

Brand + Culture

Express Yourself

Putting Your Personality on Display



Stories shape our lives. Whether it's launching a business, running a nonprofit, giving back to the community or winning that elusive account, our stories deeply connect us as human beings, adding richness and emotion to the texture of our days.

Turnstone has been listening to the stories of entrepreneurs and intrapreneurs for a long time, and one thing's clear: There is no "one-size-fits-all" founder. No "typical" innovator. No "ordinary" company. In fact, our collective pursuit of individualism shows in the artwork we commission, the tattoos we ink, the music we listen to, the shoes we lace. We want to leave our mark on the world; stand out in a sea of sameness.

Markus McKenna, turnstone's director of design, spends much of his time in the field observing the evolving intersection between individual expression and design. "Your couch, your chair, your artwork, the color of the walls—the emphasis on and honesty of materials. They all become a way of your expression; a way of exerting your will on the larger environment to reflect who you are."

But when it comes to bringing our stories and our personalities to the office, workers and creative thinkers in particular have often met hurdles. Real estate compression has given rise to open offices designed primarily for efficiency, and in an effort to expedite rapid growth, personality and performance have been largely stripped away. As our world squeezes toward uniformity, we're pushing back, clamoring to create places that embody who we are individually and as a company.

"I think it's about emotion now more than it's ever been. People realize that if you can work from anywhere, the value proposition is 'How will that chair make you feel?' It becomes about, "Where would you like to work, and how do you think of yourself while you're working?" says McKenna.

"People are actively rejecting this idea of corporate blandness. They want to embrace passion and meaning in their lives. They want their work to matter, and we agree. It's time to build a more human workplace"

MARKUS MCKENNA | Design Director, turnstone

Ongoing research within the entrepreneurial ecosystem continues to fuel turnstone's pursuit of fresh avenues to infuse greater emotion, layers of humanity and richer stories into the workplace. It led to the redesign of Bivi desks, seating and accessories, making the collection more relevant and giving customers greater freedom to express who they are.

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So turn the page and meet the new Bivi. See how turnstone is helping you bring your story—and your unique individuality—into today's changing workplace.



Featured Product



Turnstone Campfire

© 1996 - 2019 Steelcase Inc. is the global leader in office furniture, interior architecture and space solutions for offices, hospitals and classrooms. Our furniture is inspired by innovative research in workspace design.