



Design@work

Isku Design Competition 2008





# Isku Design Competition 2008

## COMPETITION ORGANISER

Isku started off as a family business in 1928 and has since then grown into a global furniture manufacturer and retailer. Isku has been successfully designing, manufacturing and marketing furniture and interior design solutions for 80 years. Isku Interior, which is part of the Isku Group, provides versatile interior solutions for public spaces. Isku Interior conducts operations in Finland, Sweden, Norway, Russia, Estonia, Lithuania and Latvia. The competition programme has been devised in collaboration with Ornamo – the Finnish Association of Designers.

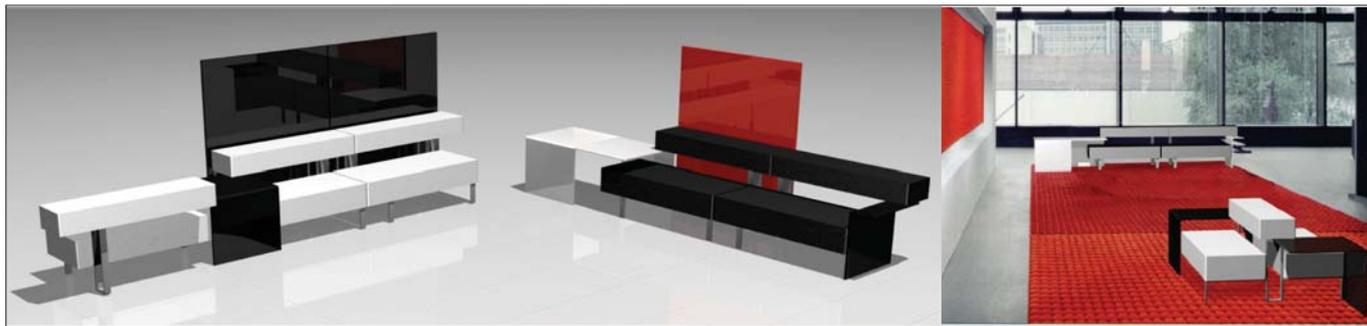
## OBJECTIVE OF THE COMPETITION

The objective of the competition was to find new, fresh, alternative ideas and products to add to Isku's furniture range for public premises and reception areas. Contestants were asked to design an interior solution and furniture for the lounge and reception areas of an international company. The illustrations must cover the basic functions of a modern business reception, including waiting and greeting areas and IT facilities, together with the furniture for all these functions.

## PANEL OF JUDGES

Chairman: Seppo Vikström, Chairman of the Board of Directors of Isku Group; Simo Heikkilä, Professor, member of the Finnish Association of Interior Architects (SIO); Hannu Tikka, Professor, member of the Finnish Association of Architects (SAFA); Päivi Meuronen, member of the Finnish Association of Interior Architects (SIO); Katja Lindroos, MA (Art and Design), Journalist; Raimo Räsänen, Product Development Director, Isku Interior Oy; Antti Olin, Design Director, Isku Interior Oy; Pirjo Karppinen, Marketing Director, Isku Interior Oy, Competition Secretary





color

The collection « Horizon line » is modular elements by which gather various furniture combinations. With it is help possible to create, as single subjects sofas, armchairs, tables and so forth, and large composition of an interior with different zones. The minimum of simple elements can be form a maximum of complex combinations. In the collection the horizontal rhythm and precise, simple forms is expressed. It adds to an interior sensation of "air" and open space. On color a collection, constraint the emphasis is made on the form and the invoice, but with an opportunity for bright "supremacist" accents.

HORIZON LINE

## 1ST PRIZE: HORIZON LINE



Nataliya  
Vishnyakova

Georgy  
Morozov

Our "Horizon line" collection consists of modular elements which can be used in a wide variety of combinations. They can be used to set up groups of sofas, armchairs and tables, and we have designed a large composition of an interior with different zones. A minimum of simple elements can therefore create a maximum of complex combinations. In the collection, we have combined a horizontal rhythm with precise, simple forms. It adds to an interior sensation of air and open space. We chose a constrained colour scheme, emphasising form and pattern, but also allowing for bright, dominating accents.

"Fold" muunneltava aulakaluste perustuu yksinkertaiseen rakenne ideaan, jossa neljän malliset istuinelementit on saronoitu toisiinsa yhdestä kulmasta yhteisellä jalalla.

