



BUZZI GAZETTE

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2018 | ORGATEC | NO BOUNDARIES

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healthy
workspace

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•BUZZI
SPACE

**We invite you to
experience**

the world of
BuzziSpace

Discover how we work and think differently, and the philosophy that has been fueling our 10-year journey, "Happy and Healthy Workspaces".

Inspired by ecology, we dive into the concept of microenvironments to create happy, healthy workspaces that answer the differing demands within a working environment while balancing sound, light and air. It's a comprehensive approach that incorporates a growing range of solution-oriented furnishings, acoustic lighting and accessories.

Have a look inside this Orgatec edition. We've packed it with lots of inspirational settings to work, focus, relax or meet – including a great number of the latest solutions for happy, healthy workspaces.

Browsing through the pages, you will also get the chance to meet some of our talented designers and discover the vision that is nourishing their bold designs.

**HAPPY
READING!**



FOUNDATIONS

for a happy and healthy workspace

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 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 with 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.



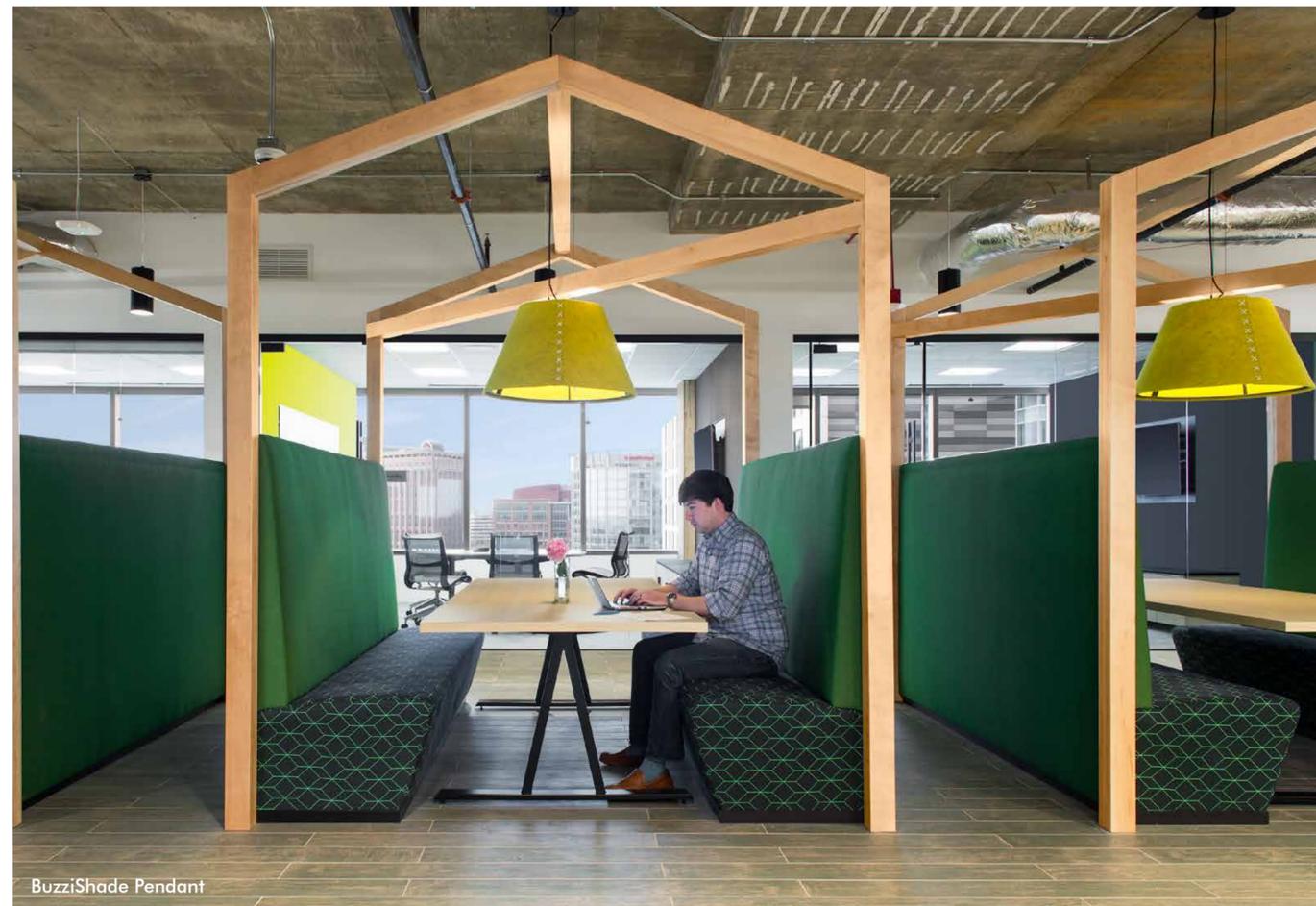
BuzziCube & BuzziScreen

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.



