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## STORAGE IDEAS FOR THE NEW WORKDAY

Creative ways to support  
how people work today.

## MEET THE MAKERS —

An Interview with  
IDA Design.

## 5 TIPS FOR ORGANIZING THE CHAOS

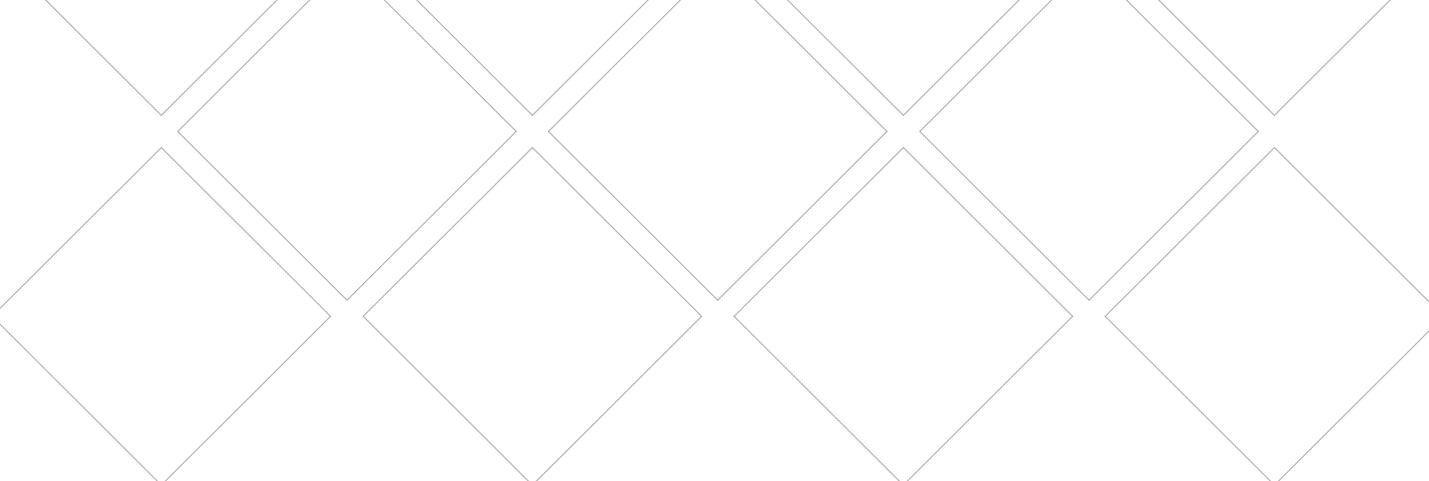
Accommodating personal  
storage needs just got easier.

## DESIGN TIPS.

An interview with  
Whitney Architects.



# RETHINKING THE ROLE OF STORAGE



# Storage Solutions For What's Next.

The open office. Activity-based working. Freedom of choice. The workplace continues to evolve to support the new workday. And as work styles change, storage has evolved to enhance the way work gets done by providing instant access to technology and housing items that support work/life balance. In fact, storage today is even used to invite interaction, define boundaries and contribute to a more unified workplace aesthetic.



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# Storage Ideas

## For The New Workday

Remember when everyone thought that the digital age would do away with the need for most office storage? It seemed like great news at the time as real estate began shrinking and there seemed to be less space for—well just about everything. However, the reality is that people's need for storage has not gone away. Instead, it's the types of things they need to store that has radically changed. The filing of papers and folders has evolved into more lifestyle storage management as working and living activities are becoming more blended.

Storage in the workplace is just as important as ever. But with office design trends leaning more towards open and collaborative settings, less overall square footage, and more shared space – there are now more things to consider. Here are some ideas that can transform storage into something more multi-purpose to really maximize floor space and support the workplace trends happening today:

- Use storage credenzas or towers as a way to define and divide space and create functional boundaries between teams in open areas. Remember, storage can be moved. Drywall can't.
- Don't just place storage along wall perimeters. Standing height storage pieces placed strategically within team spaces can create opportune places to gather for quick impromptu meetings.