Rakenne mahdollistaa kokonaisuuden helpon muunneltavuuden käyttäjän toimesta ilman erillisiä asennustoimia.

Kaluste mukautuu muuntuviin tarpeisiin nopeasti, tiukan kompaktista odotuspenkistä vapaamuotoiseen "käärmemäiseen" vastaanottavampaan muotoon tai isosta kokoavasta neliöstä suljettuun vapaaseen kaarimuotoon nopeaa aulapalaveria varten jne. (ks. myös plaussi 2)

Istuinosia on mahdollista yhdistellä 2-6kpl:ta ja saronaa kohtaan voidaan asentaa lisävarusteena kääntyvä taso kannettavaa tietokoneita, muistiinpanoja tai vaikka cocktail lasia varten.

Kaluste pyrkii edistämään rentoa ilmapiiriä ja mahdollistamaan spontaaneja palaverieja sekä mukautumaan tilanteiden ja tilojen muutoksiin.

istuin 600x600mm, h=420mm, levyrunko, pehmusteet ja verhoilu, päällysosa tikattu 9:ään ruutuun

kääntyvä taso, teräspelti 3mm kromattu, päälle liimataan musta kumi 1mm, putkirunko 19mm kromattu

saronointi piste

pyöreät teräsputki jalat 19mm + suorakaide teräsputki sarjat 20x40mm, x:n muotoisesti istuimen alla, osat kromattu

fold  
muunneltava  
aulakaluste

1

## 2ND PRIZE: FOLD



Tapio  
Anttila

"Fold" is an adjustable lounge concept, based on a simple structural idea of square seating elements which are attached to one another by a shared leg with hinges at one corner of the seat. The structure allows the user to make easy adjustments. The furniture can be converted from a compact bench into a more inviting, meandering chain of seats, or from a large square shape into a loose half circle for a quick morning meeting. The concept aims to promote a relaxed atmosphere and to enable spontaneous meetings, with easy adjustment as circumstances change.

