

From Play to Performance: Herman Miller Gaming Collaborates with Ferris State University to Build State-of-the Art Gaming Space

The most elevated gaming space of any public university in the Midwest



Ferris Esports Arena is where gaming and CVL classes happen. Highly durable desks and worktables allow for multifunctional applications.

Big Rapids, Michigan, July 28, 2025 – Earlier this year, Herman Miller Gaming, a global design brand for all players from recreational gamers to professional esports athletes, partnered with Ferris State University to bring an esports experience to its Center for Virtual Learning. The facility is outfitted with premiere gaming furniture from Herman Miller Gaming and backed by the company's years of ergonomics research and expertise.

Providing players of all levels the tools and environments they need to win, Herman Miller Gaming worked with the MillerKnoll design team (the collective which Herman Miller is a part of) as well as Stantec, a global leader in sustainable engineering, and local MillerKnoll dealer Trellis. The result is high-tech, coveted spaces designed specifically for strategy sessions, watching film, practice, and competition, alongside premiere broadcast resources. The esports center is furnished with the brand's award-winning Embody Gaming Chairs alongside the Motia Gaming Sit-to-Stand Tables and customized Ollin Gaming Monitor Arms. The iconic chairs are enhanced specifically for gamers' needs, engineered to encourage movement and support a range of postures. The agile desks are developed with materials designed to reduce glare.

Standout Features:

- A **first-rate esports arena** for both competition and community building. Students gather to watch gaming competitions, fostering a dynamic space for connection.

“Students gather in the center to watch esports like a football or basketball game. But they’re also able to showcase all other great activities and learnings that are taking place around the building. The facility they’ve created is unlike anything else I’ve ever seen,” commented **Jon Campbell, MillerKnoll Vice President of Seating & Gaming**.
- A **SIM racing rig** is another standout feature of the space that sets players up for success, with a set-up that simulates the feeling of being in a race car with haptic feedback and an immersive environment, like being in an open-wheel formula racing car.
- For students looking to explore esports broadcasting and other digital passions, there are ample resources including video editing suites, dedicated audio booths, and podcasting spaces.



Overlooking Ferris Esports is a walkway for traffic and benching for spectators or a break between classes

“This esports center is so elevated in part because of the broadcast capabilities it offers, which are among the most advanced that I’m aware of in the country and I have been to a lot of competitive esports spaces,” commented Adam Antor, Ferris State University Assistant Professor for Professional Esports Production. “In addition, most people who tour our space from other institutions water from the mouth when they see our Herman Miller Gaming chairs. If you ask anyone out there in scholastic esports what chairs they wish they had in their competitive spaces, most of them would say Herman Miller.”



Esports Experts

As a sponsor of major gaming competitions ranging from Apex Legends Global Series to VALORANT, as well as major game titles like Call of Duty, Herman Miller Gaming brought their extensive knowledge of the key features of renowned esports championships and professional arenas to this project. Translating the brand's knowledge from seeing what these major tournaments look like and what pro players need to succeed, the Herman Miller Gaming team applied the same principles and learnings into this special zone for students.

"What made the strong partnership was Jon Campbell's team and their knowledge and passion for the gaming industry, along with being a West Michigan company. You couldn't ask for anything better," commented Antor. "Not only are students proud of our space because of the quality, but there is a sense of pride when they have the opportunity to tell people from other institutions that we partnered with Herman Miller Gaming."

A Testing Ground for Future Gaming Products

As Herman Miller Gaming continues to expand its portfolio of products, this space – which is located close to Herman Miller Gaming's Zeeland headquarters – will serve as an important testing ground for new designs. It will provide an efficient location for receiving feedback from real life gamers ranging from recreational to more competitive esports student athletes.

"Partners that are close in proximity are essential," commented Campbell. "They can help us by providing valuable feedback as we continue to build new products suited for an array of gamers, so we can consider any unmet needs along the way. We always want to ensure we are bringing the strongest product to market," said Campbell.

Additional Resources:

To learn more about the project, visit the [project profile](#).

Buy the [Herman Miller Embody Gaming Chair](#), [Herman Miller Motia Gaming Sit-to-Stand Desk](#), [Herman Miller Ollin Monitor Gaming Arm](#), and explore the entire [Herman Miller Gaming Portfolio](#).

IMAGES

Product images credit line: courtesy of Herman Miller Gaming

Ferris State University Center for Virtual Learning space images credit line: courtesy of Jason Keen

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About Herman Miller Gaming

Founded in 2020, Herman Miller Gaming is a global design brand delivering the best gaming products in the world, uniquely designed to unlock a player's full potential. Powered by industry-leading research, exclusive partnerships, and the world's premier design and engineering teams, Herman Miller Gaming is redefining competitive performance. From gamers to esports athletes, Herman Miller Gaming provides the ultimate ergonomic setup, promoting healthy play for all players.

The brand harnesses the legacy of Herman Miller, founded in 1905, translating decades of research and problem-solving into products and solutions suited for everyone.

For more information, visit store.hermanmiller.com/gaming.

About Ferris State University

Ferris State University is a mid-sized four-year public university known for its quality of instruction and large selection of academic programs, ranging from associate to doctoral degrees, offered through seven degree-granting colleges. The University strives to align its practices and resources in support of its core values of collaboration, diversity, ethical community, excellence, learning and opportunity. Ferris' mission is to prepare students for successful careers, responsible citizenship and lifelong learning. Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society. For more information on the University's mission and core values, visit our Mission, Vision, and Values page.

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