BuzziShade Pendant



BuzziSkin Printed

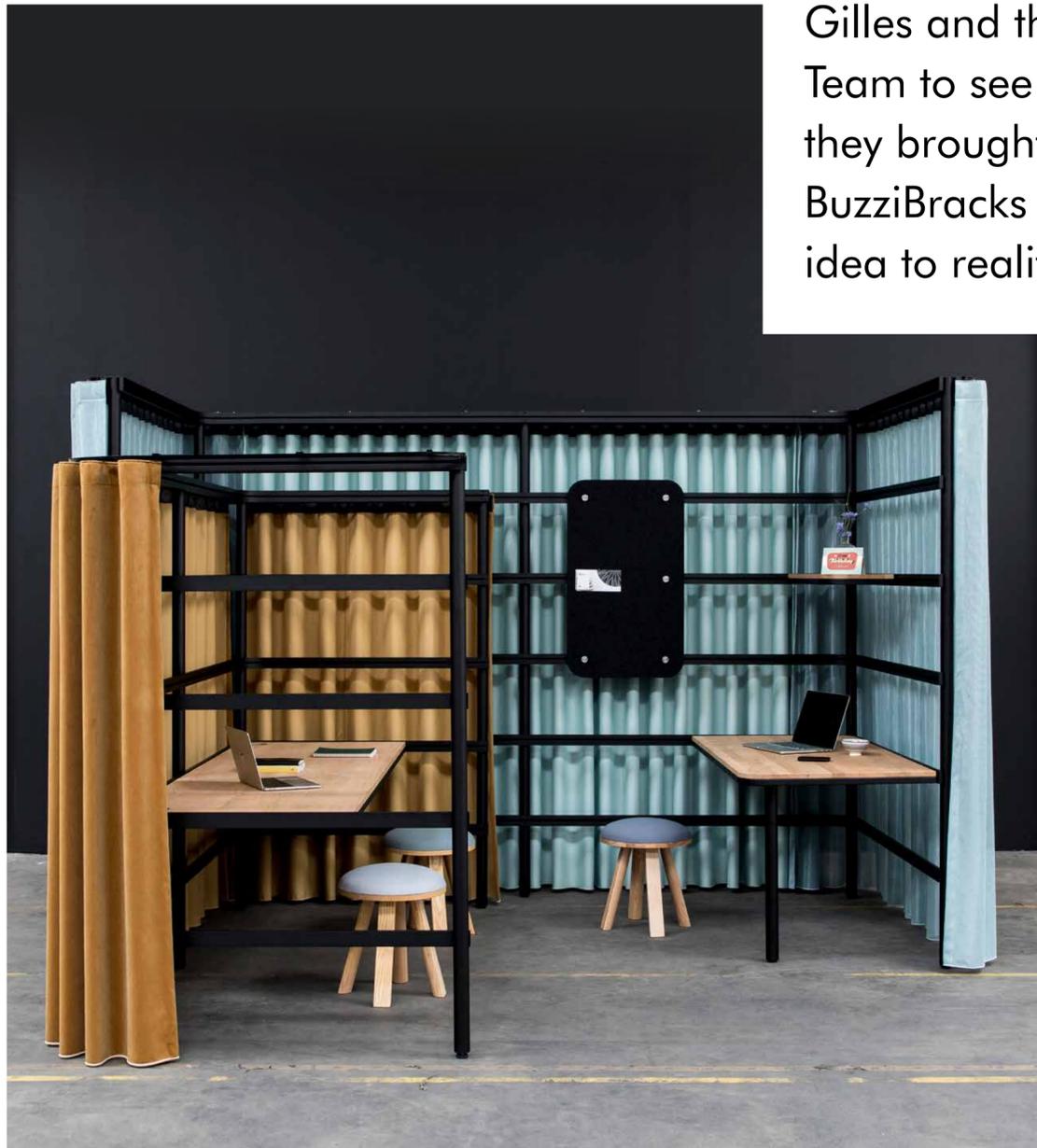
ADD A ZEST OF NATURE

Plants are one of the easiest ways to liven up a space.