- As formal meeting rooms become a thing of the past, provide short-term seating solutions within a workstation by adding a seat cushion on top of a credenza or pedestal for those short one-on-one meetings.
- In benching layouts where work surface areas are compressed, adding low storage such as credenzas create boundaries and can extend the work surface area for times when extra space is needed to spread out.
- As organizations begin modeling co-working spaces that feature shared work areas and as amenities such as work-out facilities become more prevalent, the need for centralized storage such as lockers or wardrobe towers has increased. With the rise of mobile technology, people are no longer tethered to a desk to perform their work. Centralized storage areas along perimeter walls make use of dead space and allow mobile workers to store items that are needed – but not needed in hand – as they move about in various settings to collaborate or work independently.





- The next generation of workers have ushered in the maker culture and are in need of spaces for tinkering to unleash creativity. Forward-thinking organizations are responding by including some type of makerspace within their floorplans. This gives rise to the need for storage of a variety of tools and materials that don't lend themselves to be neatly stacked, stand on a shelf, or fit into a drawer. Modular storage such as Flagship with integrated bins make storing and organizing odd-shaped items a breeze. And since these bins are removable, transporting what's needed to where it's needed becomes even easier, allowing these storage units to be placed wherever it makes the most sense.

We all know that space is at a premium these days. And that the “stuff” of work, which has changed dramatically over the years, still needs its own place. But by carefully thinking through your organization's unique storage needs and how storage pieces can serve multiple functions, you can keep your workplace organized and efficient, all within a smaller footprint.





# Meet the Makers

## An Interview with IDA Design.

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### Studio

## IDA Design

**Location:** Zeeland, Michigan

### IDA Design

Award winning IDA Design is a small, agile studio that creates smart and effective product solutions for commercial environments. Since its inception, IDA Design has been designing innovative solutions for manufacturers using a highly inclusive and collaborative process. Attention to the detail is at the foundation of what IDA is about. We spoke with Principal, Mitch Bakker; Studio Lead, Cara Danis; and Design Lead, Zach Raven on their design process and their vision of the future of storage.



**Q.** With the rise of paperless organizations, what led you to design something specific to storage and what helped guide your design process?

**A.** **Mitch** — Even though technology has ushered in the paperless office and the younger generation of workers are using less of it, it's taken longer than projected for companies to fully adopt. Paper still exists in the workplace, the degree to how much totally depends on the culture and type of company.

It was user research that led us to understand that the need for storage hasn't actually diminished—it's that storage needs to be able to accommodate different things beyond just paper.

**Zach**— HON has a very user-centric focus when it comes to developing their products, and storage is no exception. HON afforded us the rare opportunity to go out to different customer sites and conduct observational research. Instead of being in a room and just interviewing people, we were able to observe firsthand what people were actually doing within their workspaces, which was so much more impactful.

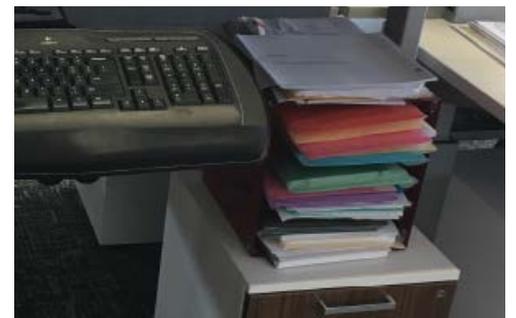
Listening to people gives you great information, but it really only gives you part of the picture. There are things that people do which are second nature to them that they don't even think to articulate. Sometimes when you've adapted to something so long, you don't realize that you have a problem that needs solving. It can take an outside observer to notice and read between the lines. It's those kinds of observations which can spark ideas for innovation.

**Q.** What were some of the specific observations that you got your wheels turning?

**A.** **Zach**— What was interesting with the different types of companies that we visited is that everyone seems to have a traditional box/file pedestal in their workstation, but no one seemed to be using the file drawer to actually store files or paper. Instead, people were using the large open drawer space as a bin for personal items—blankets, purses, snacks, shoes.



