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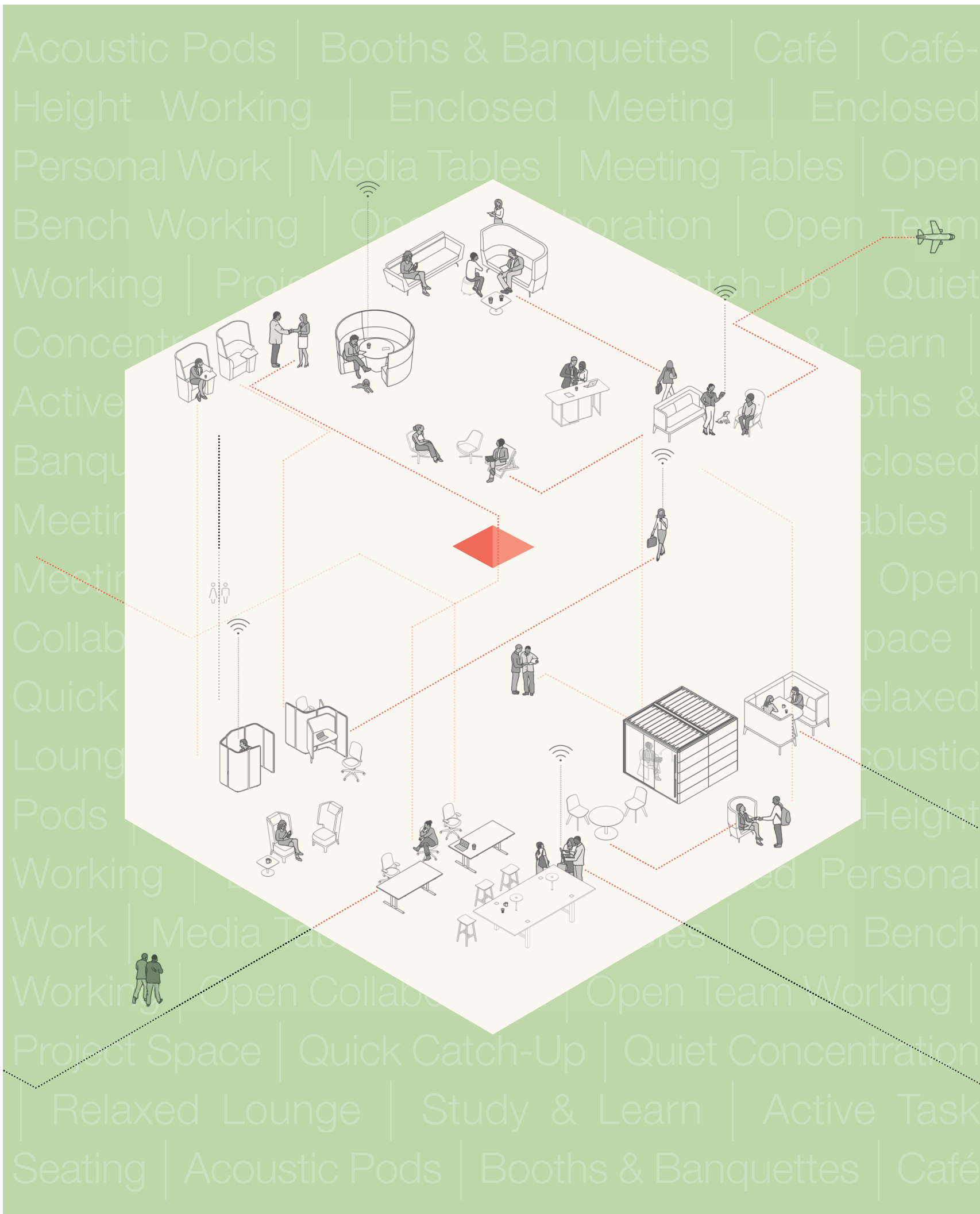
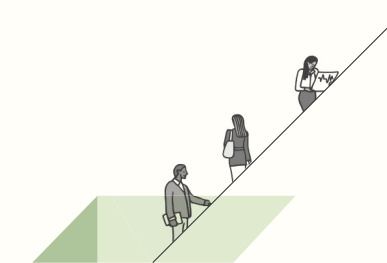
smart  
working®

Solutions for  
Connecting People

Smartworking® is an ever-expanding landscape of

# new furniture typologies,

informed by both our research and  
our clients' projects.





