delve

JULY 2024

Craftsmanship



contents

JULY 2024 V52



ANYTHING BUT BASIC: Bold+ is celebrating a 25-year legacy with a brand re-launch and dishing on all the "extras" that are coming along with it, for a customer base that includes some of the biggest corporations in America. Featured on the cover: custom Group M live edge group table.

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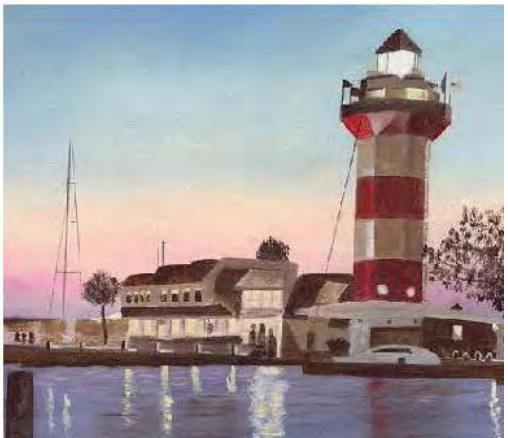
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By AnnMarie Martin

MICHELLE KEIB ART

OIL PAINTINGS | INTERIOR DESIGN | @MICHELLEKEIB







BACK TO BASICS



As you read through this issue you'll see us using this play on words a lot, as our focus this month is that of craftsmanship—which is of course the foundation or "the basics" of our industry.

It's the nuts and bolts of your world as creatives: wood carving, textile weaving, iron welding and more. These are the arts that ground us and add the human touches to the spaces we love. We can "see" and "feel" the stories of the men and women behind the products and interior elements they result in.

So what a dichotomy it is that they themselves are anything but (basic). Especially our cover subjects, Bold+, the craftspeople of which I could see toiling away in their facility in Muskegon, MI, right behind those I was interviewing for this story. It's one of success, the willingness to evolve and the joy (and hard work) found in that process. Head over to page 23 and read it for yourself before I give too much away.

And by the way: TREND ALERT! If I've learned anything from putting this issue together, it's that metals are HOT right now. From the work being done at Bold+ to Versteel's trademark Studio Steel® process (page 17) and back over to Iron Age Office (check out our Material Spotlight on page 15), it's a lesson in the beauty of simplicity. Isn't it typically the case in life that we *think* we need more than we actually do?





IMAGES: Bold+ craftsmen hard at work.

Guilty as charged over here.

But kudos too goes out to the team over at My Resource Library who knew *exactly* what was needed for Delve magazine. What an honor it has been to be handed the reigns to this publication, one that serves, in my eyes, as the cornerstone for the MRL community, and what a testament it is to their respect for you as readers.

We've got some exciting changes planned for these pages that you'll see roll out as we finish up 2024 and move into the new year. But my hope is that you'll always use Delve as a homebase: a spot you can come back to and check in on what your colleagues across the board are developing, struggling with, and celebrating. Not to mention that our social platforms will also serve as a place to continue that conversation. Get started by following us over on Instagram @delvemag.

I hope you enjoy this first issue that I'm overseeing, but more than that I hope it helps you, even if only in some small way, do your job more effectively this month. And I'm always open to any thoughts, suggestions or even (and I mean this sincerely) criticisms. Reach out anytime at AnnMarieM@hellofromsloan.com

Happy reading!



Introducing Framery Smart Pods

Our new line of smart pods have been designed to make every part of your workday easier — from effortlessly locating and reserving pods to maximizing productivity throughout your day.



Discover more
on our website at
frameryacoustics.com

framery

If we're known for anything in this industry, it's how to have fun—and learn a little something while we're doing it. This section is dedicated to all the ways you're building up your teams with impromptu nights out, family get-togethers, award show dinners, factory tours, and much more. Here's a little snippet of what everyone has been up to lately.

Enjoy finding those familiar faces you might recognize from your travels and business dealings and as always, thank you for all the submissions! Keep them comin'!

We've also included a couple other opportunities to keep the fun going (check out page 8) and acknowledge just a few of the wildly talented professionals out there that we are always following.

If you'd like to be featured in the next Keeping Connected column of Delve magazine, please send high resolution imagery of your group, with proper identification of each individual (name and title), with location and approximate date of the gathering to Abby Koesterman at abby@myresourcelibrary.com.

SPOTTED



NOLAN BRANDS

Washington D.C.

Nolan Brands enjoying the Candela Awards with Landscape Forms, Land Design, and MCLA.

SPOTTED

TIM O'NEIL AND ASSOCIATES

Columbus, OH

From exploring innovations at industry events like NeoCon and factory tours, to giving back at fundraisers and fostering connections at gatherings, Tim O'Neil and Associates stay informed, engaged, and dedicated to bringing the best solutions to their clients.





JSA Design Resource Group

Chicago

JSA Design Resource Group kicking off summer right at the Summer Solstice 11th Floor Showroom Crawl in Merchandise Mart with Christina Libby of Safco Products!

JSA hopes to see you in Safco's newly renovated showroom soon!

WINNER WINNER!

As spring rolled into summer this year, we partnered with Configura to bring you our first CET Design Challenge for MRL's dealer designer network. Participants were tasked with creating a 2,000-sq.-ft. rendering of a collaborative space, using extensions from the following 18 manufacturers, all in CET.

3form
Allermuir
Botton + Gardiner
Clear Design
Indiana Furniture
JSI
Stylex
Three H
Watson
Loftwall
Davis
DeskMakers
Fōmcòre
FUNC
Groupe Lacasse
Simii
Narbutas
Snowsound

Entries were judged by Kari Anderson of Tech Box; Alexandra Tseffos from The Design Pop; Kaylie Tucker of Konvergent Design. Taylor Howes with Right Size Facility came out on top, walking away with an $800 gift card and a paid registration fee for CET Experience in October.

Featured here are a few of Howes' designs, as well as those of second place winner Caitlin Sherman (Forward Space), who received a $500 gift card, and third place winner and proud holder (spender?) of a $300 gift card, Bri Hickmon (Evo Business Environments).

Stay tuned for information about next year's challenge to roll out in early 2025.

THE JUDGES TAKE:

"Taylor's rendering had well balanced light levels making the space bright but not overly lit. Technical abilities were displayed with the use of CET architectural levels, stairs, and railings. Incorporating the exterior of the space with the interior space helped to tell the whole story of the project, not to mention that great furniture applications make renderings look inspiring."