And since most peds are not sized to fit binders, we'd see that people were stacking their reference materials on top of their ped instead of inside. In fact, it was very common to see people placing items on top of their mobile, cushioned pedestals and not using them at all in the way they were intended.



They never moved their peds and they never seemed to use them for guest seating. Guests would just end up rolling up another chair if they wanted to meet at someone's workstation.

It's also really apparent that worksurfaces have definitely gotten smaller. And, with that, we observed a lot of "filing vs. piling" behaviors. Some people needed to have their work visible but there wasn't a smart way for them to have visual access to things they needed without compromising worksurface space or having to adapt something that wasn't designed for that purpose. We'd see papers filed vertically in some way on top of the worksurface—not in drawers—or they'd be stacked in unorganized piles.

**Mitch**— We also noticed across the board that people really needed a better solution for organization and easy access to all of their tech devices like phones, tablets, earbuds and chargers. These devices were just haphazardly placed anywhere there was space and cords would just be dangling.

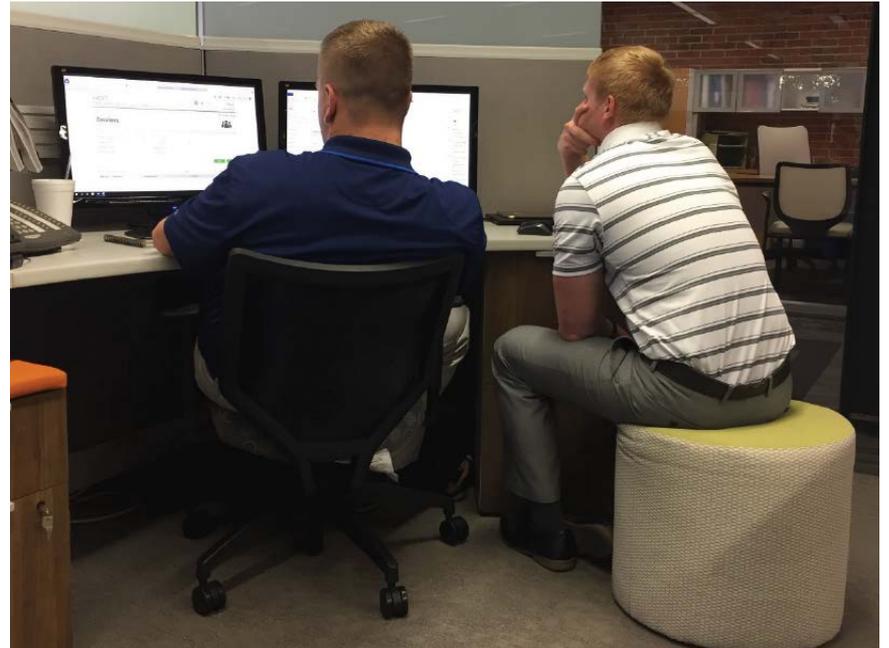
**Q.** **How did these research findings ultimately impact your designs?**

**A.** **Cara**— As workers' sense of privacy is being decreased in the open plan, we thought about how to provide space division or screening elements to give people a sense of their own space back. We designed our towers to be dual use—for storage and as space division and were intentional about making the tower beautiful on the inside as well as the outside.

**Zach**— We're designing storage around how people actually use it today and making it more effective within a smaller space, which means trying to maximize every inch possible. Mounting storage to the underside of the surface allows storage to now move with height-adjustable tables, clears up floor space and makes the storage much more accessible for sit-to-stand users.

Since traditional peds have been designed around paper and file folders, we created larger "plus" size drawers so that they could hold odd-sized personal items. Because people were using the tops of their peds to store items, we designed options that were intentional for that purpose. We also focused on smart accessories to accommodate things beyond paper in an effort to keep smaller worksurfaces clear of clutter.

As we work through these projects as a studio, we want to maximize value for the customer. This translates into pieces that do more than one thing. For example, the accessories don't just fit in one spot. They can be used in the typically wasted space of a traditional ped or taken out and put on the desk.