Don't like the maintenance? Choose our BuzziSkin Printed in different greens, BuzziCactus or our newest BuzziMood, launching at Orgatec 2018.

A room within a room.

To accommodate the need for flexible, new ways of working, BuzziBracks found its way to the drawing board. Join us behind the scenes with designer Alain Gilles and the Team to see how they brought BuzziBracks from idea to reality.



What is the story behind BuzziBracks?

Rarely design ideas arise out of the blue, and the idea for BuzziBracks didn't either. Alain explains, "The original concept for BuzziBracks actually originated while we were working on another product for BuzziSpace, BuzziSpark. Back then, we discussed emerging trends for the workspace, looking into the dynamics of teams collaborating and what elements are needed in a space to accommodate new ways of working together. BuzziSpark launched, but we felt that we could do more, and following BuzziBracks was brought to life."

"In fact, BuzziBracks means 'in between brackets'. It was created to act as a shield surrounding you, as a protection while still remaining lightweight. It is a free-standing module that has curtains, providing the user with the flexibility to combine transparent with non-transparent curtains and open or close them as needed for privacy", says Alain and continues, "Thanks to the dynamic framework of BuzziBracks, it can be used as a stand-alone, empty room which you can furnish yourself, or as a plug-in system allowing people to use specially-designed accessories for BuzziBracks—from bigger items, such as tables, shelves and sofas, to smaller ones like coat hangers and pin-up boards to make it lively and more functional."

Please tell us about the development process, from the idea to reality?

Alain begins, "Throughout the development process we went through several stages; experimenting, concept and feasibility testing, prototyping and evaluation. And these aren't even all the stages. However, common for all of them was that we were in close conversation with the BuzziSpace team." Stijn, Product Management Leader, elaborates: "We had several interesting sparring sessions concerning the desired functionality of BuzziBracks. For instance, would it be flexible walls in a room or would BuzziBracks be the room in itself? How are we solving a problem? How will users interact with it? We really aimed for going all the way and especially the range of accessories is evidence for this."



However, the accessories are not the only proof as the extensive options of curtains also show the ambitious scope of this new product. Eva, Product Manager, says, "Since the initial conversations with Alain, it was clear that curtains were the way to go due to their versatile nature. Using these as a means to close the zone and create distinct areas is a new way of dividing spaces."

An ambitious project like this doesn't come without challenges—especially the prototyping phase was quite a test. "For the first time ever, we used a full metal and aluminum structure for a BuzziSpace product, and as if this weren't enough, we had to create it custom. Consequently, this resulted in additional co-development for the rail and curtain systems with one of the suppliers," says Walter, Product Development Leader, and continues, "Also, the plug-and-play aspect for the worktops, shelves and all the other accessories were a challenge. Everything had to be flexible and easy to install. However, all the hard work paid off. We're now looking at the finished product, and we're very proud. Mission accomplished."

How is the balance between function and aesthetics?

Alain contemplates for a moment before he answers, "BuzziBracks is an extremely functional piece with a clear aesthetic vision. It's a product which you have to experience in a space to grasp the full extent of it. From a functional perspective, BuzziBracks is a response to the way people engage and interact with one another in a space. Everyone can create their own area—either for meeting, calling, focusing or collaborating. Stijn adds, "I have always wondered: Can we make something, allowing people to arrange their own office, move the walls, open them to interact with the outside world and close them again for creating a focused space? And now, BuzziBracks answers this question."

Yet, this new kid in town is not only destined for workspaces. "There is really no limit to the settings in which you can use the dynamic framework thanks to the range of structural and curtain options and accessories. Anyone specifying this new solution has enormous freedom of choice, which makes BuzziBracks the perfect fit in a world of No Boundaries," concludes Stijn with the rest of the team and Alain nodding agreeingly.



BuzziBracks is a response to the way people engage and interact with one another in a space.

— Alain Gilles

ORGATEC in a nutshell

A sneak peek at the solutions we will be showcasing at Orgatec 2018 in Cologne. Join us for an acoustic experience and discover our solutions for happy healthy workspaces.



BuzziMe Low

BuzziMe Low packs modern comfort and sound control into a structured, contemporary lounge chair. Unlike the private cocoon-like form of its predecessor, BuzziMe Low offers a more open and welcoming seating alternative, ideal for public spaces. With a lower back and less articulated wings, the new silhouette has been pared down to encourage intimate conversations without encapsulating barriers.



