founder and President David Rockwell.

“The product relies on a theatrical analogy to explain how one's space can be easily reorganized around three or four different activities over the course of the day—from individual work to team meetings—without applying a lot of effort,” he added.

Unscripted features a comprehensive, eclectic array of freestanding, architecturally grounded and movable elements that can be used to create a variety of experiences, from gathering spaces to quiet retreats. Creative walls and steps evoke the energy of performance, while lounge elements conjure the atmosphere of a hotel lobby. Tables become a stage for work, conversation and celebration. Modular and mobile storage elements evoke the casual feeling of a workshop.

Commenting on Unscripted, Benjamin Pardo, Knoll director of design, said: “The collection is very much open to what people will do with it. It’s truly an invitation for workplace designers and their clients to personalize their own space.”

Introducing HiLo

HiLo, a new ‘seat’ that keeps you on your feet, is designed by San Francisco-based design studio Box Clever. HiLo is a dynamic perch that supports people’s active workstyles. With a simple, personable design and a revolutionary spirit, HiLo strikes a balance between sitting and standing, fun and functional. HiLo is also a convenient and portable pull-up that provides freedom to work when and where the moment strikes.

“We conceived of HiLo to personify companionship,” said Seth Murray, Box Clever co-founder. “It’s right there, it’s ready, it’s reactive and engages with the user, rather than just providing a passive embrace.”

Mr. Pardo added: “We engineered HiLo with a new sense of user-activated performance in mind. It speaks so clearly to today’s spirit of work.”

HiLo addresses two defining shifts in today’s work culture: a focus on well-being, and the rise of untethered, flexible workstyles. Its stability allows users to naturally lean, distributing their weight and supporting healthy shifts in posture—the ideal companion to height-adjustable desks.

Additional NeoCon Highlights

The Knoll NeoCon showroom will also feature the company’s lines of open plan, private office, activity space, and ergonomic seating, including Antenna® Workspaces, Dividends Horizon®, Reff Profiles™, Anchor™, the Generation by Knoll® family of chairs, and Remix®. The display will also include recently introduced products: Horsepower™, the visually light technology channel; Pixel™ by Marc Krusin, an innovative suite of flexible work and meeting tables; and Pilot by Knoll™, the lounge chair with a striking, slim profile designed by Edward Barber and Jay Osgerby.

In addition, Knoll will feature new designs from the Luxe and Odyssey Collections by KnollTextiles Creative Director Dorothy Cosonas, as well as showcase Impressions Acoustic Solution, a wall-mounted acoustic tile system. The showroom will also feature architectural products from FilzFelt and Spinneybeck, designed by Architecture Research Office, Submaterial, and Norwegian designer Lars Beller Fjetland, including a new natural cork.

About Knoll

Knoll, Inc. is a constellation of design-driven brands and people, working together with our clients to create inspired modern interiors. Our internationally recognized portfolio includes furniture, textiles, leathers, accessories, and architectural and acoustical elements brands. These brands — Knoll Office, KnollStudio, KnollTextiles, KnollExtra, Spinneybeck | FilzFelt, Edelman Leather, HOLLY HUNT, and DatesWeiser — reflect our commitment to modern design that meets the diverse requirements of high performance workplaces and luxury interiors. A recipient of the National Design Award for Corporate and Institutional Achievement from the Smithsonian’s Cooper-Hewitt, National Design Museum, Knoll, Inc. is aligned with the U.S. Green Building Council and the Canadian Green Building Council and can help organizations achieve the Leadership in Energy and Environmental Design (LEED) workplace certification. Knoll, Inc. is the founding sponsor of the World Monuments Fund Modernism at Risk program.

About Rockwell Group

Based in New York with offices in Madrid and Shanghai, Rockwell Group is a 250-person interdisciplinary architecture and design firm that emphasizes innovation and thought leadership in every project. Founded in 1984 by David Rockwell, FAIA, the firm creates extraordinary experiences and built environments across the globe. Projects include Nobu restaurants and hotels worldwide; The New York EDITION; NeueHouse (New York, Los Angeles and London); TED Theater (Vancouver, BC); W Hotels worldwide; and set designs for She Loves Me. Honors and recognition include the AIA New York Chapter President’s Award, Cooper-Hewitt National Design Award, and the Presidential Design Award.

About Box Clever

Based in San Francisco, Box Clever is an award-winning design, branding, and product innovation agency led by industrial designers Bret Recor and Seth Murray. The Box Clever team works with large and small companies alike on a wide range of projects including brand experiences, technology, furniture, lighting and more. Box Clever is the recipient of numerous awards, including the International Design Award in 2014.

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