

CITED:
 "GREED IS NOT A
 FINANCIAL ISSUE.
 IT'S A HEART ISSUE."
 —ANDY STANLEY

2015 IIDA Leaders Breakfast in New York

Each year, the **IIDA** Leaders Breakfast in New York delivers talks about bravely challenging the unknown and the countless forms it can take in the context of design. 2015 keynote speaker **Paola Antonelli**, senior curator of Architecture & Design as well as Director of Research & Development for **MoMA**, focused her talk on many new frontiers the discipline of design is examining. Her curatorial perspective on the ways design impacts the daily lives of all of us came across as equal parts analyst and humanist, thinking and feeling.

FULL STORY ON PAGE 3...



Magnuson Group Carves a Niche Market in Sustainability

As interior designers wade through the specification process for their projects, all areas of spec'ing are not created equal. Some furniture categories steal the show, and for a variety of reasons others are neglected. Ancillary furnishings and other support accessories often find themselves in the latter group, but designers also have the opportunity to more fully shape a space through these smaller details. **Magnuson Group**, a family owned and operated company headquartered in Woodridge, IL, is carving a nice niche for itself in what it calls "support furnishings" by giving designers choices in waste and recycling solutions.

FULL STORY ON PAGE 9...



KI has Big Plans for NeoCon

KI has a well-earned reputation in the industry as a bit of a maverick that enjoys the freedom that not being so easily categorized brings it. Officeinsight Publisher Bob Beck sits down with **Shawn Green**, vice president of Design and Product Marketing at KI, to discuss KI's new products planned for launch at NeoCon 2015 and to get a glimpse the product development strategy of the company.

FULL STORY ON PAGE 16...





Photography: courtesy of Magnuson Group

Magnuson Group Carves a Niche Market in Sustainability

by Mallory Jindra

As interior designers wade through the specification process for their projects, all areas of spec'ing are not created equal. Some furniture categories steal the show, and for a variety of reasons others are neglected. Ancillary furnishings and other support accessories often find themselves in the latter group, whether it's because those items were accidentally overlooked, were not accounted for in the budget, or were not specified because interior designers couldn't find the companies and products they needed.

But designers also have the opportunity to more fully shape a space through these smaller details.

Magnuson Group, a family owned and operated company headquartered in Woodridge, IL, is carving a nice niche for itself in what it calls "support furnishings."

The company was originally co-founded by **George Peterson** in 1925 as Vogel-Peterson, specializing in coat racks and garment storage. A few transitions along the way eventually led to the family starting the Magnuson Group name in 1982.



GREENCLOUD planters: a family of suspended and freestanding floor or surface-mounted planter pots for either indoors or outdoors under cover. By Group Mermelada Design Estudio, Barcelona, Spain

products



Picapau Stool: a series of three-leg, wood-based interior ergonomic high and low stool seating. By Industrial design and architecture team of Andrea Radice and Folco Orlandini, of northern Italy

Now, through its many partnerships with small-scale family European design companies and a top-drawer customer service operation, the business is growing. Last year at NeoCon, it debuted 75 new products, and in 2015, it will add 35 new product offerings. Its customer service wing will double in size this year as well.

Now in its fourth generation of family ownership with Chairman **Peter Magnuson**, Magnuson Group continues to expand its offerings in 25 product categories, including: waste receptacles, shelving, outdoor waste receptacles, planters, stools, poster display, information and graphic display, IPAD display, brochure and leaflet holder, magazine racks, hooks and hangers, coat trees, coat racks, desk accessories, umbrella stands, pictor showcases, occasional tables, foot rests, moveable screens, mail sorting equipment, crowd control, ashtrays, message board, CPU carts, and division 10.