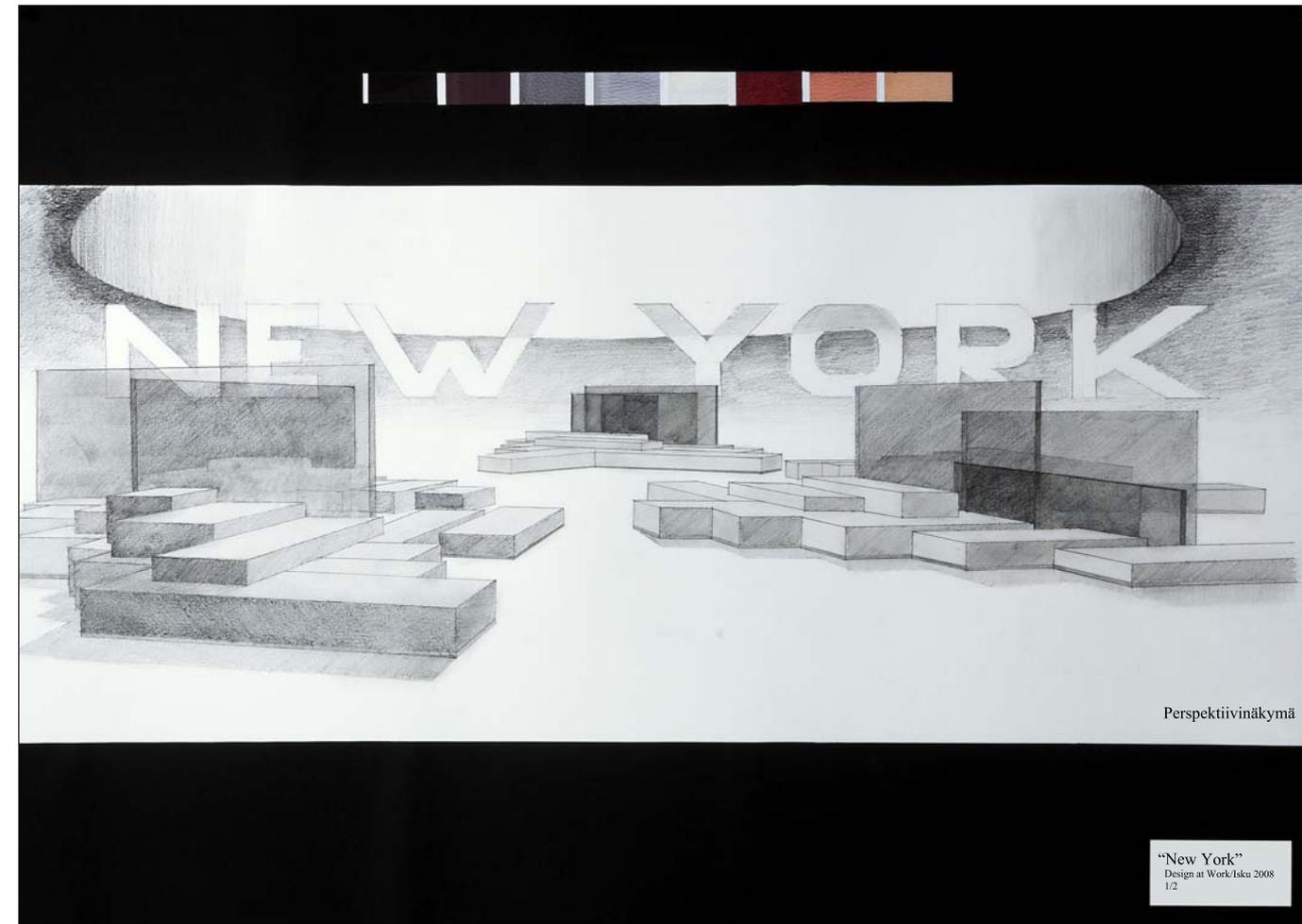


### 3RD PRIZE: Y\_SETTI



Pyry Taanila Sami Laine

It was our aim to create a modular seating concept that would meet the particular needs of varied public spaces, ranging from high volume interiors such as airport lounges, through to small offices. We wanted to maximise the range of visual opportunities in lounge areas by giving the companies an opportunity to add their own touch by applying tailor-made printed panels. The concept is based on a fully recyclable modular steel frame, mounted with padding and upholstery material of choice.

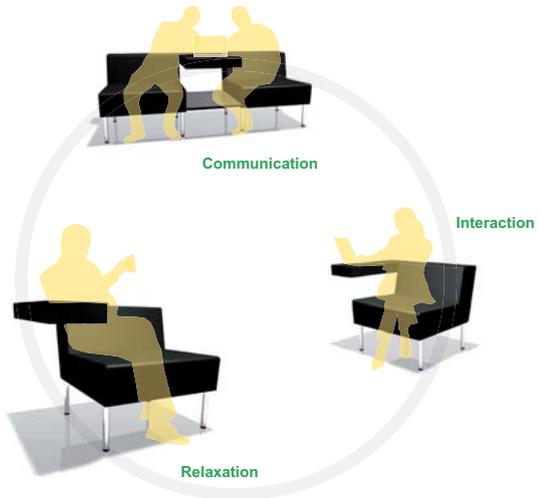


### PURCHASE: NEW YORK



Jani Vaarnanen

To me, the key was creating a sense of landscape in the lounge. My concept, "New York", is an adjustable furniture group that can be used in any combination. The sofas and partition walls create a comfortable lounge that is suitable for both social gatherings and business meetings. The sofa structures can be laid side by side and several on top of each other to create little islands sheltered by partition walls. The surfaces of the partition walls can be used as screens for marketing demonstrations or for teaching purposes. The partitions also serve to mark out wardrobes, bookshelves and information desks. The concept works on all levels, and even a small combination of the elements has the same feel as a large lounge setting.



A new, innovative furniture piece for Isku Interior. For use as armchair, sofa, or bench – for moments of relaxed seating, waiting and communication. Or a smart piece of furniture for integrated networking. Info-point for customers, visitors and staff. Suitable for any company's reception, customer support and communication zones. Also ideal for VIP lounges and general waiting areas at airports, showrooms, banks, hotels, museums etc. This interactive chair offers a smart alternative wherever comfortable access to digital information, coupled with good design and relaxed sitting are required. Its armrest supports reading and writing. Optional plug box for power and data connection. Electronic customer support, information and entertainment are increasingly gaining importance in service-related industries.

**Modular system: standard models**

**A:** seating + interactive armrest      **B:** seating without armrest      **C:** seating without backrest

**Seating size**

**Combination**

# RETRO-FUTURE ISKU DESIGN AT WORK

**THE LOBBY**

The lobby is often the first physical meeting with a corporation and its people. The atmosphere, volumes, flows and actions comprise vital output to present the company in a suitable manner.