Taylor Howes | Right Size Facility





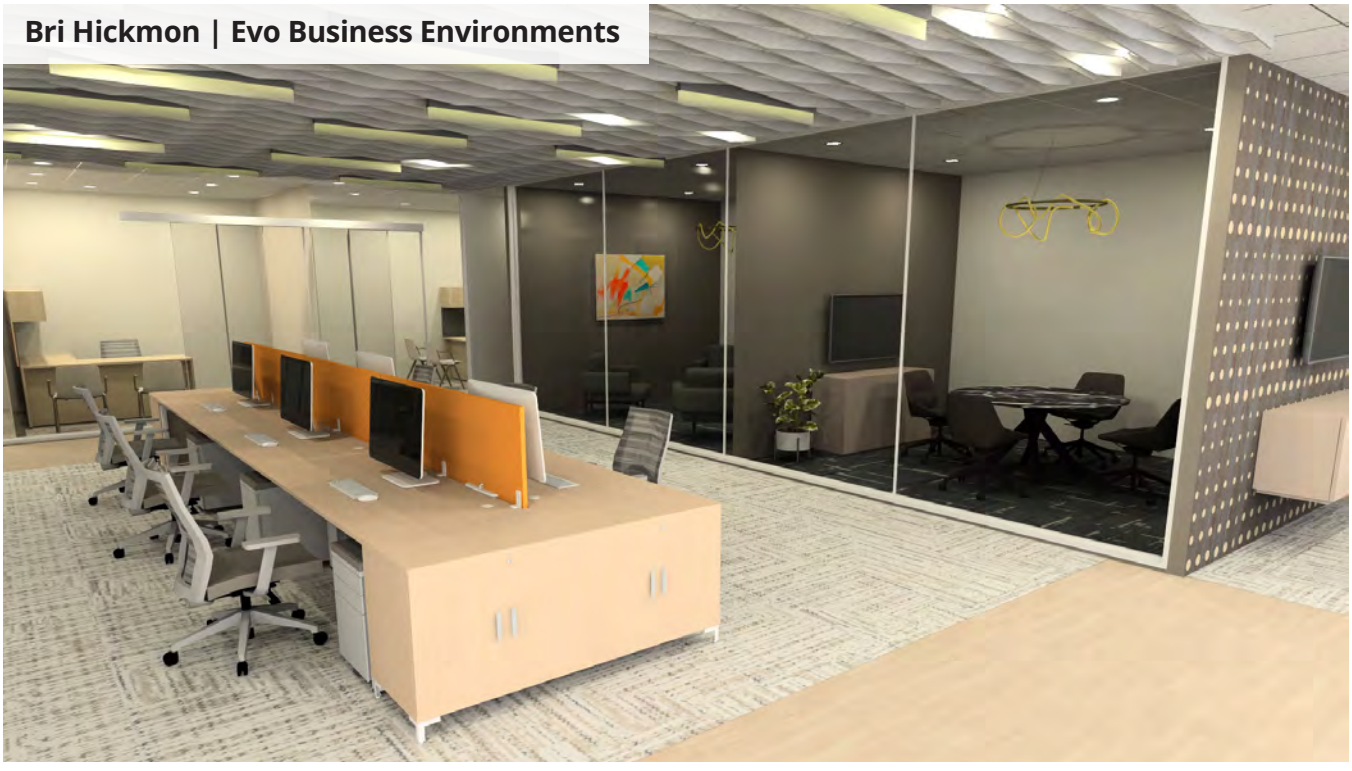


WINNER WINNER!

Caitlin Sherman | Forward Space



Bri Hickmon | Evo Business Environments



MY RESOURCE LIBRARY AND SLOAN PARTNER TO LAUNCH 2025 DELVE SERIES NETWORKING EVENTS



My Resource Library is proud to partner with SLOAN, a renowned PR agency specializing in design and architecture, to announce the introduction of the Delve Series of networking events in 2025, the first of which is scheduled for February.

These exclusive gatherings are set to redefine industry engagement by offering intimate, "un-tradeshow" environments that foster meaningful connections and inspiration among design professionals, industry thought leaders, and manufacturers.

The Delve Series will kick off in Scottsdale, AZ, Feb. 23-25, 2025, at Hotel Valley Ho. This debut event will cater to professionals in the healthcare and senior living markets, bringing together key stakeholders for two days of networking, knowledge exchange, and strategic insights.

Then the Delve Series moves to Chicago in September 2025 for its second installment. This event will focus on workplace, addressing the evolving needs and trends shaping the modern office.

The Scottsdale and Chicago editions will provide invaluable opportunities for professionals to explore emerging trends, forge strategic alliances, and gain fresh perspectives on the future of design in their respective markets. The Delve Series invites participation from design professionals, industry leaders, and manufacturers eager to engage in forward-thinking discussions and explore innovative solutions. Each event will feature curated sessions, interactive workshops, and networking opportunities tailored to the unique dynamics of its targeted market segment.

For more information on how to attend or sponsor, visit **https://delveseries.com/**.

> "This promises to be a game-changer in how industry professionals connect and innovate. These events will be where relationships go to thrive."
>
> — Jeff Carlson, Principal at My Resource Library

OFGO STUDIO



INTRODUCING:

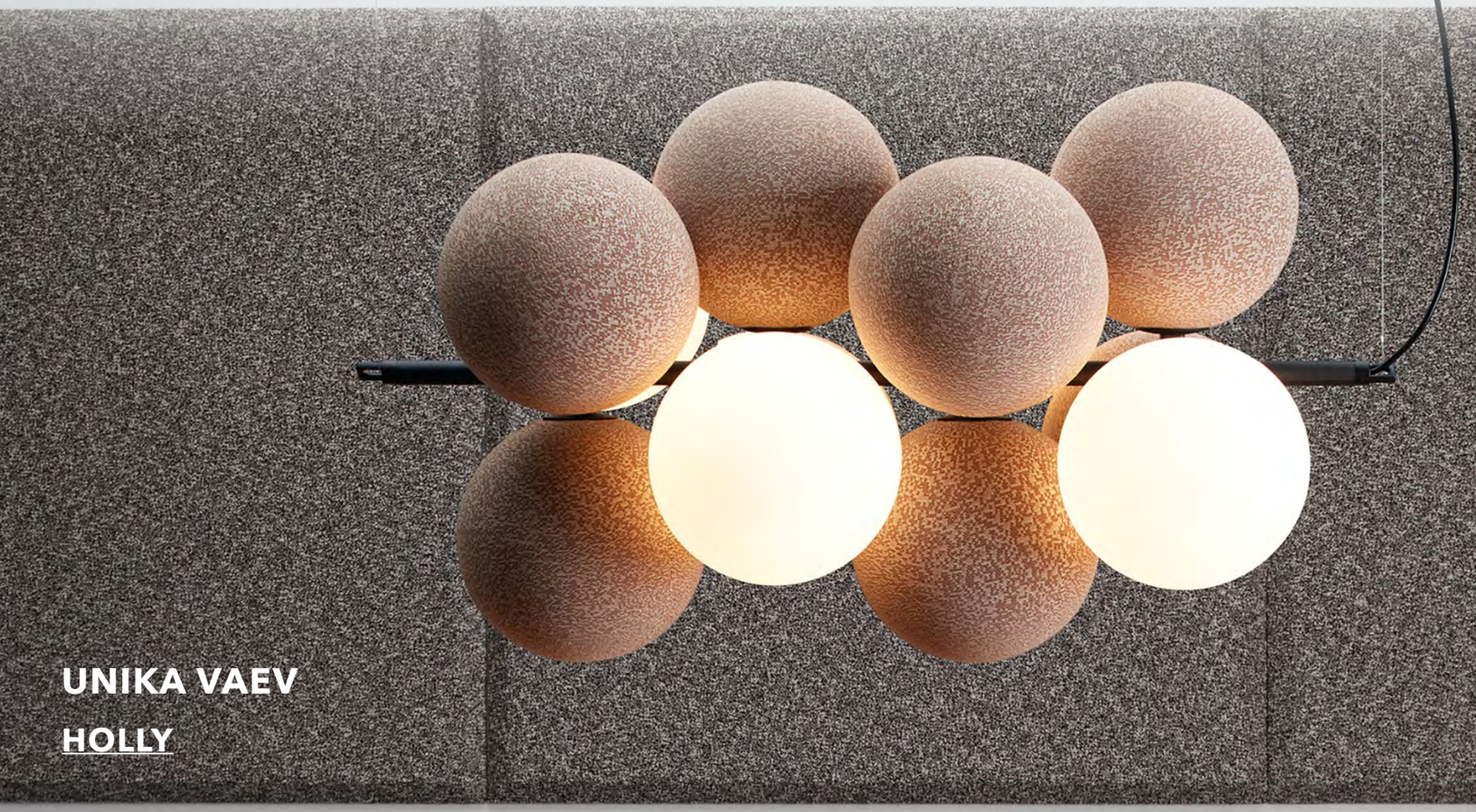
SAVOY™

Artfully crafted for the evolving workspace, our latest collection SAVOY integrates height adjustability and thoughtful storage solutions. With a minimalist design and executive elegance, SAVOY will help elevate your workspace to extraordinary heights.

CLICK TO LEARN MORE

Here are some of the products we're loving this month,

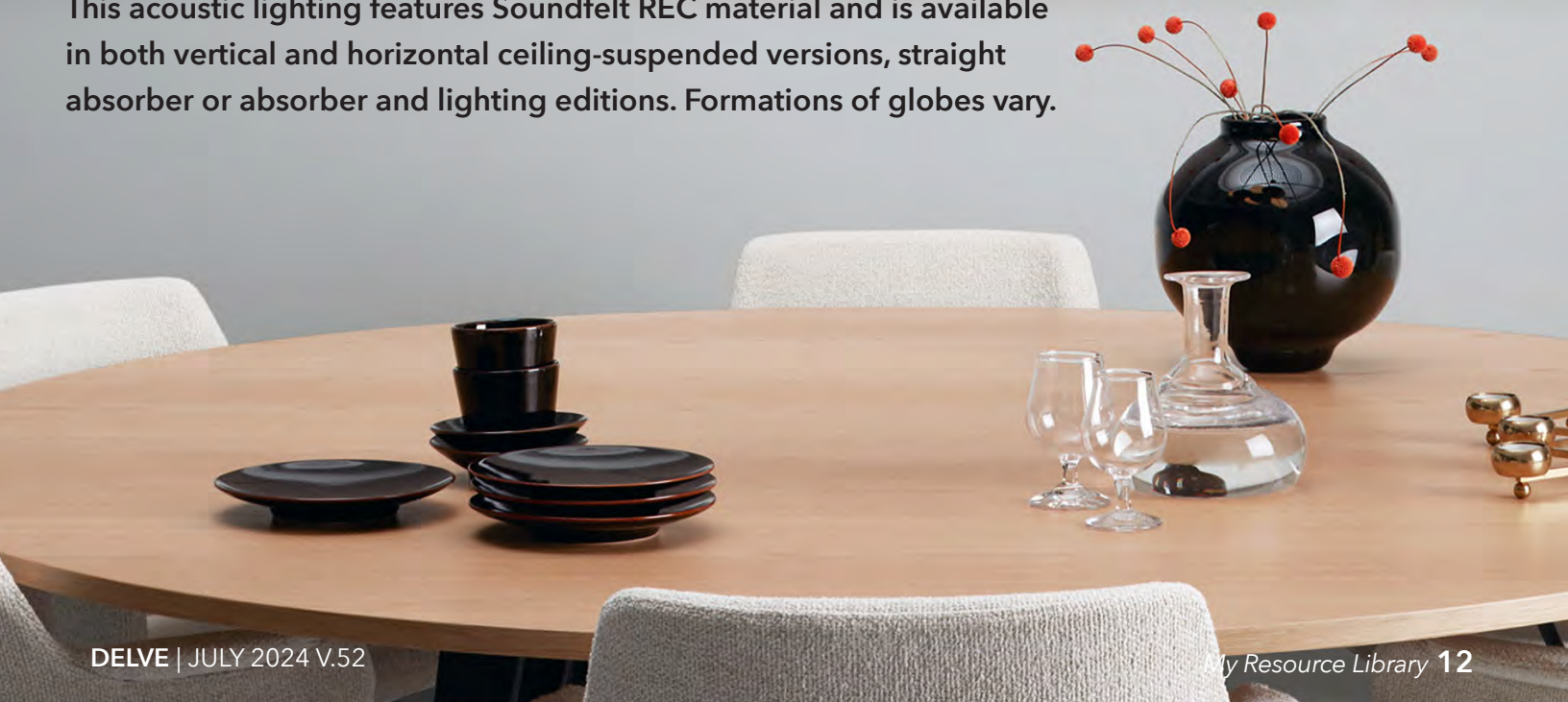
straight off the My Resource Library shelves. From wood to metals and more, these companies know how to craft one-of-a-kind pieces that take your projects to the next level.



UNIKA VAEV

HOLLY

This acoustic lighting features Soundfelt REC material and is available in both vertical and horizontal ceiling-suspended versions, straight absorber or absorber and lighting editions. Formations of globes vary.





OFGO STUDIO

ARRIVE

The bold simplicity of shapes and angles in Arrive from OFGO Studio makes an impactful first impression in reception areas. Stacked layers create a floating top appearance and LED light accents can be added for even more star power. Arrive offers a generous amount of workspace, as well as privacy to enhance both comfort and productivity. Available in "L" and "U" configurations.



