



# BUZZI GAZETTE

11

2019 | MILAN DESIGN WEEK | NO BOUNDARIES

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**BUZZI  
SPACE**



## Make yourself at home in Milan

We're thrilled to be back in Milan for this year's Design Week, and to show our excitement, we've created a special BuzziGazette Milan edition.

Throughout the pages, we will dive deep into the importance of happy, healthy workspaces. People spend more time at work than at home. In fact, we spend between 8-10 hours a day with our colleagues—more time than we actually spend with our family. Therefore, we should provide people with the opportunity to create the same environment they live and work in at home while offering them the chance to choose: level of privacy, focus, and concentration.

To accommodate the varying needs of the modern worker, we touch upon the concept of microenvironments and share inspirational settings to meet, focus, gather, relax, and lounge that incorporates a range of furnishing, acoustic lighting and accessories.

Recognizing how sound affects our moods, well-being, and even productivity, we also zoom in on acoustic treatments in restaurants and meeting rooms. For instance, we invite you inside a 2-star Michelin restaurant in the heart of Milan—remember acoustics should never be an afterthought in any space.

HAPPY READING!



BuzziHub

# THE FOUNDATIONS for happy & healthy workspaces

Happiness is highly subjective. It's a feeling that comes in all shapes and sizes, so it would be wrong to think there's a single recipe for achieving a happy and healthy workspace. It is actually a mix of many factors.

#### ◀ HAPPINESS STARTS WITH GOOD ACOUSTICS

Many people work and live in open spaces which offer a high degree of flexibility and better possibilities for collaboration. However, this model may pose different challenges concerning privacy and concentration. This is where acoustics play an important role in the workspace.

Sound and environmental noise need to be perfectly balanced within the office setting as both impact employees' productivity and well-being. In order to meet the needs of modern privacy challenges, it is important to design spaces where professionals can choose according to their preferences.