# Realising Smartworking®

By giving descriptive names to these new furniture typologies, which differ in scale, function and personality, we encourage clients to explore and embrace a rich diversity of furniture scenarios and expand the potential of each of their project spaces.

No two organisational change programmes are the same, and each project requires a fresh view, not only in terms of furniture selection but also, and perhaps more critically, in terms of the furniture mix and adjacencies within each setting.

**The value of Smartworking® lies here; in the way its different elements can be combined together to address the needs of each client and of the new challenges of the contemporary workplace. It can be neatly summed up by the phrase,**

With change now measured in months, not quarters (and certainly not years), we need to find a new change dynamic.

Organisations are increasingly recognising that experimentation and the testing of new ideas and work concepts are key to survival.

Fortune favours the brave, and those who fail to embrace the opportunities offered by rapidly changing technologies within our digitised economy are going to be left behind.

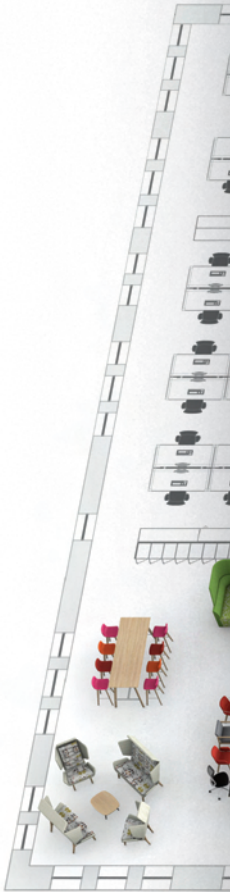


Solutions for Connecting People

- 1 Ac
- 2 Bo
- 3 Ca
- 4 Ca
- 5 Er
- 6 Er
- 7 M
- 8 M
- 9 Op

“The whole is greater than the sum of its parts”

(attrib. Aristotle 4th Century BC.)





- |                          |                        |
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Both designers and organisations are now using furniture layouts and adjacencies to help break down silo mentalities and recalibrate organisational culture.

A culturally rich space,  
free of rigid  
delineations,

is a vital building block of digital innovation because it encourages the blending of talent and knowledge, and supports smaller, nimbler cross-functional teams.





Not every location can be Shoreditch, Kreuzberg, Palo Alto or Doncheng,

and even established organisations located in less than enticing locations are going to struggle to attract the high quality new generation digital skills staff they need.

One way to counter this is to create an inspiring workplace that's ahead of the curve, focused on open and collaborative team spaces that enhance wellbeing and productivity.



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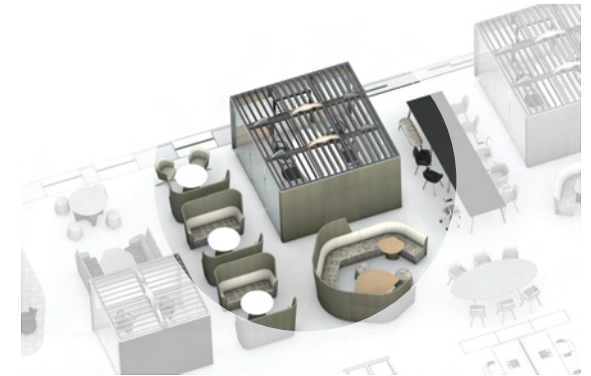


# 1 Acoustic Pods



**1. Acoustic Pods** – Our response to the rapid cultural changes now being experienced across all organisations is to challenge our clients with the question, ‘why build walls?’ Acoustic Pods open our expansive Smartworking® landscape of furniture typologies not just alphabetically, but also because they offer a compelling alternative to the fixed meeting room, making them a key agent of change.

Our range of award-winning and patent-protected *Air Pods* has set the benchmark for the creation and use of enclosed meeting and workspaces by creatively and neatly meeting the requirements of diverse global fire codes, while at the same time being beautifully simple to install, reconfigure and reposition.