VIA OUTDOOR

SIERRA.015

Relax in style with Via Outdoor's Sierra.015 collection chaise lounge. Bent 18 mm diameter pipes with hot-dip galvanized steel and hollow interior achieve the modern form, dispersing heat in the summer and avoiding freezing in the winter. Designed to be bolted to the ground, with glossy or satin finishes.



KFI STUDIOS

UMAGE

The Conversation Piece Umage armchair from KFI Studios comes in a variety of wood finishes for the solid oak frame and shades for the 100% recycled polyester upholstery. Crafted by KFI partner Umage Copenhagen, a winged (pictured) and lounge version is available.



MANTRA

ELLIS

The Ellis benching system for desking from Mantra boasts an unfettered creativity with its solid maple pegboard privacy screen. Wood and steel come together in a 2-, 4-, 6- or 8-pack for back-to-back installation and width stretching from 48 in. to 72 in. Optional power and data solutions are available as well as a felt screen divider.

OFF THE SHELF



BOSS DESIGN

MEWS

Look out for Mews, coming soon from boss design. These chic pods offer the function and flexibility today's workplace needs, featuring air quality, temperature and lighting controls that create the perfect setting for intimate collaborative sessions, no matter if face-to-face or via video conferencing. Varying levels of detachment from an open office can be utilized from an absent wall, to Kvadrat curtains, to complete enclosure.



BLU DOT

BULLY

The Bully lamp from Blu Dot is nothing like its namesake—dimmable, endearing, and small but mighty. Handstitched leather, handblown glass, and a frosted dome come together for the biggest little design pop a room could ask for. Max wattage is 25W or equivalent CFL or LED bulb. It stands at 18 in. high.



NIENKAMPER

PATKAU HUT

Patkau Architects has designed the Patkau hut for Nienkamper—a quiet, comforting enclosure that allows for undisturbed work or conversation. Providing just the right degree of visual and acoustic separation with natural materials and colorful panels, it is a completely original addition to any office.



TUOHY

MEICH

The Meich tables from Tuohy feature a sleek, slim profile that shows wood can also be beautiful in a more delicate format. All three pieces are triangular in shape and the legs have removable access panels for cord management from the floor to the work surface. Available for QuickShip, as well as three different heights and two wood types.

MATERIAL SPOTLIGHT: IRON

BY IRON AGE OFFICE



Over the past century,

the rise of industrialization and mass production has overshadowed the meticulous processes that defined true craftsmanship in America. We have witnessed first-hand how this invaluable tradition has faded. The push for efficiency and uniformity has led to a decline in the appreciation for the skill and artistry involved in creating high-quality products. We are committed to reviving this lost art, celebrating the unique beauty and enduring value of craftsmanship in our country.

GENERATIONAL SKILL AND TRADITION...

At Iron Age Office, our artisans draw on skills honed over centuries. This generational transfer of knowledge is vital to maintaining the high standards that define our craftsmanship. Each piece we create reflects years of experience, a deep understanding of the craft, and requires patience, precision, and an intimate connection to the materials. The spirit of each of our artisans is embodied in each piece they make.



...WORKS OF ART

When a product of high-level craftsmanship is completed, it transcends its utilitarian function. At Iron Age Office, we view each piece we create as an artistic expression of vision, skill, and dedication. Every handcrafted desk, table, or shelf is a unique creation, distinguished by the natural variations in the raw materials and the individual touch of the craftsman. These products are not just practical items; they are visually stunning works of art, making each piece a cherished possession that showcases the enduring value of quality craftsmanship.

Getting to Know: Design Theory



Lead by owner Tye Hindle, Denver-based Design Theory supports how you imagine a space, captures all that potential, and translates it into a beautiful reality. They create design-driven furniture solutions by bridging architecture, design, and furniture, currently representing Allermuir; Decca; Denver Modern; Gandia Blasco/Gan Rugs/Diabla; Here/Now Design; Masaya; Nevins; RAD; Senator; Thonet/Falcon in Colorado, Utah, and Wyoming.

Hindle has more than 20 years of experience in the industry as dealer principal to business development manager for major manufacturers. Services from Design Theory include manufacturer liaison; A+D product solutions, specifications, samples, displays, CEU's and pin-ups; dealer product sampling, demo's, presentations, specifications, and overviews; bid package documentation.

We sat down with Hindle to learn more about what makes Design Theory tick:

Delve: Tell us a little bit about how your rep group got started?

Tye Hindle: It's been over six years now since founding Design Theory and after having a great career working for furniture manufacturers, I noticed a gap in underrepresented, design forward, furniture manufacturers. It seemed as if there was a lot of "basic" out there but not enough cool and beautiful. Design doesn't have to be expensive, so it was an easy decision.

Delve: How has the company changed over the years?

TH: Since 2018, as workplace furniture cooled down, we have re-focused on a stronger, design-centric business model, focusing on more hospitality style furniture, luxury brands, rugs and outdoor furnishings.

Delve: What do you think is the secret to your rep group's longevity and success?

TH: Keeping a close eye on European trends, becoming a resource to the design community, and providing sustainable, well thought out collections by manufacturers that love what they do.

Delve: What makes you most excited about working in the contract and hospitality industry?

TH: Partnering with key architectural, design firms, and ancillary furniture specialists that inspire and harness that wow factor!

Delve: How do you think your group will evolve over the next 5-10 years?

TH: I think it is very important to continue to support diverse, creative designers and find minority-owned manufacturers who need a pioneer.

Delve: If you could use just one word to describe your rep group, what would it be?

TH: HUSSLE.



METALWORKING: A LESSON IN PRECISION AND INNOVATION



Versteel takes a look back on how it's come to achieve a reputation of exceptional metal artistry.

BY JAYME BUECHLER,
CREATIVE MARKETING SPECIALIST, VERSTEEL

Through its steadfast dedication to precision, innovation and durability, Versteel has established itself as a leader in the creation of high-quality metal furniture, consistently delivering products that meet the highest standards of excellence. To do so, they strive for the following three pillars:

1. PRECISION ARTISTRY

At the heart of Versteel's success is its unwavering dedication to metalworking as an art. Each piece of furniture is crafted in their Indiana-based facilities and is a testament to the skill and passion of their artisans. Utilizing advanced technology and cutting-edge machinery, they achieve remarkable accuracy in every component they produce. Meticulous attention to detail ensures that every piece fits together seamlessly, providing both aesthetic appeal and structural integrity.



Versteel's artisans are not just metalworkers; they are the artists who transform raw materials into beautiful, functional pieces that are also practical and can enhance any environment. Perhaps the best example of this lies with their Maker Project collection.