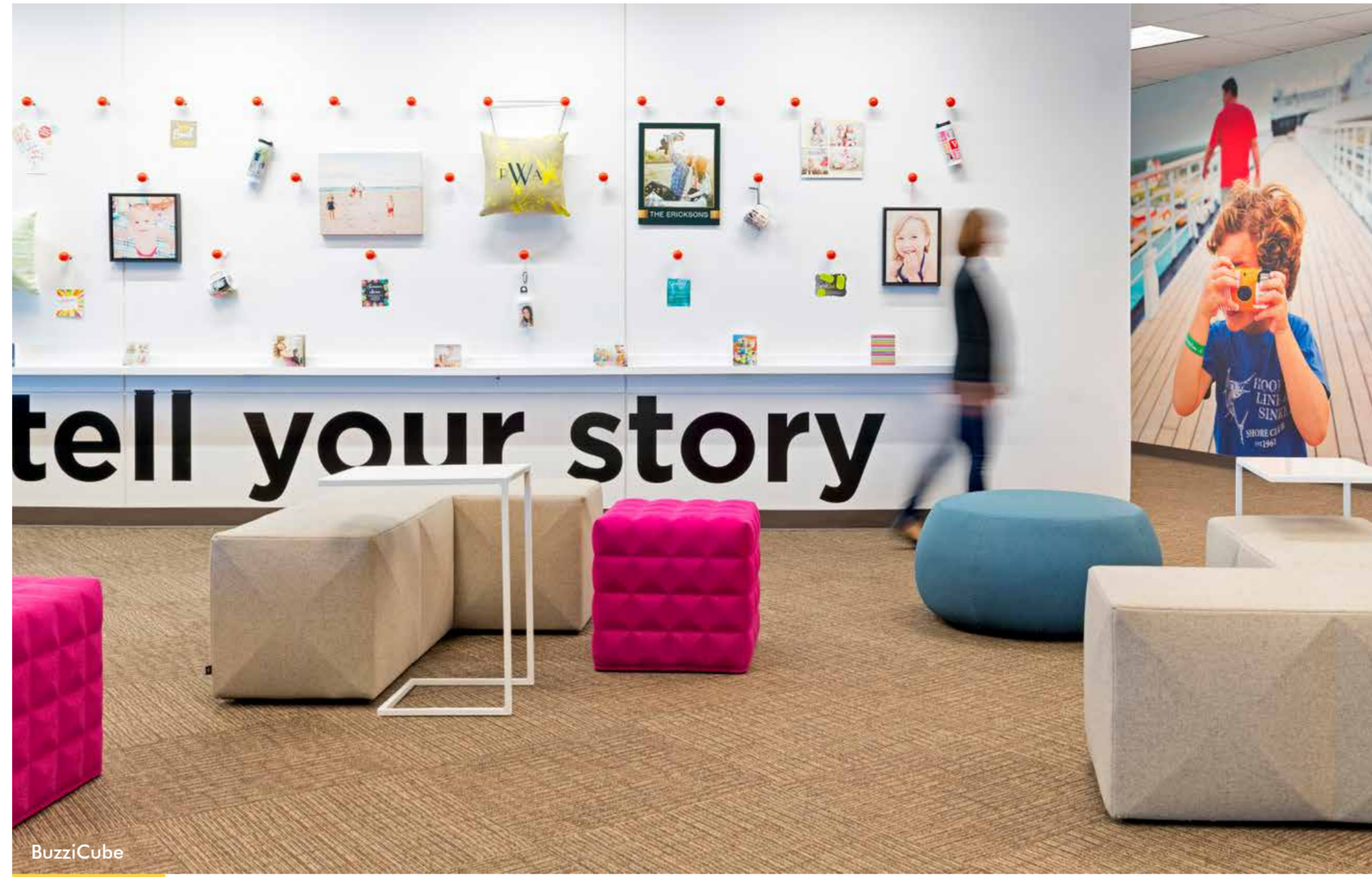


### LIGHT IT UP

The spaces in which we live and work should be places where we thrive. However, there are often several factors that negatively impact our well-being and happiness. These factors are poor sound control and light.

Many rooms that need acoustic treatment also need better lighting. Just because a space is already equipped, doesn't mean there are no opportunities to have a sound-treated room. With our solid expertise in acoustics, our noise-reducing lighting portfolio accommodates the demand for both sound absorption and light.

Now a meeting room can be well-balanced and ensure perfect speech intelligibility, while also being a distinctive setting within an open space.