Our vision of the modern company is one of openness in a both an ideological, functional and spatial sense.

The openness is physically accomplished by pulling the internal activities out and presenting them in the lobby. The flow of functions and actions begin as soon as you enter and surround Isku during your visit. The different activities are read in different layers, horizontally, vertically and circular. Should you be seated you can still see the ongoing processes that surround you and you're invited to participate - sincere architecture.

We have taken inspiration from the Finnish design heritage. The organic wavy shapes and the materiality and use of Finnish wood has been our point of departure.

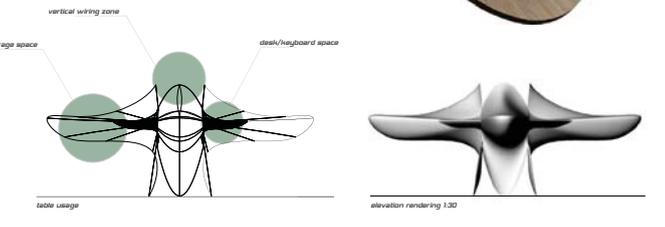
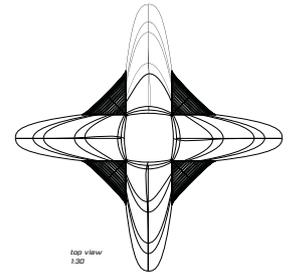
The aesthetic focus has been on letting traditional materials meet in a new context. We let these materials and forms express the flow of people and information, emphasizing continuous progress. The old working together to create the new.



**TABLE**

Flowing interaction - the flow of people and information embodied in a physical shape. Work done in companies today is characterized by an increasing interconnection within the corporation itself. Wireless connection in all its glory - let's not rule out the value and efficiency of human contact.

The table is a solid morphing from one person to another. The form adjusts itself to provide everything needed in the working environment.



## PURCHASE: KRAAF



Motomi Morii

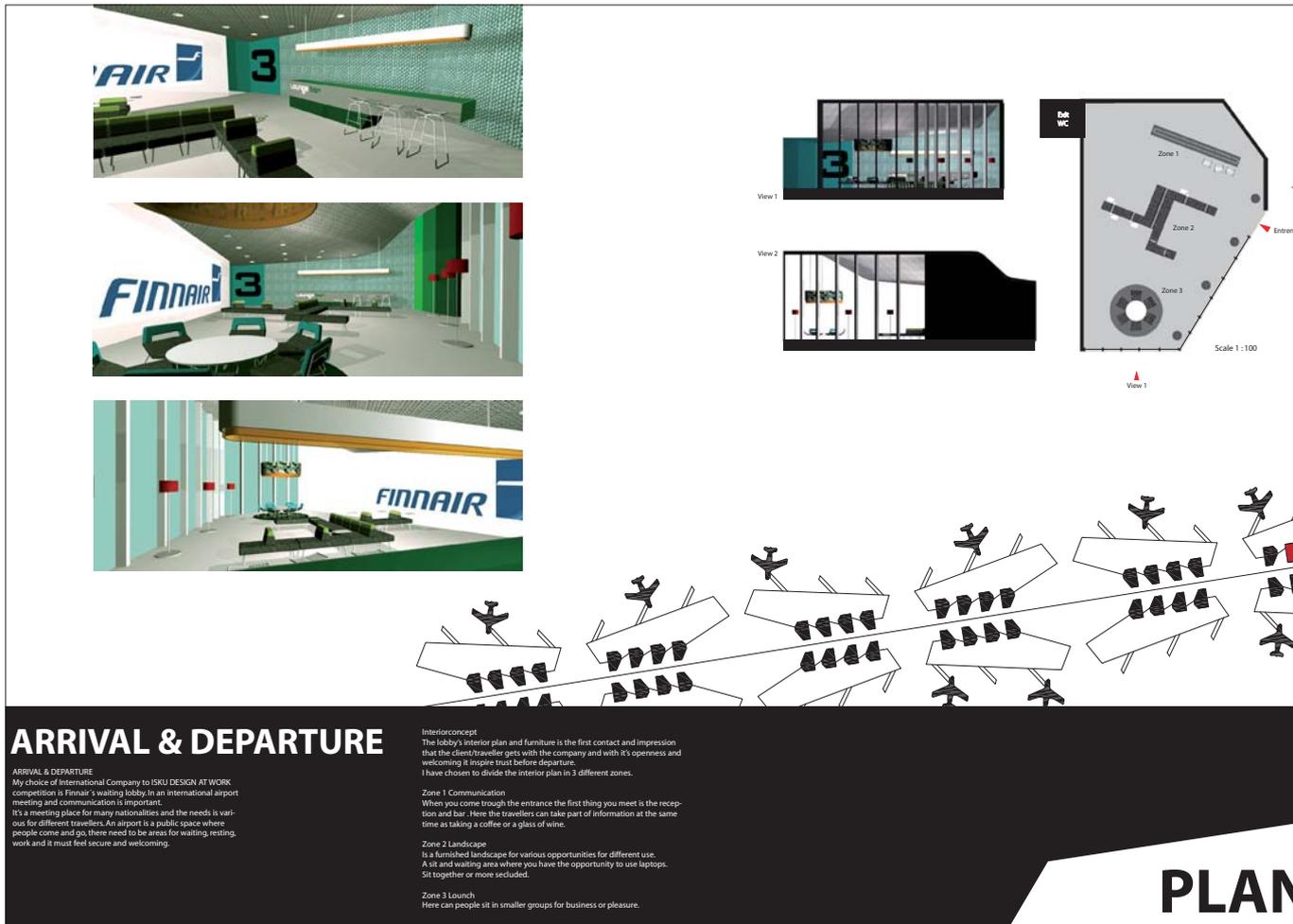
Initially, I try to design a piece of furniture by considering the type of space where it will be located. Office space has a specialised quality and function, so I designed a concept that creates a flow and serves to organise the space.