From tables to seating, whiteboards and lighting, this line utilizes Versteel's trademark Studio Steel® process, a handcrafted technique that leaves telltale signs of welding and assembly—a true exhibition of each piece's inherent materiality and the making process. The Maker Project boasts simple aesthetics, handmade impressions and robust construction, representing their appreciation for elemental, authentic pieces that work well in a variety of spaces.



The-Maker-Project

2. INNOVATIVE DESIGN

With a focus on a legacy of steel, Versteel continually pushes the boundaries of design with collaborations that result in a diverse range of furniture catering to various tastes and preferences. Here are two great examples:


Zayn

QDESIGN
CHICAGO

When designing Troupe tables, seating, and Zayn seating, this firm was inspired by the captivating potential of steel in architecture. Using steel as the primary medium, they worked with Versteel to create standout pieces. Troupe, which encompasses multiple table styles and seating solutions, features a formed, inverted leg that balances strong lines with subtle curves. Zayn blends the modern beauty of metal with the natural charisma of bent ply.

LUCCI & ORLANDINI
MILAN

SIMON and TOD were both born from the design-forward thinking of Roberto Lucci and Paolo Orlandini. The lightweight tubular frame is curved into itself, creating a striking profile while exponentially reinforcing its strength and integrity. SIMON seating has a Flex Motion design with synchronized seat and back movement to deliver proven comfort. TOD tables include modesty options and integrated wire management. Both products can be configured to nest and stow as needed.



Troupe-QuantaMax



3. SMART MATERIALS

In addition to their focus on quality and innovation, Versteel is committed to sustainability, utilizing steel fabricated in the United States with 95% recycled content. They understand the importance of responsible manufacturing, building products in a manner that promotes a safe and healthy environment for everyone. Their primary component, steel, is one of the most recycled materials in the world. Pre- and post-consumer recyclability is one of its most valuable properties, saving precious raw materials and significant energy consumption for future generations.

Versteel's sustainable practices extend beyond manufacturing. They are also dedicated to fostering a culture of sustainability within their organization by supporting initiatives that promote environmental stewardship.

In a world where quality is often sacrificed for quantity, they remain dedicated to producing metal furniture that stands the test of time. By staying true to their core values and continuously striving for excellence, Versteel has set the bar high for quality and innovation in the industry.

For more information about Versteel's exceptional products and services, visit their website at www.versteel.com.



PBR TEXTURES: THE SECRET TO STUNNING DIGITAL RENDERINGS

BY RIVERSTONE

In the ever-evolving world of commercial furniture, manufacturers are continuously seeking ways to enhance their product offerings, captivate their customers, and stay ahead of the competition. One powerful tool that has gained significant traction in recent years is the use of PBR (Physically-Based Rendering) textures. These simulate the way materials interact with light, resulting in remarkably realistic and immersive digital representations of furniture pieces.

PBR textures are created by capturing the intricate details of a material's surface, including its color, roughness, and reflectivity. This data is then used to accurately simulate how the material would behave under different lighting conditions, creating a sense of depth and realism that traditional textures simply cannot match. For commercial furniture manufacturers, the benefits of incorporating PBR textures are manifold.



First and foremost, PBR textures enable clients and designers to visualize furniture pieces with exceptional accuracy, making it easier to make informed decisions during the design and procurement processes. This level of realism can be particularly valuable when presenting concepts or showcasing new product lines, as it allows stakeholders to truly appreciate the look and feel of the furniture before committing to production.









Additionally, PBR textures can be seamlessly integrated into various design software and visualization tools, streamlining the workflow and enabling furniture manufacturers to create stunning digital renderings, virtual showrooms, and interactive product catalogs. This not only enhances the overall customer experience but also facilitates remote collaboration and decision-making, which is particularly advantageous in today's increasingly digitalized business landscape.

While the advantages of PBR textures are clear, the process of creating these advanced materials can be complex and resource intensive. Riverstone offers a range of services tailored specifically to the needs of furniture manufacturers, including the development of PBR textures. The team leverages cutting-edge tools like the METIS scanner to capture the intricate details of materials with unparalleled accuracy. The METIS scanner is a state-of-the-art imaging system that uses advanced computational imaging techniques to capture and analyze the optical properties of materials, including their color, gloss, and texture.

By combining the METIS scanner's capabilities with their in-depth knowledge of furniture design and manufacturing processes, Riverstone can create highly realistic PBR textures that accurately represent the materials used in commercial furniture products.

In addition to PBR texture development, Riverstone offers a comprehensive suite of services for the commercial furniture industry, including product design, e-catalog creation, CET extension development, and enterprise solutions. Their expertise spans the entire product lifecycle, from conceptualization and design to manufacturing and online retailing.

As the commercial furniture industry continues to embrace digital transformation and prioritize immersive product experiences, the adoption of PBR textures is poised to become increasingly widespread. By partnering with Riverstone and leveraging their expertise in PBR texture development and the METIS scanner, furniture manufacturers can unlock new realms of realism, captivating their customers, and gaining a competitive edge in the ever-evolving marketplace.



Custom laminate lockers.

BOLD+ GETS A LITTLE EXTRA

The furniture manufacturer celebrates a brand relaunch at NeoCon that proves in more than just name that they are anything but basic.