BuzziFalls

The original room divider, BuzziFalls has been updated to include a number of new bold patterns - from biophilic to geometric designs.

Designed to tackle the challenges unique to open-floor plan environments, BuzziFalls, a collection of floating, decorative panels with acoustic benefits, is an elegant art piece and room-dividing solution in one. With five new patterns; Parrots, Tropics, Palms, Dots and Grid, you can create the unique atmosphere you're aiming for.



BuzziSpark

BuzziSpark invites you to relax and observe in silence what happens in your surroundings. The magic of BuzziSpark lies in the allure of the unknown – the surprise of not knowing who you'll meet around the corner. Available in different configurations ranging from one to three seaters.

BuzziNordic ST900

Vintage-inspired furniture should not be limited to the indoors. The BuzziNordic ST900 Collection gives you the opportunity to upgrade your outdoor space with a Scandinavian look and feel. Choose among several models; a single armchair, a matching ottoman and a daybed, all built on a frame of solid hardwood, suitable for the outdoors. Each style is fitted out with upholstered cushions in a variety of indoor and outdoor weather-proof fabrics and foam, so you can enjoy the open air year-round.



BuzziBrickBack Architectural

This architectural, sound-absorbing wall brings blank walls back to life. Made of multiple layers of sound-absorbing BuzziFelt, this easy-to-install solution reduces high-frequency tones, while creating visual interest with its tactile, linear pattern. The versatile surface can also serve as a bulletin board to tack up memos, notes, photos and inspiration.



BuzziMood

Let your imagination run wild and create your own graphic wall art. BuzziMood is an acoustical wall solution that offers the possibility to combine materials found in nature with upholstered pads in a range of different fabrics and geometrical shapes. This blend mitigates noise and serves as a natural air humidity indicator too when mixed with moss panels. Choose between two moss colors, a light and dark green, to create varying degrees of contrast against the metal frames. As the name suggests, this acoustic solution will undoubtedly lift up your mood in any setting.



BuzziBracks

BuzziBracks found its way to the drawing board to answer the need for flexible, new ways of working. In open spaces, this modular unit system can be combined in numerous ways to create different areas – to work, focus, relax or meet. The curtains, available in a wide color palette, act as a visual as well as an acoustic shield from the surroundings, separating one zone from the other. Combine transparent with non-transparent curtains and open or close them as needed for privacy. Be your own architect and continuously create and recreate microenvironments within open workspaces.



Cory Grosser + Associates

is a multi-disciplinary, boutique design agency that implements beautiful design for the benefit of commerce and culture. Founded in 2002 by American designer, Cory Grosser, CG+A's approach drives creative strategies for brands and engaging narratives for people. The Pasadena-based studio has collaborated with many top American and International brands on projects in the fields of: architectural design, furniture and product design, design strategy and creative direction.



When an opportunity comes along, grab it – whether it be in business or in life! Los Angeles-based designer, Cory Grosser, didn't hesitate for a moment when he got the opportunity to collaborate with BuzziSpace, and neither did we. The feeling was mutual. To introduce you to our new designer, we met with him for a talk about design and of course his latest product, BuzziMood.

From the very first years and up until now, BuzziSpace has collaborated with both upcoming and established designers to develop products and ideas that match the DNA of the brand – each contributing with a unique design language that sets their products apart from the others.

Speaking another language

As a new designer to the team, the conversation naturally started out by Cory sharing his vision on design.

“If I had to label my style as a designer, Californian Minimalism is probably the most fitting tag. It's a way of designing that's very clean and pure, reducing nonessential elements. But, it isn't as cold or sterile as some minimalism can be. Rather, it brings warmth and explores simple geometric shapes that are easily understandable to the viewer.”

Turning to BuzziMood, the product translates this design language to reality. The graphic composition of BuzziMood and the various shapes allow people to create and recreate their own theme, experimenting with soft curves and edgy squares depending on the ambiance they want to create.

“As a designer, empathy is crucial. It's about understanding and transforming how people feel in a space. Of course, functionality is important too, but nothing beats putting a smile on people's faces.”

— Cory Grosser



Create and respond

The inspiration for this new product came from different sources, but primarily as a response and alternative solution to spaces in which acoustics suffer. As such, BuzziMood is very functional. It helps mitigate noise to create a more focused and balanced space while serving as a natural air humidity indicator. But, functionality isn't a stand-alone objective for Cory.