## HONORARY MENTION: FLOWING CONTINUUM



Andreas Amasalidis  
Mats Nilsson

We want to present a vision of the modern company as one of openness in an ideological as well as functional and spatial sense. Traditional materials meet to form a new context, expressing the flow of people and information, emphasising continuous progress. It is the old working together to create something new.



**FINALIST: ARRIVAL & DEPARTURE**



Sami Kallio

An airport lounge serves as the setting for my entry, as it is a space where meeting and communication is vital. To create comfortable spaces for waiting, resting, working and meeting, I divided the interior plan into three different zones: communication, landscape and lounge. My aim was to make the units, "Calm" and "Peak", as flexible as possible, so the colour scheme and materials can be freely switched and the furniture rearranged at will. I also wanted to keep the construction simple.

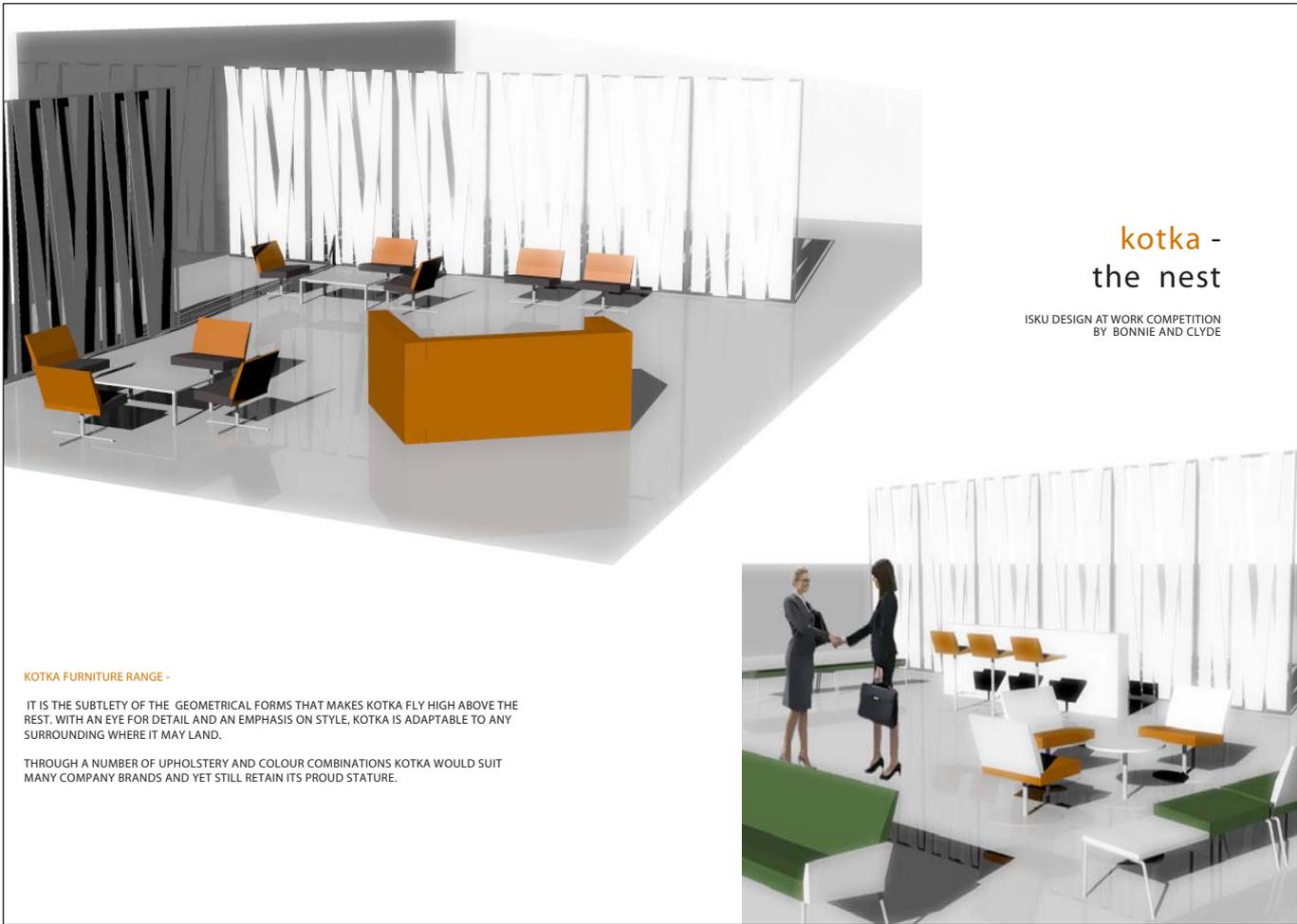


**FINALIST: FUTURE LOBBY CORPORATE SPEEDDATING**



Christian Wilke