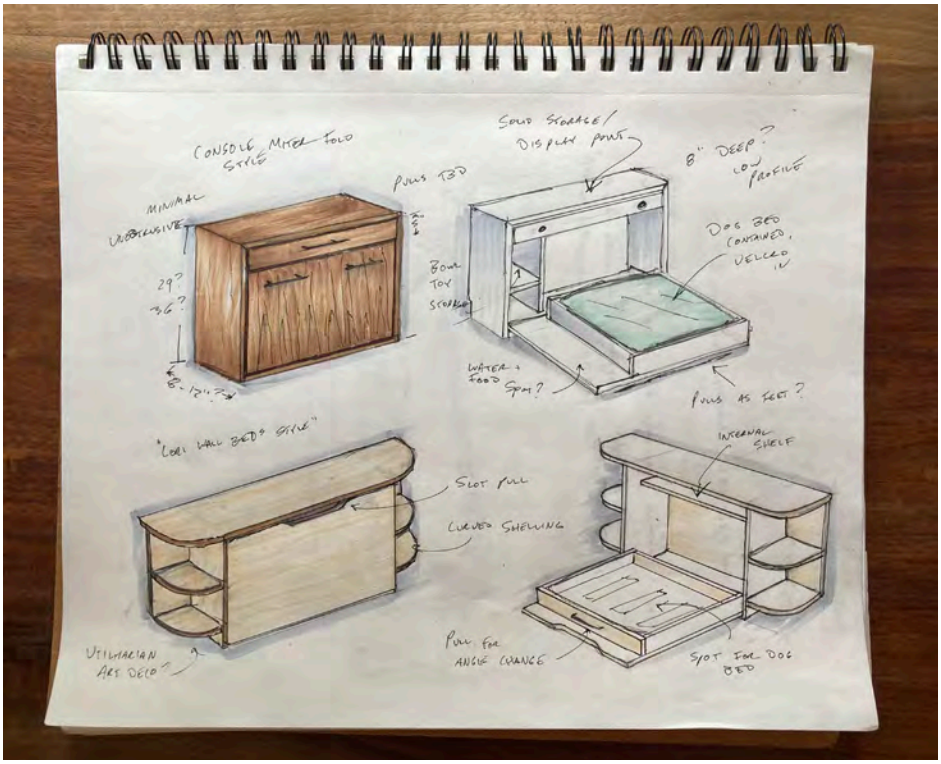
BY ANNMARIE MARTIN

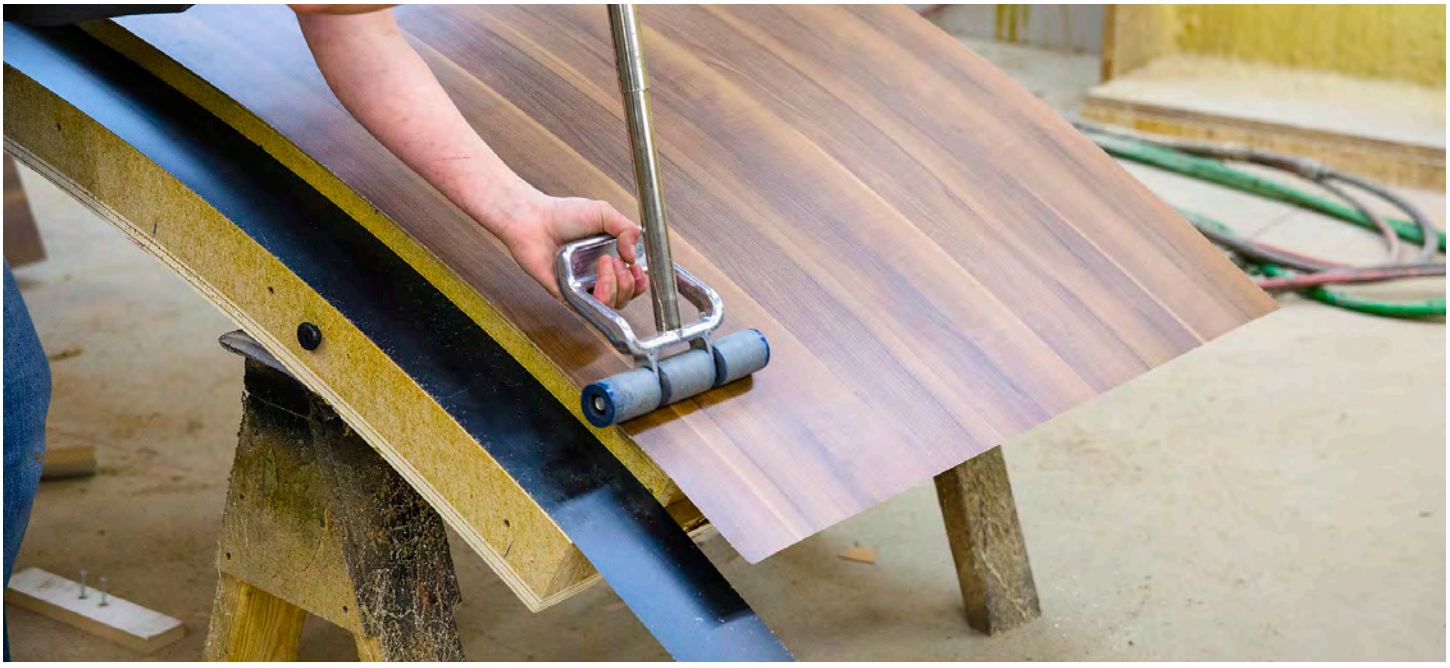
When it comes to furniture design, Bold+ CRO of Sales and Design Mike Kelley likes to subscribe to "the writer's room" method. Along with a lean team (many of whom are Kendall College of Art & Design grads) that includes Senior Designer Eric Schroeder, Designer Haven Kamps and Design Engineer/Ninja Ryan Sullivan, everyone is live and in person, evolving an idea from pen and paper sketches—sometimes done on cocktail napkins—to SOLIDWORKS modeling.

Some FEAs and about 12 hours later everyone emerges maybe a little more worse for the wear, but with a whole new collection. It's a trial by fire approach that some of the largest corporations in

the world are tapping them for. But in reality, this is nothing new for the 25-year old company celebrating their silver this fall, with those more than two decades being dedicated to designing and fabricating one-of-a-kind custom workplace solutions.

Formerly known as Bold Furniture, they added the "+" at this year's NeoCon brand relaunch to represent all they'll be adding to that legacy, like their new-found commitment to a stronger commercialization of their standard product lines, a continuation of their private labeling strategy,






Sketching out the Ready///Able line.

not to mention the vast array of partnerships they continue to ink, allowing them to offer the utmost in customer support. That includes everything from materials experts like global leader in metal fabrication MS Metal Solutions, to Twentico, a provider of seamless installation services. And with Life Sciences proving to be a budding market for them, they recently acquired Multi-Lab to provide complete laboratory customizations.

"We're creating a one-stop-shop simplicity model for dealers," Kelley said, which is also appreciated by architects he went on to explain.


Bold One Mini Desk and Credenza.


Bold Select Collection: A-Frame Workstations, Power Bench, Power Divider, and Cafe Table.

"We very specifically try to have product offerings that allow them to populate a whole floor plan."

They are also hugely vertically integrated, offering up more than one million square feet of manufacturing space. "With five huge plants we can make any kind of furniture out of any kind of material and it's all done here," Kelley said of their locations that include Muskegon, Norton Shores, and Grand Haven, MI to name a few.

Tech integration is another strong focus for Bold+ with a higher level of videoconferencing in demand across the board, and a goal of adding IT interface to their suite of services. Custom tables were recently created for a major streaming



Bold Select Power Wall.



The Juxtapose collection features contrasting materials.



Bold Select Gallery Screen Workstations.



company with round, carbon black and steel drum bases, coordinating tops, and specifications down to the finishes.