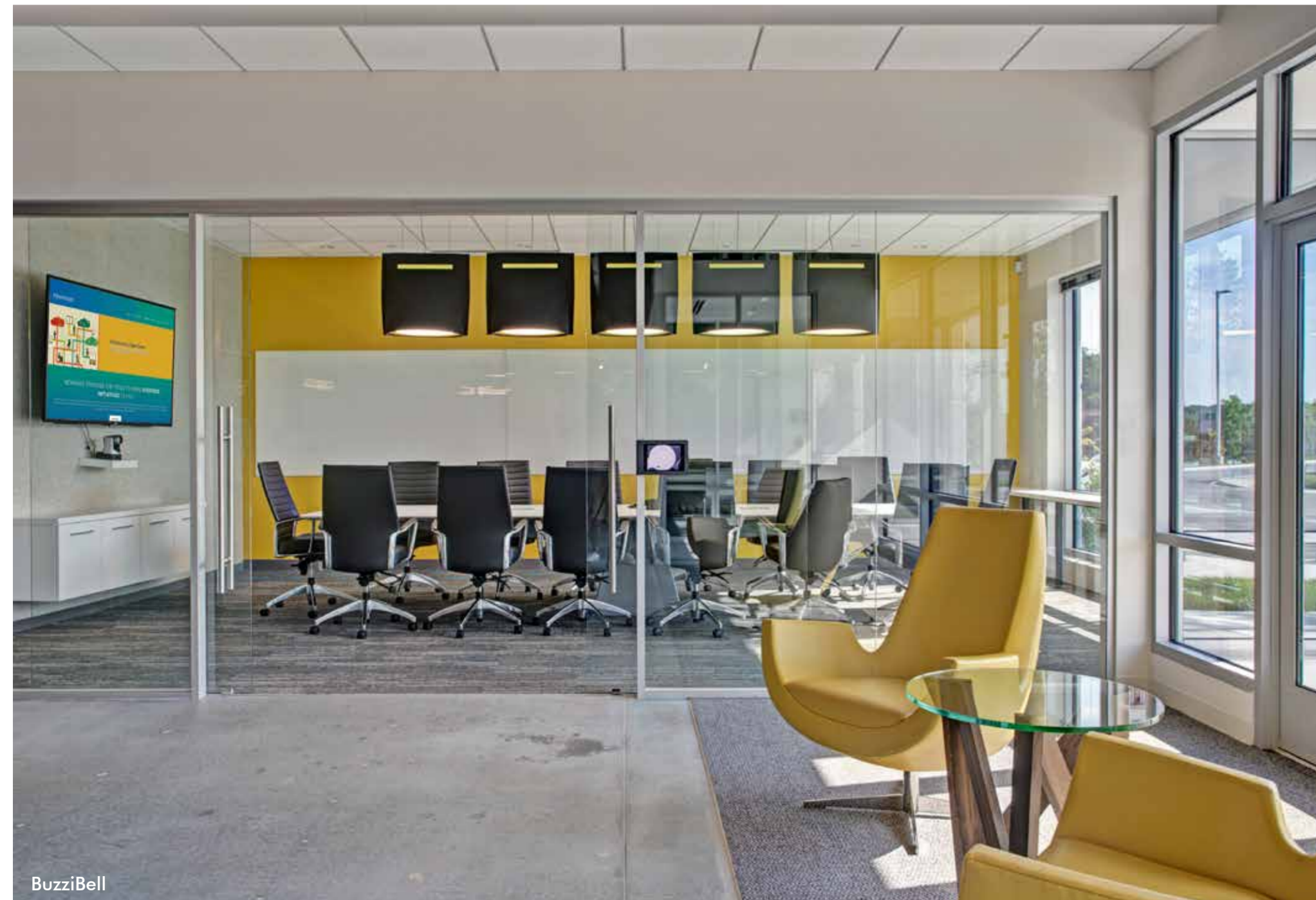
BuzziCube

### ENCOURAGE SOCIAL INTERACTION

Establishing a social environment and strong employee relations can also play a major role in creating a happy workspace. It's a matter of connecting people and encouraging employees to build relationships with one another.

We can achieve this by designing the working environment accordingly. You can stimulate social interaction in open spaces by creating microenvironments. They are small, distinct zones separated from their nearby environments by a variety of characteristics, such as level of privacy, lighting, type of seating and workstation.

In this case, flexible solutions can be easily rearranged such as BuzziCube or the more active BuzziBalance. There are plenty of opportunities to create spaces for stimulating communication or meeting spontaneously. Our acoustic designs were created for this mission. Create your ideal breakout zone and cheer it up with our striking color palette.



BuzziBell

### ADD A ZEST OF NATURE

Plants are one of the easiest ways to liven up a space. Don't like the maintenance? Choose our BuzziSkin Printed in different greens, BuzziPlant, BuzziCactus or BuzziMood.



BuzziMood





# What makes a modern lounge?

You find them everywhere—from airports, hotels, and malls to clothing stores and office spaces. The modern lounge is not just a place to sit and wait anymore. With the 1-year anniversary of BuzziSpark coming up, we met designer, Alain Gilles, to tell us how he designs for the modern lounge area.

## What should a lounge look like?

For me, a lounge space is an area in a company or hotel building where you will only spend a fraction of your day. I tend to compare it to that moment of the day when you take a break and have a coffee. It has to be an experience that recharges you and makes you feel good for the rest of the day. When I design a lounge, I want to create a relaxing experience that has a different atmosphere from the rest of the building.

## How did lounges evolve in companies, hotels, ...?

Over the last decade, lounge areas have evolved from being dull waiting areas to warm, welcoming spaces. They are now a way for companies to show that they care about people, customers as well as employees. It is also a way to define the image of a company or brand and stand out from the competition. As a result, boring waiting areas are disappearing, and being replaced by more dynamic multifunctional spaces. These will function as personal workspaces, informal meeting rooms, places to take a break or to eat and relax, and sometimes even as waiting rooms!

Thanks to the diverse functions lounges offer, they can be used all day long and improve the overall experience for everyone. For instance, hotel lobbies have now become a mix of co-working areas and lounge areas to chill and enjoy a drink or snack.



> BuzziHat

## What is the philosophy behind BuzziSpark designed as a lounge solution?

BuzziSpark was designed with the idea of lounging in mind, but also for exchanging ideas with your colleagues. Moreover, it is also an architectural piece. It has a great flexibility that can offer a lot of possibilities to architects when they are designing their own spaces.

The shields, the side panels on the sofa, can be placed in different directions to create a protection at different heights. So, one could use BuzziSpark with two shields on one side to create a loveseat, or with two shields in opposite directions. Using different models of BuzziSpark in a room can create an unexpected dynamic structure.