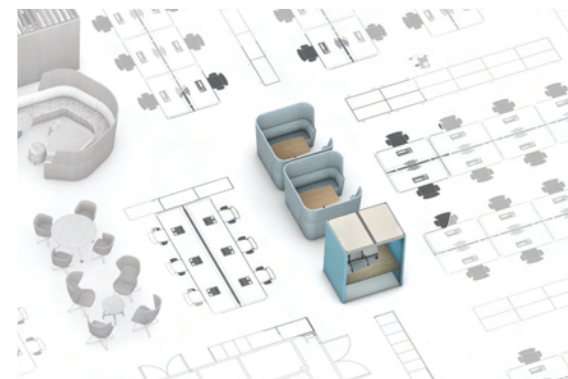


## 2 Booths & Banquettes



**2. Booths & Banquettes** – The potential range of booth and banquette seating configurations has recently been expanded by the addition of *Coze*, which sits alongside our popular and well established *AftD*, *Cwtch* and *Perimeter*. The booth configuration offers semi-privacy for four or six, and can be enabled with screen sharing technology, making it an important typology within Smartworking®.

*Perimeter* banquette offers enclosed seating units that can comfortably accommodate four, six or eight and also has a back-to-back option that enables in-row configurations. Booths & Banquettes satisfy four important requirements within open plan spaces: privacy, user density, acoustic control and (thanks to their large fabric surface areas) visual identity for interior design schemes.



## 3 Café



**3. Café** – Cafés are morphing from exclusively hard, durable, easy to maintain spaces into much softer and more relaxing environments that offer comfortable accommodation at both table height and café height. The larger, destination café is yielding to smaller spaces located throughout the open-plan floor plate, and the furniture being used within these spaces now includes a diverse range of Smartworking® products.





# 4 Café-Height Working



**4. Café-Height Working** – As café spaces have migrated throughout the open-plan workplace, so too has the desire to work at the more casual café-height worktable.

It's no coincidence that Smartworking® offers four café-height worktables, which are available in a wide range of sizes and material finishes. These range from the solid wood *Hench* and beautifully simple *Lock Bar* to the recently expanded *Cubb* and the innovative *Fielding*, the latter with split tops facilitating working at two heights and also allowing for the specification of more decorative and graphically powerful laminates.



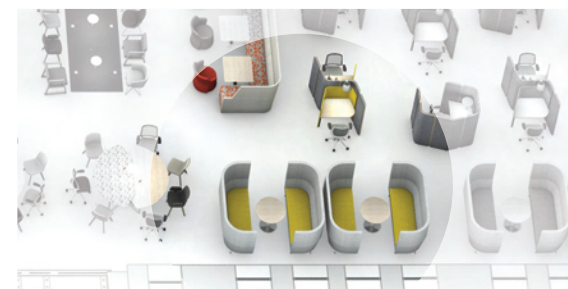


## 5 Enclosed Meeting



**5. Enclosed Meeting** – *Air Pods* enable a high degree of privacy and integrated technology within an openplan environment. Where a lesser, but still refined level of acoustic privacy is required, *AftD*, *Cwtch*, *Perimeter* and *Coze* can offer this through various size, configuration and comfort options, some of which are also able to include integrated technology.

All of these products offer the project design team the opportunity to enhance and personalise the interior scheme by customising fabric and finishes, and also make an invaluable acoustic contribution thanks to their large soft upholstered surfaces.



The creative planning and mixing of the Smartworking® landscape can facilitate the knowledge sharing and entrepreneurial collaboration that's key to organisational transformation.

The overly complex decision cycles of a silo-based organisational mindset can kill a nascent entrepreneurial culture stone dead.

The hierarchical value chain mania of the 1980s is, as a result, being superseded by a desire for more

fluid,  
connected  
and  
nuanced  
organisations.

Rapid change demands a rapid response but cultural revolution is inherently risky. We need new, highly flexible models of workplace transformation, and this is where Smartworking® comes in. Whether you're a small start-up or a large corporate, the Smartworking® furniture landscape is an effective agent of organisational change.



# 6 Enclosed Personal Work



**6. Enclosed Personal Work** – Enclosed personal work is a vital element within any Smartworking® mix. The beauty of *Coppice* lies in its small footprint, and that fact that its layout and planning options provide a density of personal working options that can be accessed easily.