Another example of their custom capabilities came out of a unique, linked benching system created for a dealer, which evolved into a catalogue of open-plan solutions for both New York and Connecticut, checking all the requested custom element boxes and coming in at a cost 10% less than another popular manufacturer they carry. Some of those details included custom-shaped height adjustable mechanisms made from raw steel; custom colors on the heigh adjustable columns which are also made and painted in-house; shapes and finishes on the work-surfaces; privacy screen materials.

Their creativity and functionality also extends to sustainability, in talks with another major consumer brand to take their waste stream, sort it, re-pelletize it and turn it back into furniture, creating a truly closed loop process.

Thanks to their expansive network and background, the sky is the limit on the "extras" Bold+ is tacking on. Enjoy the imagery throughout this feature that provides a look behind the factory doors, a glimpse into their design process, and even more examples of both custom and standardized offerings.

Evolution of the privacy pods developed for a major airline's sky lounge.



DeskMakers Brings Design-Savvy Solutions to an Unlikely Category

BY DESKMAKERS

After years of a more custom approach, DeskMakers officially enters the waste and recycling receptacle space with two fresh new offerings.

From Design Work Creative founder David Winston comes Spruce, constructed from sturdy materials and featuring user-friendly design elements. It maximizes space efficiency with a wide variety of size options including Mini, featured here.

Epitomizing both style and functionality with durable construction and practical features, Spruce fits various space requirements and is well-suited for bustling office settings, public spaces, and beyond. This ensures effortless waste disposal while maintaining interior aesthetics.

Meanwhile, Tidy comes in a simpler, more budget-friendly format. Characterized by clean lines and a slender profile, Tidy effortlessly integrates into hallways and narrow spaces without obstructing pathways. Available with two or three openings, each is equipped with a 10-in. stainless steel grommet for easy disposal.

Both come with designed-to-fit trash bins and are ADA-compliant.





Behind the Design: Q&A with Jesse Hill of Hill Studio

The industrial designer behind Lightcorp's Most Modest brand says it's all about "complex simplicity."

BY CHRIS DAWSON, LIGHTCORP

Have you ever wondered where designers go to get inspired? To find out, we sat down with Jesse Hill of Hill Studio in Baltimore last month and decided to do a deep dive into the creative process of the mind behind LightCorp's Most Modest brand. From ideation to realization, his insights offer a glimpse into the innovative thinking that drove the development of not just this project, but many others.

Delve: Everyone loves a good origin story, so can you share what drew you to industrial design in the first place?

Jesse Hill: I found out about this realm of design when I was perusing through a Sunday New York Times Art & Design magazine that had a large article about Marc Newson, the prolific industrial designer. It showcased his amazing apartment, his cool vintage car, and all the trinkets and artifacts he has collected over the years. They of course also spoke about his career and the types of projects he worked on. It was everything from shoe stores, airplanes, cars, furniture, interiors, electronics, and all the in between. I was immediately drawn to learning more about what this career path was. It felt so open and freeing, yet still grounded in the familiarity and the needs of people. Up until then I thought if I liked to draw and create things that exist in this world, then architecture was my option, or being an artist. Once I learned about industrial design, I was set on learning this skill and trade, and excelling in it as a career. The things that drew me in deeper were how important it was to consider constraints and the needs of spaces, people, interactions, and all other factors to a project.

Delve: Can you share a little of what your ideation process is like?

JH: It varies slightly, but overall I try to learn as much as I can about the project, limitations, constraints, users, and all other factors. Once I have a good understanding, I try to push myself to ask even more questions or provoke and pry with my client to get them to ask harder questions before we seem to align on a general path. I start with research: looking back before going forward always helps; understanding manufacturing and why these processes are necessary for the project; based on the information are there other processes I could introduce or suggest to drive a direction.

> "Once all parties are more in line, I will take it further with renderings, material choices and the small details of manufacturing and accent factors such as the noticeable nods that users find clever and enjoy."
>
> — Jessie Hill







I then start to concept and iterate, most likely with loose sketches and 3D, maybe some models and mockups made from anything I have in my studio. This gives me a sense of scale and proportion. Once all parties are more in line, I will take it further with renderings, material choices and the small details of manufacturing and accent factors such as the noticeable nods that users find clever and enjoy.

Delve: What are some of your more unconventional sources of inspiration?

JH: I like to reference the past, because I think it helps guide the future and prevents us from repeating ourselves sometimes. As far as unconventional, I enjoy hikes and walks in nature, and I also like to observe the different textures and colors within a city landscape—where brick meets old stone and then sidewalk or metal. All these material and textural changes help inform me in many ways.

Delve: Do you have a design philosophy?

JH: "Complex simplicity" is what I like to say. I take an empathetic approach to design and try to see products through both macro and micro lenses—striving to understand products in both their larger environments, while also concerned with the details and nuances that make a product approachable and appealing. It is always the goal to have longevity in a product, in turn making it more sustainable. This approach allows me to design within the constraints and contexts while also factoring in the ways the world shifts and is ever changing.



The Case for Seaqual Yarn

BY LAURA CARLSON, DIRECTOR OF ARCHITECTURAL DIVISION, MY RESOURCE LIBRARY

During my recent vacation to the stunning beaches of Kauai, I was struck by the pristine beauty and vibrant marine life of the island's shores. The trip reminded me of the pressing need to protect our oceans from pollution, which made me curious about the newest Seaqual Yarn Initiative.

By transforming marine plastic waste into high-performance yarn, Seaqual not only addresses environmental issues but also sets a high standard for sustainable practices in the textile industry. This innovative approach underscores the importance of quality craftsmanship in creating products that are not only durable and functional but also environmentally responsible. In my mind, it's an interesting dichotomy of beauty and resilience—today's full circle of our lifestyles intersecting with an age-old technology, and a contemporary way to protect and pay it forward.

Seaqual yarn production represents a significant leap forward in sustainable textile manufacturing, particularly in terms of reducing the carbon footprint on the ocean. This innovative process begins with the collection of marine plastic waste from oceans and shorelines worldwide. This waste primarily consists of discarded plastics like bottles, bags, and fishing nets that have been abandoned or lost at sea. These materials are then carefully cleaned and processed to extract high-quality recycled polyester, which serves as the foundational material for Seaqual yarn.

The collection process itself is a crucial part of Seaqual's environmental impact. By removing plastic waste from marine environments, Seaqual not only helps clean up the oceans but also prevents further harm to marine life that can ingest or become entangled in these materials. This initiative contributes directly to marine conservation efforts and supports biodiversity by reducing the presence of harmful debris in aquatic ecosystems.

Once collected, the plastic waste undergoes rigorous sorting and cleaning processes to ensure that only suitable materials are used for recycling. Advanced technologies are employed to transform this waste into pellets of recycled polyester. These pellets are then spun into high-quality yarn, which meets industry standards for durability and performance. There are patterns on the market today which exceed abrasion standards for contract use, meeting or exceeding 100,000 double rubs.