“Design is about emotion too. As a designer, empathy is crucial. It's about understanding and transforming how people feel in a space. Of course, functionality is important, but nothing beats putting a smile on people's faces! It's the same vision that has been fueling the design process of BuzziMood. We continuously asked ourselves the question: How can we make people feel better at work? And really, BuzziMood is a manifestation of the answer to this question. It's fun and versatile. You see people touching it and it immediately makes them smile.”

With these final words, we are inviting you to experience BuzziMood first-hand. Choose your favorite shapes, materials and fit it into your space to feel the difference! Remember, no more moody days, only all smiles!



Light + Silence

1 BuzziJet

This cylindrical design allows sound waves to bounce back-and-forth within the radius of its circular body, and in turn mitigates noise. Its soft presence evokes a majestic sense of serenity. Concealed inside the body, a powerful light source emits warm, pleasant light.

3 BuzziProp LED

Reminiscent of the tubular shape of a propeller, BuzziProp is an aerodynamic design with sound absorbent capabilities. With its minimal design, BuzziProp allows your mind to travel to an uninterrupted and balanced space, for improved concentration, productivity and focus at work.

2 BuzziMoon

BuzziMoon offers the best of both worlds; highly functional general lighting embedded in a proven acoustic ceiling solution. One of the first acoustical lighting solutions that are equally performant on lighting as on acoustic level.

4 BuzziChandelier

Make a statement with your lighting by opting for the BuzziChandelier. A contemporary take on the classic chandelier. The perfect way to add atmosphere and dissolve noise.

5 BuzziLight Mono

The BuzziLight Mono makes a design statement with just one color of BuzziFelt and its fun design. This acoustic light houses an LED bulb, offering soft light and soft sound.

7 BuzziShade

BuzziShade prevents eavesdroppers from hearing your private conversations and reduces external noise levels to a minimum. BuzziShade is a fantastic addition to any office, waiting room or restaurant, designed with large-scale settings in mind. Be creative by adding a layer of colorful fabric to the BuzziFelt shades.

6 BuzziPleat LED

Traditional fashion design techniques, like smocking and pleating, are reinterpreted with sound-absorbing BuzziFelt to create large architectural folds, which maximize surface to deliver exceptional acoustic performance.

9 BuzziBell

Stretching the BuzziFelt to its limits, BuzziBell is recognized by the harmonious curve of its bell shape. Its design adds softness to a room with the textural look of felt and a delicate, diffused light source or high performance LED engine.

8 BuzziZepp LED

BuzziZepp LED is an impressive shield of light, offering acoustic control. The suspended design was conceived by designer Alain Gilles as an "imaginary island" to visually delineate and bring a sense of tranquility to large open spaces.

10 BuzziHat

Its unique design, combining an upholstered part with a metal shade is bound to steal the attention in any space. Mix colors of your choice and match the fabric of BuzziHat with the color of your furniture to create an impeccable setting.

ACOUSTIC SESSIONS

How do **acoustics** contribute to **happier and healthier** workspaces?



Acoustics play an important role in the workspace. Sound and environmental noise need to be perfectly balanced with the office setting as both impact employees' productivity and well-being.

So, if you are interested in expanding your knowledge about acoustics and their impact, our BuzziSpace booth at Orgatec is definitely the place to visit!

We will have daily sessions, hosted by our very own Global Acoustic Ambassador, Daniel Verlooven. In an engaging keynote session, Daniel will explain how important acoustics are key for a happy and healthy workspace.

Daniel is touring around the world to spread the word on the importance of good acoustics in workspaces. He shares his expertise and knowledge by providing support and recommendations for the development of acoustical products for BuzziSpace. His role includes establishing test reports, developing measuring apps and calculating the performance rates of the BuzziSpace acoustical portfolio. With his seminars, Daniel trains interior designers, acoustical engineers, dealers and architects on complex acoustic matters.

Tuesday to Thursday

at 10:30 AM / 11:30 AM / 4 PM

Friday

10:30 AM / 11:30 AM

Please note, these sessions have limited capacity. If you want to join, ask our front desk if there are any spots available.

Don't have much time, but eager to learn more about it? Experience the power of acoustics in our two Acoustic Rooms.