## Do you have particular lounges in mind when you design products?

It all depends on what you want to achieve in the space. I believe that society and the work environment in general have evolved enough in the last ten years to be able to offer a cushion and a comfortable sofa where people don't necessarily have to sit straight, and where they can indulge a little more without feeling guilty. With BuzziSpark, I want people to feel like they are in a little cocoon that's warm and comfortable, just like a big bulky sofa that people dive into when watching television or surf on their tablets. And don't forget to add that right spark of light that makes you feel at home. BuzziHat is the perfect solution for this. It combines a great light output, good noise reducing capabilities and a fun design. It has character and personality and can be easily combined with other furniture pieces in the space.



> BuzziSpark



# NEW IN

A sneak peek of the solutions we will be launching during Spring 2019. Join us for an acoustic experience and discover our solutions for happy healthy workspaces.



## BuzziDee

Meet BuzziDee, a pouf which stands out for its original shape. Its unique design, with rounded corners on top and below, comes in handy for your comfort seating. Firm but lightweight, it allows you to rearrange your setting as you deem suitable. It is available in 3 models: solo, solo large and trio. Get creative, play around with a bicolor version!

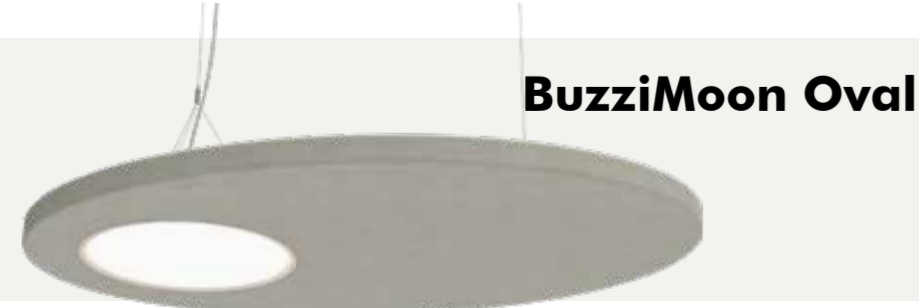


## BuzziDome

BuzziDome is a refined upholstered semi-dome shaped acoustic body. Combined with the LED light element on the inside, positioned slightly recessed, creates soft shadows to accentuate the crafted upholstery. The recognizable shape emitting functional light creates a homelike feeling to any workspaces and an elegant touch to any restaurant or hotel lobby. Wide in diameter and with an upholstered body, this solution absorbs undesired sounds combined with high-performance lighting.



## Recent launches







# INSIDE A 2-STAR MICHELIN RESTAURANT

## — A SOUND AND SENSORY EXPERIENCE

Behind each Michelin-starred restaurant, there is an enchanting and interesting story. The chef is the artist of the kitchen, creating unique and memorable dishes, while the atmosphere of the restaurant space complements the full experience. Join us inside one of Milan's historic restaurants, **Il Luogo di Aimo e Nadia**, to learn more about how good acoustics plays a crucial role in obtaining that pleasant atmosphere visitors expect.

### Where

Via Privata  
Raimondo  
Montecuccoli, 6  
20147 Milano

### Interior Design

Vudafieri-Saverino  
Partners

### Photographer

Santi Caleca

## DESIRE FOR MODERNITY AND ATTENTION TO TRADITION

This 2-star Michelin restaurant and contemporary hotspot recently presented a restyled interior lead by the architect studio Vudafieri-Saverino Partners (VSP). Thanks to their exceptional experience in developing new restaurant concepts, VSP stayed true to the history and the character of the place by defining a bright, intimate space.

The chefs, Alessandro Negrini and Fabio Pisani—both simplicity seekers and known for challenging trends—clearly conveyed their vision prior to the refurbishment, “We don’t like eating in restaurants that look like a computer store. We want a space that evokes warmth, even if it stays minimal. Japan is a good example.”

In the restaurant, VSP studio aimed to create a neutral, relaxing atmosphere with a focus on the gastronomic experience. Signs from the past convey a sense of continuity. The warm tones of canaletto walnut (solid wood) define the rooms, while the fabrics—reflective of Milan’s residential district—bring it all together. Wood also features around the windows, creating a framework around them reminiscent of the old houses in the district.



## THE RIPPLE EFFECTS OF POOR ACOUSTICS

Every restaurant visitor wants to enjoy a special meal and, at the same time, be able to carry out a normal conversation. However, creating an acoustically well-balanced space can be a challenge, especially in the hospitality sector.