**NEW! FUSE STORAGE - 2019**  
Fuse takes personal storage to that next level with sizes and options that just make more sense for what's being stowed today.



## 5 Tips For Organizing The Chaos

Back in the day, giving everyone a pedestal with 3 drawers was enough to check off the requirement for personal storage. But now as shared/temporary workspaces have increased and with the rise of transient workers who still need a safe place to store their things, it's high time to revisit what constitutes personal storage and reflect on the actual needs of the workers in an organization. Here are 5 things every organization needs to consider for accommodating their workers' personal storage needs:

## 1. It's in the Bag

Work today, especially with mobile technology, translates into bags of all kinds – from backpacks to computer bags, not to mention purses and lunch containers. Ever try stuffing a backpack into the bottom of a pedestal drawer? This is why so many offices end up with a landscape of bags littering the workstation floor. Here is where a credenza or short personal tower may make more sense than a pedestal. Special consideration also needs to be given to higher priority personal items such as purses and satchels that people want close at hand and will be less likely to store in centralized storage units that are further away and out of their line of sight.



## 2. Put a Sock in It

Healthy, happy employees mean more engagement and innovation for organizations. As downtime for recharging becomes more encouraged and more organizations are providing workers with amenities such as workout facilities, people are increasingly needing to store various types of clothing at work. While coats can be hung in more community spaces, is that really where you want gym shoes and workout clothes? Consider personal towers that incorporate wardrobe units or centralized lockers to corral personal items and keep them out of sight.



## 3. Going Over and Above

Personal storage doesn't end below the work surface. Consideration needs to be given to above the surface as well. People tend to pile active documents rather than file them away each day. Consider organizers like layering shelves that reside on the work surface to keep quick reference items neat but accessible. Personal towers that integrate open shelves can also provide space for active documents to be placed, keeping the worksurface clutter-free.



## 4. Don't Leave the Odd One Out

Many specialized fields or departments require storage for uniquely shaped tools or materials that don't fit in a standard box drawer or neatly stacked on a shelf. When important odds and ends need a home and could benefit from being arranged or grouped together, think about Flagship modular storage with integrated bins that make the best use of available vertical space and make odd-shaped items easy to transport.



## 5. That Must-Have Accessory

When you think about what people need to do their jobs, it's easy to forget the little things. Like phone chargers and ear buds. Personal planners and sticky notes. Pens and paper clips. Without accessories like drawer organizers or storage cubes to house and organize these items, work surfaces and drawer interiors can quickly become a cluttered mess.





Pictured: Mary Beth Peters and Rick Jourtras

**Studio**

## Whitney Architects

**Location:** Chicago, Illinois

**Whitney Architects**

Made up of a diverse group of architects and interior designers, Whitney Architects was established in 1984 and is dedicated to the advancement of interior architecture. Their studio approach embraces a collaboration of disciplines which allows them to develop innovative, personalized solutions through focused listening and creative problem-solving. Whitney prides themselves in not only providing what their clients want, but more importantly, helping their clients define what they need.

We spoke with Senior Project Manager, Mary Beth Peters and Associate, Rick Jourtras from Whitney to better understand the role of storage in an ever changing office landscape.

# DESIGN TIPS.

## An Interview With Whitney Architects

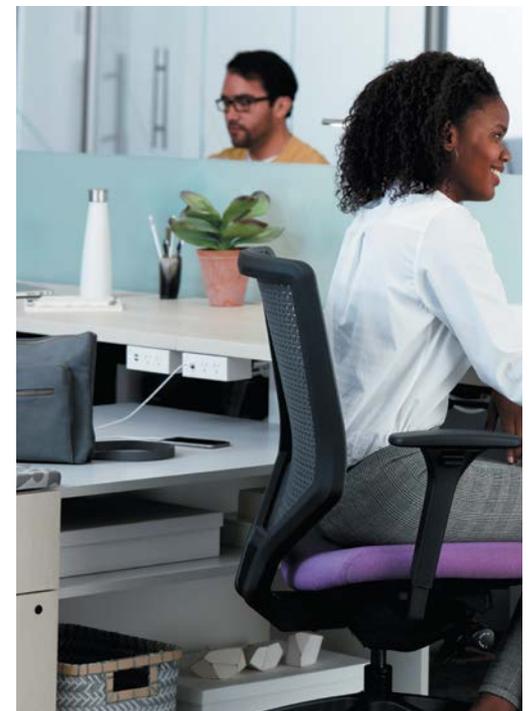
**Q.** How have you seen storage evolve to support the new workday?

