Design

The Beauty of Choice

Read 4 minutes

Human beings crave personalized experiences. We value the sense that something was created with our ideas and preferences in mind.

It says, “This is for me,” and more importantly, “I matter.” At work we seek out spaces that integrate bespoke, curated pieces designed and selected to express individuality.

“Our intent was to enable the creation of thousands of one-of-a-kind pieces,” explains Markus McKenna, director of global design for turnstone, as he described the new Bassline table. “In this way, we took a backseat and let people’s individual tastes drive.”

Bassline’s low profile, modern design anchors lounge spaces with beautiful materials and finishes.

Bassline’s custom top platform makes it easy to personalize your workplace and showcase your style.

No custom top? No problem. Bassline offers dozens of standard options.

Inspired by the unique rhythms of musical basslines that hint at genre and establish tempo, Bassline tables are personalized, allowing people to essentially create a unique table each time with a broad range of tops and legs, including the ability to create a custom top out of almost anything.

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MARKUS MCKENNA | Director of Global Design, turnstone

Turnstone and Steelcase have explored custom tops from barn doors to basketball courts, and marble to manhole covers. Each one is nuanced and storied, nodding to its origins, embracing nature’s imperfections and celebrating a vast array of styles.

“We quite intentionally chose to make the legs very modest, almost invisible. We wanted the focus to be the tabletop—whatever a person might find particularly meaningful,” says McKenna.

BUILDING A PERSONAL CONNECTION

Turnstone designer Yuka Hiyoshi shares her thoughts on craft, inspiration and personalization.

Born and raised in Japan, Yuka Hiyoshi, senior industrial designer at Turnstone has lived most of her life in places where space is limited. “Living in New York City I didn’t feel freedom architecturally. You can’t have many things in a small space, so being intentional about each item is what made my space unique to me,” explains Hiyoshi. These experiences cultivated a high value for personal connection with the things she owns and creates.

Personalization is a capability Hiyoshi baked into Bassline, the new table from turnstone that encourages customization. “The instructions are easy enough that customers can apply their favorite top to the table in their own space.”

It’s an innate desire for personal expression that Hiyoshi believes is creating an ever intensifying craving for personalization. “I draw inspiration from my husband who is a bespoke tailor. I appreciate the craft and individualized thinking he brings to my life. The Bassline custom-top satisfies this kind of customer focused approach.”
It’s a balance between industrial design and intricate craft by hand that grants artistry, creativity and authenticity through an endless range of table options.

As Hiyoshi says, “I think Bassline is a nice merge between two industries. People really crave objects that are uniquely meaningful to them. Bassline allows people to apply their favorite top that’s unique to them to a piece that is accessible.”

Yuka Hiyoshi
Senior Industrial Designer, Turnstone

Quick models of structural study: “It’s amazing how much you can learn and how fast you can make critical design decisions from these crude models.”