*Coppice* can be integrated within diverse environments and positioned next to more open team spaces to create a richer diversity and balance of Smartworking® typologies. When a more enclosed solution is required, the succinct architecture of *Coppice* extends to the more enveloped personal workspace (as illustrated). Some *AftD* units can also be configured to offer the facility for enclosed personal work.





# 7 Media Tables



**7. Media Tables** – By allowing ‘my screen to be your screen,’ technology has made it possible to easily share reports, documents and presentations with colleagues. When semi-privacy isn’t an issue, this typology is catered for at both table and café height within the *AftD* and *Fielding* ranges and the stand-alone *Reef* unit. *AftD*’s media units are designed to work together with adjacent and different *AftD* configurations (as illustrated above).



# 8 Meeting Tables



**8. Meeting Tables** – As rapidly changing technologies in the digital workplace generate new furniture typologies, the ubiquitous meeting table is, somewhat surprisingly, proving more powerful than ever before.

There are six meeting table designs within Smartworking®: the expansive *Lano*, *Convo*, *Obvio*, and *Pars*, and the concise *Breaker* and *Fielding*. Each of them has great vitality, helped by a diversity of surfaces, finishes and colours, and by the wide range of Team Task and Ancillary Seating they can be mixed and matched with.



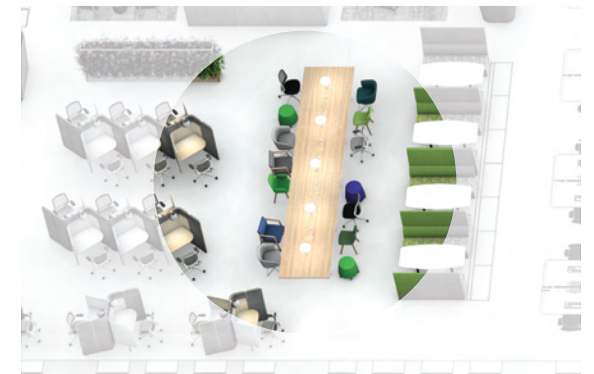


# 9 Open Bench Working



**9. Open Bench Working** – Of all the Smartworking® typologies, the open bench is the one that has quickly gained recognition as a key element of the collaborative open plan workspace. The culture change embodied in the move away from hierarchical structures to more fluid, connected and nuanced organisations is reflected in the communal shared worktable being positioned centre stage.

The importance of this change is reflected in diverse Smartworking® products, from the established architecture of *BAE* and *Library* to the new flexibility of *Cubb* and *Convo*, and is also reflected in the expansive configuration and material options available through all the Smartworking® tabling options.





# 10 Open Collaboration



**10. Open Collaboration** – The Open Collaboration typology has really come into its own, firstly with *Perimeter* and subsequently with the innovative and influential *AftD*.

Their adoption has been encouraged by the flexibility and diversity of choice offered by their elements. Expansive upholstery systems offer interior designers great flexibility and choice. Different elements and units can be combined and recombined to meet precise function and space planning scenarios – from the enclosed and intimate or the open and expansive. And they can also be specified not just in low or high back, but also in a blend of the two (something that's important within the more fluid, shared and collaborative open plan space).



# 11 Open Team Working



**11. Open Team Working** – Open Team Working and Open Collaboration are similar but separate, reflecting the fact that within today's workplace there's a powerful need for each client and designer to find their own unique solution. The breadth and depth of product typologies within the Smartworking® landscape is designed to allow each designer to create their own, bespoke design, so each client can devise an environment that's uniquely suited to them, helping to define and bring to life their culture and values.

One solution can never fit all and the whole really is greater than the sum of the parts. Everything within this publication is designed to expand the potential of each of our client's project spaces.





# 12 Project Space



**12. Project Space** – Project Space can be achieved with our two expansive upholstery systems, *AftD* and *Perimeter*, with the products’ scope, flexibility and configurability lending team spaces a more relaxed and casual attitude. This is enhanced by the availability of a diverse range of tables, both fixed and free-standing, and the option of combining high backs within the units, meeting requirements for a degree of visual and acoustic privacy.