“This product is never going to be the biggest part of a project, but it’s all



Ona Coat Rack: lineal wood wave-like, wall-mounted hat, coat and garment racks. By furniture and interior designers Montse Padrós and Carlos Riart



Magnuson Group President Kelly Quackenbush and Chairman Peter Magnuson

products



The Team At Magnuson Group



My Personal Recycler: a sleek, low-scale contemporary mini-system for waste collection at the desk, working alongside people to support their daily efforts to live sustainably. By industrial designer Luisangelo Cozza



UMEA waste receptacles

we do," said Magnuson Group President **Kelly Quackenbush**. "It's what we focus on and research and hone."

Waste receptacles, of which Magnuson Group has 20 families, now represent the largest volumes in the company, followed by coat racks and visual communications products. And while the receptacles product category might fail to make designers swoon, Magnuson Group is working diligently to transform it into something attractive that designers want to care very much about.

"It's garbage, but it's also sustainability," said Mr. Quackenbush.

"Recycling standards and goals are constantly shifting, and end users often have very specific ideas about how they want to handle recycling."

He noted that over the past three-to-four years, designers who want to have their fingerprints throughout the entire space are increasingly specifying waste and recycling receptacles.

"A lot of this product is off the radar," said Mr. Quackenbush. "We've grown a lot, but only where we can find early adopters. Most design projects still don't have receptacles in them, but we feel that is changing."

Interior designers are Magnuson Group's primary target audience, and the company listens to and works closely with interior design firms to better understand what they need, what the market is missing, and what could be done better. In some instances, the partnership goes even further.

In a unique relationship with interior design firm **Whitney Architects**, Magnuson Group collaborates with **Q Design**, a product development group within Whitney made up of six people, half of whom are interior designers. Magnuson Group's **UMEA** waste receptacle line is one result of the collaboration.

Endless customization options for its waste receptacles allow Magnuson Group to provide interior design-

ers with a unique solution for clients looking to update their recycling and trash practices, whether it be a college campus, mall or workplace.

“Once our type of product is spec’d on a project, it often then becomes the standard for the entire company, campus, or space,” said Mr. Quackenbush. “When it comes time to update the items over time, in a refresh project for example, or if the company is saying it wants to figure out its approach to waste management, our product is an excellent solution for standardizing their efforts.”

Magnuson Group also works with dealers to make a space move-in ready. In addition to proposals for specification, it provides a list of additional items not in the spec, but necessary for move-in. And with no order minimums, the range of projects the company accommodates is endless.

At NeoCon 2015, Magnuson Group will show 35 new products, including outdoor seating and tables, a family of planters, coat racks, and new finishes for many products, most notably 3M’s DI-NOC for application

on its steel products. Outdoor seating and tables will be a new venture for the company.

“Outdoor seating is still a niche product, but it’s getting dangerously close to mainstream,” said Mr. Quackenbush. “In our outdoor furnishings, we want to focus on great, punchy design, pops of color, and a great price point.”

The **CELES Table** is a minimalist European-design. It is an unusually durable auxiliary contract table suitable for exterior use, in a choice of three heights and four finish colors. And **OM BASIC** is an exterior armchair also suitable for interior applications. Available in a choice of six colors, OM BASIC was designed to be weather-proof and is 100% recyclable.



VALUTA waste receptacles at Emory University in Atlanta, GA



a group of three minimalist European-designed, unusually durable auxiliary contract tables suitable for exterior use, in a choice of three heights and four finish colors. By Industrial designer Victor Carrasco of Spain



SLOPE waste receptacle at Citrix in Raleigh, NC

products



Also on tap this year is **CREPE**, a new family of freestanding plant pots for use either indoors or outdoors, in a choice of two heights and two widths.

Magnuson Group's showroom at the Merchandise Mart is on the 11th floor. Best of luck to the team at NeoCon! ■



CREPE Plant Pots: a new family of freestanding plant pots for use either indoors or outdoors, in a choice of two heights and two widths. By industrial designer Victor Carrasco of Spain



OM Basic: an exterior armchair also suitable for interior applications, in a choice of six colors. OM BASIC was designed to be weatherproof and is 100% recyclable. By industrial designer Martín Azúa of Spain