Hall 10.2

Stands P040 N041 & P050 N051

Discover the world of BuzziSpace

“SILENCE IS NOT A LUXURY”

BuzziSpace creates solutions for happy and healthy spaces around the world. With a mission to improve well-being through human-centric design, we provide original acoustic solutions, lighting and furnishings to meet the needs of the modern workplace—and beyond.

2007

Founded in Antwerp, BE

10
TEN YEARS OF
HAPPINESS
AT WORK

66 AWARDS
IN THE PAST 10 YEARS

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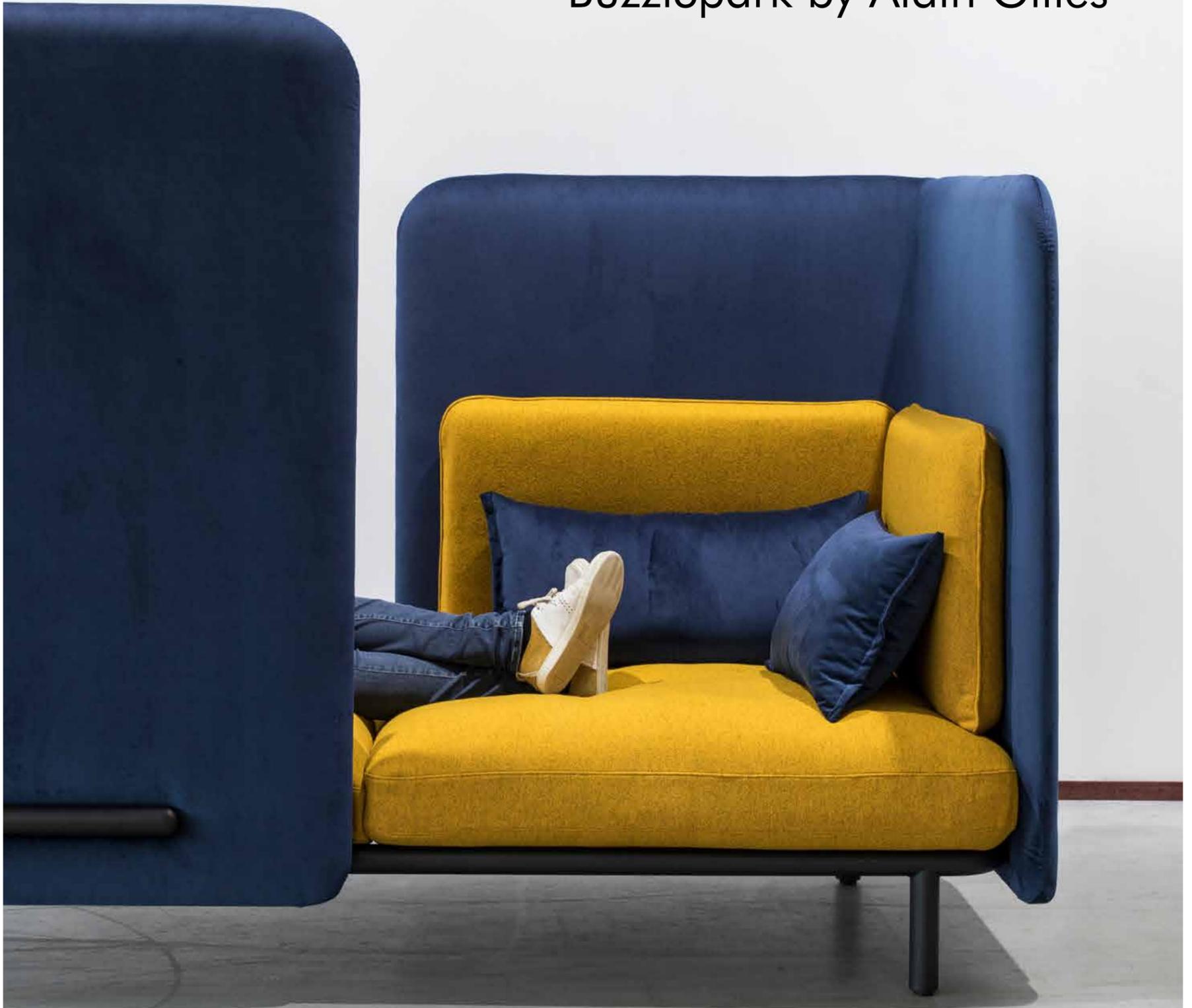
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Stay in touch and receive monthly stories on acoustics, happy and healthy workspaces, events and product launches, sign up now via

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A comfy escape with a twist

— BuzziSpark by Alain Gilles



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