

4 QUESTIONS TO ANSWER BEFORE YOU REDESIGN YOUR PUBLIC SPACE



What do you know about the people who visit your space each day of the week? Who are they? What do they want to accomplish when they walk through your doors?

While these may not be the first questions on your mind in the furniture decision-making process, their answers unlock the door to a design with real purpose — one where everyone who walks through

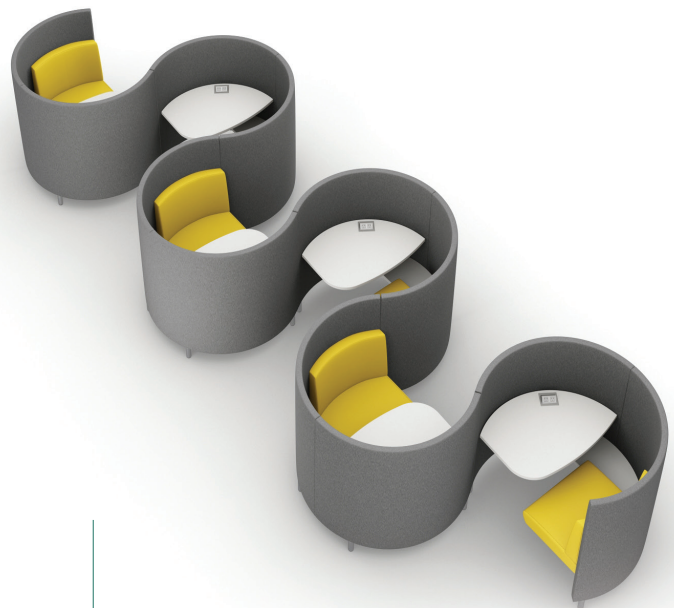
your doors can relax, read, think, create and tune out the noise of today's busy world.

You aren't just making decisions about the chairs, tables, desks and shelves that will shape your space. You're studying the motivations, the desires and the behaviors of the people who fill it. Consider yourself an anthropological researcher, and ask these four questions before you redesign your space.

1 HOW WILL YOU BLOCK THE DISTRACTIONS?

Each day, the hum of outside interference grows louder. We hear the buzz of mobile phones and the whispers of coworkers. We see physical advertisements on the walls and rotating display banners at the top of our computer screens. We smell the coffee brewing in the room next door and the cologne scent the neighbor is wearing. No matter where we turn, the noise of sensory overload can feel overwhelming.

The right furniture design holds the key to turning the volume down. The chairs and couches we sit in, the desks and media centers that bear the weight of our mobile devices, the shelves and stands that hold our books and artwork — these are not simply about looks. These pieces of furniture play pivotal roles in masking the outside interferences that impede creative processes. They support our senses, acting as a doorkeeper to ensure warmth, comfort and calm.



Go in a group, or go it alone. With these high-back surrounds, the only focus is the task ahead.

2 WHAT CAN YOU DO TO CREATE COLLABORATIVE ENERGY?

Working together doesn't happen just by sitting next to each other. The furniture inside your space will determine how employees or customers can share ideas, offer feedback and peer through each other's perspectives. Those feelings of comfort and calm do more than block out distractions from individual work. They are also the key ingredients for a collaborative atmosphere.

Whether you're outfitting a library, a boardroom or a hotel lobby, approach your furniture selection with the aim to help your audience see eye-to-eye — literally. From booth seating that supports a communal feeling to high-back surrounds that deliver an air of intimacy, the right furniture decisions lead to better communication and increased participation.

Sharing ideas starts with sharing space. Give each group a chance to feel closer together.



Connect in-person and connect virtually. With the flexibility to add a touchscreen and multiple user data options, our Elements Media Center is equipped to deliver the digital details your audience needs.



3 WHICH SUBTLE DETAILS CAN YOU NOT AFFORD TO SACRIFICE?

The furniture you select will play on a team with many other players. The lighting, the layout, the upholstery — the list of additional details inside your space is long. As you make decisions on which pieces will live inside your space, you must determine the other artistic elements that will elevate the experience in your space.

In addition to aesthetic features, every space must account for today's technological demands and fine details. Today's students and workers are accustomed to virtual learning and collaboration, and each space needs to provide the digital solutions that will connect people in different time zones who speak different languages. This

requires looking beyond the basics of power sources and bandwidth needs to consider how technology will evolve in the next decade and what those changes will mean for the way your audience interacts.



4 WHERE WILL YOU FIND YOUR FUNDING?

It seems like one of the most overwhelming challenges facing underfunded institutions: where will the dollars come from to pay for all this furniture and all these design changes?

However, there are plenty of opportunities to secure sponsorships that will cover the costs of transforming your space. Before you begin outlining your plans for an overhaul, think of which brands and organizations will benefit from increasing awareness among your captive audience. This is their chance to align with your mission, and that can be a powerful tool for their own customer engagement strategy.

Of course, you don't want to turn your exquisite space into an advertisement. As you pursue potential financial backing, be sure to balance the desire for money with your primary goal: creating a place where everyone feels comfortable enough to be creative.

Put your partners on a pedestal. The right approach to sponsorship can raise funds while fueling your environment's success.

NEED HELP FINDING THE ANSWERS?

At Agati, we've been using our anthropological approach to furniture design since the 1970s to deliver some of the most acclaimed industrial design plans in the educational field. If you're searching for help in rethinking and reshaping your space, we'll be here to help guide you through the design process.

Visit our Testimonials page to see how our answers have paid off for our partners.

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