If such project spaces are to be used effectively and accessed easily, what they’re for and how to use them must be implicit, or else users won’t intuitively ‘get’ it, and won’t make the best use of them.



# 13 Quick Catch-Up



**13. Quick Catch-Up** – The opportunity to meet face-to-face is a basic human need within a balanced and enjoyable workplace culture: no matter how brilliant our communication technology becomes, we are always going to need a quick catch-up with colleagues.

Central to the success of Smartworking® is the ability to easily mix different furniture typologies together to achieve more diverse functionality. The office layout that introduces this brochure illustrates ideas that we repeatedly see within our client projects: the more nuanced the space planning is in its placement, mix and adjacencies of furniture typologies, the more successful the workplace becomes.



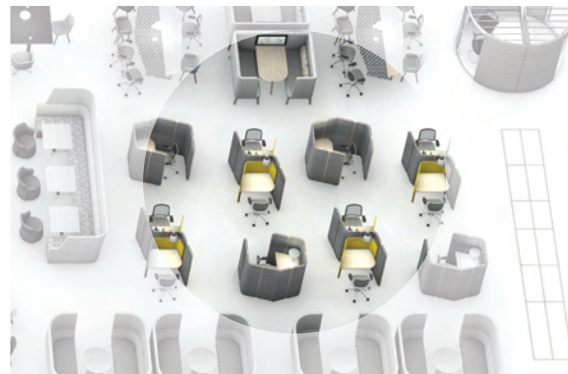


# 14 Quiet Concentration



**14. Quiet Concentration** – In our research, we highlight, ‘Balancing “We” & “Me”’: *The Best Collaborative Spaces Also Support Solitude.* This report by Christine Congdon, Donna Flynn and Melanie Redman was published in The Harvard Business Review, and sets out how we continuously move through three work modes - **Controlled attention**, when we need to think deeply, with undivided attention. **Stimulus-driven attention**, when we switch attention easily from one task to another. **Rejuvenation and reflection**, when we seek respite from concentrated work.

Within the Smartworking® landscape we offer 19 different typologies in order to enable each client to create a workplace that reflects their specific requirements and workplace culture, while also supporting each of these three work modes.



# 15 Relaxed Lounge



**15. Relaxed Lounge** – Relaxed Lounge can vary according to the type, size and position of the environment being created. Our landscape of products and the wide range of specification options offers clients the opportunity to create the environment that suits them best, from cool refined classic elegance to a more industrial, made-by-hand aesthetic.

The playfulness inherent in the design of these spaces perhaps masks how critically important they are in realising a workplace that, while remaining efficient and effective, also offers a balance, in places putting the human above the algorithm.





# 16 Study & Learn



**16. Study & Learn** – Despite being one of the longer established workplace typologies, Study & Learn has lost none of its importance in the digital workplace. A wide range of movable and stackable tabling, headlined by *Convo* and *Obvio*, is complemented by diverse seating, from the Team Task options through the multiple designs available within Ancillary Seating.

In the collaborative workplace the floor plate is under more scrutiny than ever before, with every piece of furniture needing to prove its worth. The recently introduced truckable *Convo*, with its concealed castor, clean architectural design and range of finish options, has been expressly designed for use in both teaching and multiple team working environments.



# 17 Active Task Seating

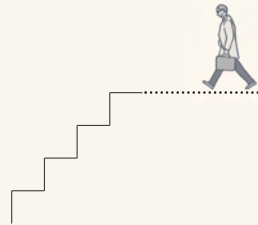


**17. Active Task Seating** – As a task chair will have multiple users throughout the working day, it now needs to be simpler and more intuitive to adjust and use. The new generation *Eva* and the universally successful *Do* have been designed to meet this need without the appearance or attributes of the chairs having to be dramatically changed.

The light touch, intelligent design of these chairs allows them to be use both at fixed desk scenarios and mixed with diverse Ancillary Seating at Open Bench Working.







# + A big thank you

to all the clients, designers and contractors who have created the leading edge workplaces illustrated throughout this brochure and for allowing the use of the photography of their projects.



