At turnstone, we believe space and culture are game-changing ingredients for companies young and old, large and small. That’s why we’re focused on helping entrepreneurs leverage their culture and their space to accelerate business results, and on helping intrapreneurs activate a sense of startup culture to do the same.
Passion
Passion is at the core of startup culture. Whether it’s passion for community, revenue or environment, this focus becomes the heart of the business and the rally cry for the team.

Personality
For many entrepreneurs, the simple act of incorporating photos and personal items to the space is a first step toward putting personality on display. Taken a step further, personality can include commissioned artwork, custom colors, reclaimed wood and rich surface materials.

Authenticity
The freedom to truly be yourself without compromise is the holy grail of the startup ecosystem. Authenticity recognizes that each person brings diversity to the team, and it intentionally celebrates the individuality of each person, the way they work and their unique creative contributions.

Agility
Startup culture depends on an agile physical environment that allows nimble movement between standing height tables, impromptu meeting spaces and traditional desking solutions. But equally important is the agile support of innovation and strategy pivots directly impacting business results.

WHAT IS STARTUP CULTURE?
People are passionate about meaningful work. We take work home and take home to work, erasing lines and cross-pollinating our lives. We want everything we do to feel authentic and actively seek ways to let our personalities shine through—especially in the office.

These hallmarks of startup culture begin with the belief that work can happen anywhere, and that having the freedom to choose where to work is foundational to authenticity.

STARTUP CULTURE + BUOY
Buoy’s whimsical take on sitting represents the best of startup culture. Its rock, wobble and tilt encourage fun, authenticity and agility in fast-paced environments. Choose colors that represent your personality or brand, and you’ll be rocking in no time.
ROUND OUT YOUR OPTIONS

Designed to engage your core and promote active sitting, Buoy makes big waves in offices large and small.

“Inspired by gently rocking ocean buoys, we designed Buoy to bring motion into the office in a way that other active seats do not. The round base keeps users on their toes, and the height adjustability makes it comfortable for nearly everyone.”

- Markus McKenna, Director, Global Design
MOVEMENT IS GOOD FOR YOU

Whether workers want a wellbeing boost or just a change of scenery, having the freedom to move throughout the day is critical. With height adjustability and 12 degrees of tilt, Buoy fires up legs and abs, delivering a unique take on “mobile” work.

BUOY BY THE NUMBERS

20
Pounds

18
Inch diameter

5
Degree tilt at rest

12
Degree tilt at play

5.5
Inch height adjustment (17-22.5”)
MOBILE DESIGN

With a built-in handle and weighing just 20 pounds, Buoy goes where you go. Take it to a meeting down the hall or grab a seat with coworkers for impromptu brainstorming. Great for dorm rooms, conference rooms, gaming spaces or an extra seat around the table, Buoy is agile and easy to love.

WELL-ADJUSTED

Research shows that activity isn’t just good for the body — it’s great for the mind, too. Buoy integrates movement during quick sits, brainstorm sessions and group meetings to boost focus and enhance productivity.
BUOY: YOUR WAY

Buoy injects spaces with startup culture with its unique twist on personality and fun. Six base colors and countless cap fabric options spotlight your individuality, brand or school spirit to effortlessly capture the essence of who you are.
At its heart, sustainability at Steelcase is about people. It’s about creating and supporting the economic, environmental and social conditions that allow people and communities to reach their full potential.

Research and insights direct our path. It’s not only about creating goods, it’s about living our values. It’s not just about reducing our footprint, it’s about expanding our reach. It’s about creating lasting and meaningful change to enable the long-term wellbeing of current and future generations.

Innovative products and solutions result. In the development of our products, we work to consider each stage of the life cycle: from materials extraction, production, transport, use and reuse, until the end of its life. We demonstrate performance through third-party verified certifications and voluntary product declarations.

Steelcase’s sustainability promises, actions and results are communicated in an annual Corporate Sustainability Report.

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**SURFACE MATERIALS IN BROCHURE**

<table>
<thead>
<tr>
<th>Page</th>
<th>IM#</th>
<th>Description</th>
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<tbody>
<tr>
<td>Cover</td>
<td>15-0009494</td>
<td>White Buoys (6009 Arctic White body) with Charcoal Geranium 5556 cap.</td>
</tr>
<tr>
<td>3</td>
<td>17-0077095</td>
<td>Blue Buoys (6333 Picasso body) with 6237 Mere non-upholstered cap.</td>
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<tr>
<td>4-5</td>
<td>17-0077155</td>
<td>White Buoys (6009 Arctic White body) with Designtex Chromatic 3253-304 caps.</td>
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<tr>
<td>5-7</td>
<td>15-0009271</td>
<td>White Buoys (6009 Arctic White body) with Connect Blue Jay 5527 caps.</td>
</tr>
<tr>
<td>5-9</td>
<td>15-0009351</td>
<td>Blue Buoys (6333 Picasso body) and Green Buoys (6335 Wasabi body) with Buzz2 Grey cap.</td>
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<td></td>
<td>17-0007935</td>
<td>Grey Buoys (6337 Element body) with Designtex Starburst Oak Blue Green 3748-401 cap. Grey Buoys (6337 Element body) with Designtex Latitude Daybreak 3777-201 cap.</td>
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<td>8-9</td>
<td>16-0000772</td>
<td>White Buoys (6009 Arctic White body) with Designtex Beguiled by the Wild Hummingbird 3493-402 cap.</td>
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<td>10</td>
<td>15-0009273</td>
<td>White Buoys (6009 Arctic White body) with 5100F Designtex Draft Cobalt 3703-405 cap.</td>
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<tr>
<td></td>
<td>15-0009378</td>
<td>Red buoy (6338 Chili body) with 5990 Designtex Tweed Multi Flame 3722-302 cap.</td>
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