In a report, “*Noise and its impact on the perception of food and drink*”, from the University of Oxford, Charles Spencer found that “both background noise and loud music can impair our ability to taste food and drink. It would appear that noise selectively impairs the ability to detect tastes such as sweet and sour while leaving certain other taste and flavor experiences relatively unaffected.”

Therefore, acoustic treatments should never be an afterthought, but the starting point for the design of any restaurant space, just like it was for VSP during the refurbishment. To meet the challenges of background noise, they chose to work extensively with BuzziProp LED and BuzziJet in different zones of the restaurant. This noise-reducing pendant light accommodates the demand for both sound absorption and light.



Discover more acoustic lighting solutions on our website [www.buzzi.space](http://www.buzzi.space)



# Be your own architect



## — CREATE & RECREATE MICROENVIRONMENTS FOR DIFFERENT NEEDS

Designing a workspace is not only about functionality. It's equally important to design for the well-being of employees to foster happiness at work. This involves providing professionals with a choice of where and how to efficiently work based on individual preference.

What if there existed a solution that could easily be rearranged according to employees' different needs? The good news is, there is!

HAVE A PRIVATE ONE-ON-ONE TALK



MEET WITHOUT WALLS

WORK APART TOGETHER

KEEP YOUR FOCUS

The office is often a melting pot, a place where people of different backgrounds, generations and personalities come together—all expecting that their requirements for the workplace be met. Some want complete silence and privacy, while others prefer an open environment fostering collaboration with easy access to co-workers. For some, there's actually such a thing as "too quiet".

With BuzziBracks—the latest flexible and modular system, you can create your own microenvironments to focus, collaborate, lounge or meet! Dive in and uncover a mix of happy and healthy workspaces. Just because there is no one-size-fits-all solution, doesn't mean there aren't still plenty of opportunities to create the ideal workplace, one that's both fun and productive for all, whether you're 20 or 55.

COMBINE FOR YOUR NEEDS





## A case study on meeting rooms

# Solving acoustic problems

Meeting rooms have become fixed inventory in almost any workspace. Apart from the typical furnishings, there is one other common denominator for most meeting rooms. Poor acoustics. Looking at a recent client case, we help you get started by touching upon the basics of acoustic measurements and suggest possible solutions.

### GETTING STARTED

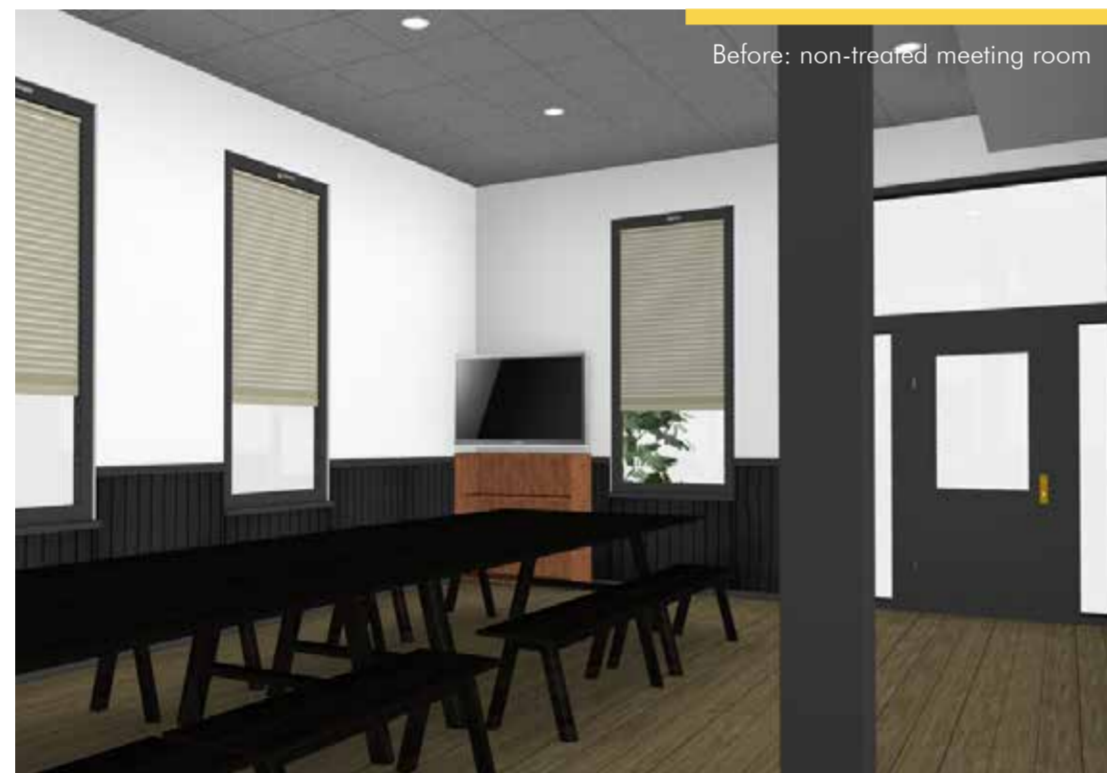
To get started, you need to have a floor plan and room specs at hand. Apart from the specs of the room, there are a few other pieces of information you need to gather to find the best solutions:

- What are the building materials (e.g. concrete, wood, and glass)?
- What are the number of people in the space?
- What is the activity of the space (focus area, meeting room, lobby, etc.)?
- Is there any existing furniture in the space?

### CLIENT BRIEFING

We received the following briefing from our client along with renders of the space.

- Length: 9,20 m | 30.2 ft
- Width: 5,41 m | 17.75 ft
- Height: 3,60 m | 11.83 ft
- Volume: 179,17 m<sup>3</sup> | 6341.47 ft<sup>3</sup>



### ACOUSTIC MEASUREMENTS: WHY, WHAT & HOW?

To find the most suitable solutions for your meeting room—or any other space—it's crucial to measure the actual reverb time. It will help you better determine where to apply acoustic solutions rather than placing them randomly.



> BuzziSpace RT60 app

Try measuring the reverb time in your space with the **BuzziSpace RT60 app**. It allows you to simulate acoustic improvements by adding sound-absorbing furniture. Download the app in the App Store, available for both iPhone and iPad, and the user manual in the download section.

### CHOOSING THE RIGHT ACOUSTIC SOLUTIONS

Measuring the actual reverb time in the meeting room, it is higher than the recommendations.

Taking a closer look at the results from the acoustic measurements, we conclude the need to apply solutions that balance low and high frequencies. Otherwise, we will not reach the recommended reverb time.

#### — Wall-mounted absorbing materials

To prevent sound waves from bouncing back and forth against the walls, we're proposing wall-mounted sound-absorbing solutions, e.g. BuzziBrickBack, BuzziBlox.

And to further reduce sounds traveling through the space, BuzziFalls is a great option as they help spread sound transfers evenly in the space.

#### — Soft, porous furniture

When proposing solutions, keep in mind the activity of the space. This is a meeting room and must be setup accordingly.

Rather than keeping the wooden benches at the conference table, we propose to replace these with more soft furniture, e.g. chairs with a soft core. With an upholstered seat, BuzziBounce offers a comfortable seating experience while absorbing excess noise.

#### — Ceiling elements and free-standing pillars

To bring down the high frequencies to the recommended level, we propose adding a few additional elements, e.g. BuzziPleat.

Finally, free-standing acoustic pillars like BuzziTotem will help diffuse sounds with its soft edges while the upholstered acoustic foam body, without interference from a structural frame, absorbs sound in its entirety.



> BuzziBlox, BuzziBounce & BuzziFalls



> BuzziBrickBack, BuzziTotem & BuzziPleat

### TYPICAL CHALLENGES

Based on past experience, we've come across a range of challenges when treating acoustic issues in meeting rooms. Some of the most common are:

- **Hard surfaces** (floors, ceilings, walls, glass)
- **Hard, non-absorbing furniture** (plastic, screens)
- **Typical small space** where sound easily bounces back and forth
- **Reverberation** from AV equipment

### The result is clear!

The new acoustic measurement provides us with an acoustic rating within the recommended reverb time. The low and high frequencies have been adjusted to an acceptable level, resulting in a well-balanced space with good acoustics.

▶ Read the complete case study and learn more about noise reduction on our website [www.buzzi.space/noise-reduction](http://www.buzzi.space/noise-reduction)



A woman stands against a green background, wearing a bright yellow, long-sleeved, pleated dress and matching yellow heels. Instead of a head, she has a large, textured, orange cylindrical lampshade hanging from above. She is holding a matching yellow handbag. The overall aesthetic is surreal and artistic.

# Expect the unexpected

NO BOUNDARIES

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[www.buzzi.space](http://www.buzzi.space)