**A.** **Rick**— We’ve certainly seen a decrease in the need for traditional filing solutions in the workplace now that document storage can be achieved through technology. But what’s also changed dramatically is what companies consider to be the important items that need to be stored. Employers are much more focused on employee attraction and retention and are looking to satisfy a greater range of needs for their employees. Our clients don’t ask about how many files a storage solution will hold anymore but they do make a point of asking about where their workers’ personal items should go. They’re now looking for storage goods that are flexible enough to be tailored to individual needs.

**Mary Beth**— Clients are also more interested in storage that’s multi-functional. Whereas before we might see a bank of file cabinets flanked against a corridor, now we see storage applications being implemented in the primary workspaces. To maximize space, clients want their storage to work harder, and that might mean incorporating seating as part of the storage or adding tops to them so that they can serve as collaboration areas.

**Q.** How else has technology reshaped the role of storage throughout the workplace?

**A.** **Rick**— Technology advancements have really changed the need for a worker to be in one place throughout an 8-hour day. This has given people the ability to be much more nomadic at work and allows them to have choice over their posture and environment. When it comes to the generational workforce, Millennials, in particular, don’t want to be tied to a computer at desk. They tend to be much more inclined toward passive collaboration, or what we would call “tribal” behaviors. They enjoy being in close proximity together as a group even if they’re not directly collaborating with one another. Millennials may convene in an area but may have their things somewhere else, which all has implications for storage.



**WHITNEY**  
ARCHITECTS

**Q. What are the top factors businesses need to consider when selecting a storage line?**

**A. Mary Beth—** The primary question for our clients is “What are you storing?”. Once these needs are clearly identified, we can determine which lines offer the right options to support these needs.

**Rick—** Companies should also be considering what’s the interaction going to be like with that piece of furniture. Is it out in the open or will it be under a worksurface? That would impact the type of pulls being specified to ensure they’re not getting in the way of how people would be going about their work day. Businesses also need to think about quality and warranty. Is the storage piece you’re selecting BIFMA tested? How long is it warranted to last? Any time a piece of furniture is down and has to be removed for service, that’s a loss of productivity for an organization.

**Q. Can you share any “secrets” for determining the right amount of storage for each worker type?**

**A. Rick—** When I plan with a client, I do an exercise with them where they list, in order of importance, the 10 items they need to successfully complete their job each day. From that you can start designing an environment based on products which are dictated by essential needs. Rarely anymore, unless it’s a healthcare or financial institution, does someone say, “I need my files.” Rather people might say they need their reference binders or other supplies which all need to be stored in some way.

**Mary Beth—** These days, clients are looking for the best utilization of the real estate they have. Optimizing their space means really evaluating their furniture and making sure that it’s working harder and is enriching the productivity of their people. This includes storage. I don’t think that there’s one right answer for everyone.

**Q. What storage trends do you see coming in the near future?**

**A. Mary Beth—** A lot of organizations have trended towards lockers, but there needs to be an evolution to what a locker is or could be. When you consider what people have to store and what they like to take with them as they move throughout the office, the locker needs to serve more like a closet. It needs to be as functional for people who are in the workspace all day as it is for someone who is just popping in or needs storage only during lunch time.

**Rick—** There’s the need for more unassigned personal work storage for any given work setting which brings up the challenge of security. You can’t really address the security of your personal items with bag hangers and mobile storage solutions.



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