Press Releases

Steelcase and Microsoft Announce Development of Technology-Enabled Spaces Designed to Boost Creative Work

Companies introduce Creative Spaces, new research *and Surface Hub reseller program.*

GRAND RAPIDS, Mich. and REDMOND, Wash. – March 6, 2017 – Steelcase
Microsoft Corp. have joined forces to explore the future of work, developing a ra
technology enabled spaces designed to help organizations foster creative thinki
and better collaboration. These spaces seamlessly integrate the best of Microsof
Surface devices with Steelcase architecture and furniture. Today the companies
unveiled five new “Creative Spaces” showcasing how Steelcase and Microsoft ca
help organizations unlock creativity for every employee.

Additionally, Steelcase and Microsoft announced:

- That Microsoft is expanding its partner network into the world of design by brin
  in select Steelcase dealers as authorized Surface Hub resellers.
- Steelcase and Microsoft are working together to develop technology-enabled
  workplace solutions built on Microsoft Azure IoT technology.

“The problems people face at work today are much more complex than they use be. They require a new creative way of thinking and a very different work proces says Sara Armbruster, vice president of strategy, research and new business innovation for Steelcase. “We believe that everyone has the capacity for creativ thinking, and people are happier doing creative, productive work. Together, Micr and Steelcase will help organizations thoughtfully integrate place and technolog encourage creative behaviors at work.”

The Problem: Fostering Creativity as a Business Advantage

According to joint research conducted by Steelcase and Microsoft, creativity is se as a critical job skill driven by organizations’ need for innovation and growth in addition to employees’ desire for meaningful work. However, today many organizations invest in technology and space as separate entities rather than approaching them holistically. The lack of cohesion creates sub-optimal condition fostering creativity at work.

Creative Spaces

The companies’ exploration of creative work found that creativity is a process in which anyone can engage and requires diverse work modes as well as different t of technology. People need to work alone, in pairs and in different size groups throughout a creative process, and they need a range of devices that are mobile integrated into the physical workplace. Additionally, spaces should inspire peopl without compromising performance.

“Every Microsoft Surface device strives to enable the creator in each of us. Devi
like Surface Studio and Surface Hub are fundamentally designed around how pe
naturally create, connect, and collaborate.” says Ryan Gavin, general manager,
Microsoft Surface marketing. “With Steelcase we have the compelling opportun
blend place and technology into a seamless environment that allows our most
important asset, our people, to unlock their creativity and share that with others
future of work is creative.”

“Most employees are still working with outdated technology and in places that a
rooted in the past, which makes it difficult for them to work in new, creative way
said Bob O’Donnell, president, founder and chief analyst at TECHnalysis Researc
“Creative Spaces were clearly designed to bridge the current gap between place
technology and to help creative work happen more naturally.”

Five initial Creative Spaces are on display now at the Steelcase WorkLife Center
New York City. Spaces include:

Focus Studio: Individual creative work requires alone time to focus and get into
flow, while also allowing quick shifts to two-person collaboration. This is a place
ideas incubate before sharing them with a large group, perfect for focused work
Microsoft Surface Book or Surface Pro 4.

Duo Studio: Working in pairs is an essential behavior of creativity. This space
enables two people to co-create shoulder-to-shoulder, while also supporting indi
work with Microsoft Surface Studio. It includes a lounge area to invite others in f
quick creative review with Surface Hub or to put your feet up and get away with
going away.

Ideation Hub: A high-tech destination that encourages active participation and equal opportunity to contribute as people co-create, refine and share ideas with located or distributed teammates on Microsoft Surface Hub.

Maker Commons: Socializing ideas and rapid prototyping are essential parts of creativity. This space is designed to encourage quick switching between convers experimentation and concentration, ideal for a mix of Surface devices, such as Surface Hub and Surface Book.

Respite Room: Creative work requires many brain states, including the need to balance active group work with solitude and individual think time. This truly priv room allows relaxed postures to support diffused attention.

“We are facing a time of unprecedented change at work. Through this partnersh will bring together space and technology to help workers and organizations solve workplace challenges they face today and in the future and ultimately perform t best at work,” explains Armbruster.

Steelcase: Microsoft Surface Hub Reseller

Select Steelcase dealers are authorized to resell Microsoft Surface Hub as a part the Microsoft partner network beginning today in the United States and Canada, in later Summer 2017 additional dealers in Germany and the United Kingdom ar expected to be added to the program. The companies will announce additional markets in the coming months. As the spaces roll out in the Americas, Europe ar Asia Pacific, the range of spaces will continue to expand and evolve.

Internet of Things

In the coming months, Steelcase expects to announce new technology-enabled c solutions built on Microsoft Azure IoT technology, which will provide companies w analytics that help improve workplaces and solutions to help employees find the places to do diverse types of work within the office.

For more information on Creative Spaces and the partnership between Microsoft Steelcase, visit www.steelcase.com/creativity or www.microsoft.com/en-us/devic business/steelcase.

ABOUT STEELCASE INC.

For over 100 years, Steelcase Inc. has helped create great experiences for the w leading organizations. We demonstrate this through our family of brands – includ Steelcase®, Coalesse®, Designtex® PolyVision® and Turnstone®. Together, the offer a comprehensive portfolio of architecture, furniture and technology product services designed to unlock human promise and support social, economic and environmental sustainability. The company is globally accessible through a netw channels, including over 800 dealer locations. Steelcase is a global, industry-lea and publicly traded company with fiscal 2016 revenue of $3.1 billion.

ABOUT MICROSOFT

Microsoft (Nasdaq “MSFT” @Microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower eve person and every organization on the planet to achieve more.

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[i] Based on a Microsoft and Steelcase February 2017 study of 515 US and Canad
companies with 100+ employees.

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