The production of Seaqual yarn offers several environmental benefits, particularly in terms of reducing the carbon footprint associated with textile





Denali, Mayer Fabrics



Leoni, Mayer Fabrics

manufacturing. Traditional polyester production relies heavily on virgin petroleum-based materials, which require extensive energy consumption and contribute significantly to greenhouse gas emissions. In contrast, Seaqual yarn utilizes recycled polyester derived from ocean plastic, thereby reducing the need for new raw materials and lowering energy consumption throughout the production process. Over time, this will contribute to lowering production costs.

Recycling plastic waste can be less expensive than producing virgin polyester from petroleum. This reduction in raw material costs can translate to savings, especially when considering the rising costs and volatility of petroleum prices. For example, if the cost of virgin polyester is $1.50 per yard and the cost of recycled polyester (like Seaqual) is $1.20 per yard, the company would save $0.30 per yard.

For 1 million yards, this results in savings of $300,000 annually from raw material costs alone.

Moreover, Seaqual yarn production helps mitigate climate change by diverting plastic waste from landfills and incineration, both of which release harmful greenhouse gases into the atmosphere. By promoting a circular economy approach, Seaqual contributes to resource conservation and minimizes the environmental impact of textile production on a global scale.

Beyond its environmental benefits, Seaqual yarn also offers economic opportunities by creating sustainable jobs in recycling, manufacturing, and textile industries. This initiative supports local communities involved in waste collection and processing, fostering socio-economic development in coastal regions where marine plastic pollution is prevalent.

The adoption of Seaqual yarn by leading fashion and textile brands further amplifies its positive impact. These partnerships not only promote sustainable consumer choices but also encourage industry-wide adoption of eco-friendly practices. By integrating Seaqual yarn into their products, brands demonstrate a commitment to environmental stewardship and contribute to the growing demand for sustainable alternatives in the global market.

You can find Seaqual products on My Resource Library through partners of ours like Mayer Fabrics.



LAURA CARLSON
Director, Architectural Division
My Resource Library



Showroom displaying how to furnish each space within a school.

Getting to Know: Nu-Idea School Supply

Sumter, South Carolina

CONTRIBUTOR: KYNDAL MCDONALD, INTERIOR DESIGNER & MARKETING COORDINATOR

Ni 1921

Bringing with it more than 100 years of experience to the K-12 market, Nu-Idea School Supply is an independent furniture dealer serving South Carolina, North Carolina, Georgia, Kentucky, Virginia, and West Virginia, with a small but mighty team of 30 employees!

Read on to see how My Resource Library is helping these dedicated professionals execute their specialties flawlessly, from product selection to space planning, installation to construction management—all resulting in education spaces that would make founder Roy Tucker (a former school teacher who sold wooden school desks for just $3 a pop in 1921) proud.



Nu-Idea Sales Mgr., Jason Carver, meeting with Jenny Carter from Jumper Carter Sease Architects and Dorchester 4 to assess the needs for their new school.

Delve: How has MRL PRO Dealer impacted how you engage with your clients?

Nu-Idea: Up until approximately two years ago, we didn't have MRL integrated with our website. We were receiving calls from customers stating that they wanted to see what products we had to offer and, basically, "shop." We linked our MRL Library and gave them access to research everything from administrative furniture to outdoor picnic tables and the rest is history. Customers simply hit the "Products" tab on our website, directing them to our custom library shelf on MRL where they review and research all products available per vendor.

When we present to potential new customers, they are ecstatic over the fact that they can have 24/7 access to drawings, renderings, and any other pertinent information. It's such a great tool!





ABOVE: "Competitive" team building after a full day of sales meetings at The Grand on Main in Columbia, SC.

LEFT: The Nu-Idea School Supply corporate headquarters in Sumter, SC.

Delve: How do your team members use MRL?

Nu-Idea: Our sales managers use MRL as an organizational tool to house documents for their projects. These documents include layouts and renderings created by our designers, room by room reports, quotes, and more. This information can then be shared with the customer, giving them immediate access in order to review and share with school staff, district administrators, and members of the community.

Our design team utilizes MRL not only to house and access design files, but also for inspiration. It's easy to be "creatures of habit" and continually design concepts that we know and are comfortable with. So, the Inspiration Gallery allows our designers to get a different and fresh perspective, which helps them be more creative and think outside the box.

In the last year, we have added two project managers to our team, providing our sales managers and installers with an additional layer of support to ensure the installation process goes as smoothly as possible. Our project managers use MRL to organize construction documents, stay on top of timelines and access reports at the time of installation.

Delve: What are the key features of MRL Pro Dealer that you find most beneficial to your daily activities?

Nu-Idea: We utilize the Project Tool regularly! Our sales managers create project binders for big projects so that every member of our team that is involved can see/add/edit documents and more to ensure that everyone is on the same page. With many of us on the road a lot, moving in different directions, this is very helpful.

Onboarding and training is also very easy with MRL, as our marketing coordinator simply reaches out to our MRL rep who gets connected with our new hires and sets them up with a tutorial.

And as previously stated, the Inspiration Gallery is also a vital tool for us. Educational spaces are ever changing to accommodate today's society, and since we utilize so many different vendors, it can sometimes be a challenge to come up with a new vision. The Inspiration Gallery thankfully helps us nail down the right look or combination of product that makes the most sense for the client.

Seeking Nominations for August Cover

We are proud to announce that Delve Magazine is currently seeking nominations for our first annual Top 10 Design Visionaries cover story.

Next month, we'll be delivering a star-studded lineup of the industry's next great protagonists—the disruptors and core shakers that are changing the way the architecture and design community thinks, operates and performs—and we need your help.

We want to hear whose work has made you stand up and take notice over the past 12 months. From pattern to construction to technology, and everything in between, tell us your customers who are paving the way into the future of how we all live, work and play.



Who was at the helm of the best hybrid work projects you've helped furnish lately? Who's tapping into the still unknown potential of AI, VR and the metaverse to develop renderings that aren't just mind-blowing but also drive processes towards even bigger and better success stories. Where are those trend setters and forecasters that are dominating our style and mood choices, and have you met the product designers scouring the earth for the most innovative, land-saving materials?

The world deserves to know! So, send 50-100 words describing who you are nominating and why to Delve Editor AnnMarie Martin (AnnMarieM@hellofromsloan.com), along with 3-5 introductory images of their work and headshot, if possible, by August 5. You can also DM us on Instagram **@delvemag**. We'll take it from there.

And don't be shy about tooting your own horn. We'll proudly take self-nominations too.

We can't wait to bring you the next great round of superstars.

Stay tuned...