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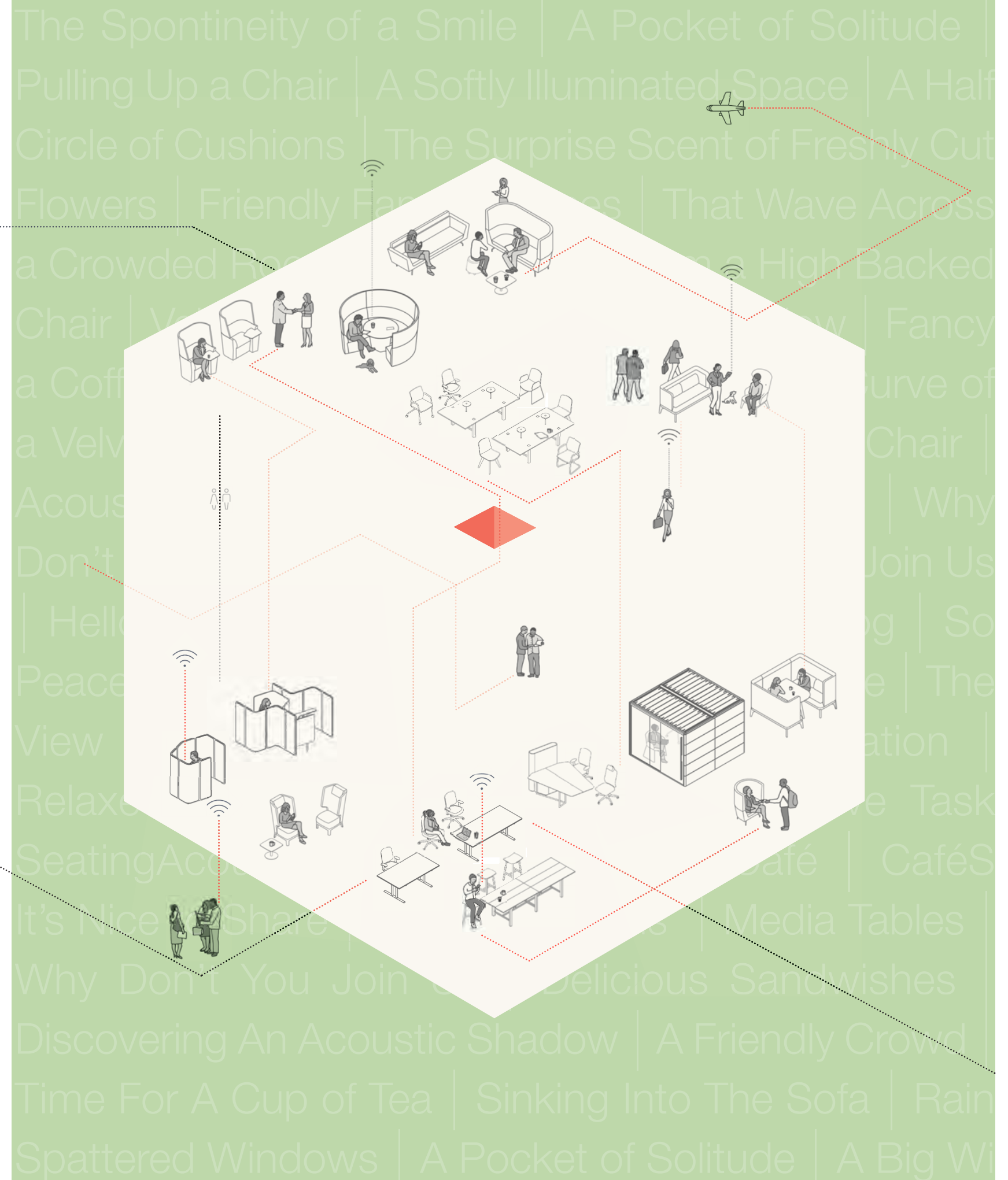
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New automation platforms, analytics, algorithms, big data, the internet of things, blockchains, AI, the 'gig' economy, ubiquitous connectivity, inexpensive cloud storage, digitised Smartworking® environments, tech-savvy start-ups, new workplace clusters, co-working organisations... **Technology isn't just changing the way we work; it's changing where we do it, and how we view it.**

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