The intention of the Future lobby/Corporate speeddating project was to find a way to provoke functional development of the lobby area. Furniture can be restrictive by creating and expressing certain predetermined functions, but the idea was to create something that allows for unlimited use of the space. Another important issue to address was the potential conflict of the corporate/institutional expression versus an iconic piece of furniture. The corporate image can be applied to personalise the furniture, making it part of the lobby rather than a collection of fashionable pieces of furniture showing themselves off.



## kotka - the nest

ISKU DESIGN AT WORK COMPETITION  
BY BONNIE AND CLYDE

### KOTKA FURNITURE RANGE -

IT IS THE SUBTLETY OF THE GEOMETRICAL FORMS THAT MAKES KOTKA FLY HIGH ABOVE THE REST. WITH AN EYE FOR DETAIL AND AN EMPHASIS ON STYLE, KOTKA IS ADAPTABLE TO ANY SURROUNDING WHERE IT MAY LAND.

THROUGH A NUMBER OF UPHOLSTERY AND COLOUR COMBINATIONS KOTKA WOULD SUIT MANY COMPANY BRANDS AND YET STILL RETAIN ITS PROUD STATURE.

### FINALIST: KOTKA



Jitan V  
Patel

Terhi  
Tuominen

With two subtle tones of the same range, "Kotka" would suit many companies' lounge areas and still retain its proud stature.

ISKU Competition - Design at work - 2008

## Komponentit

### The Reception

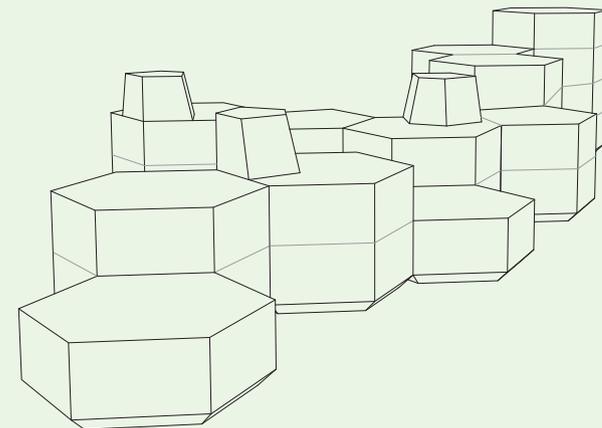
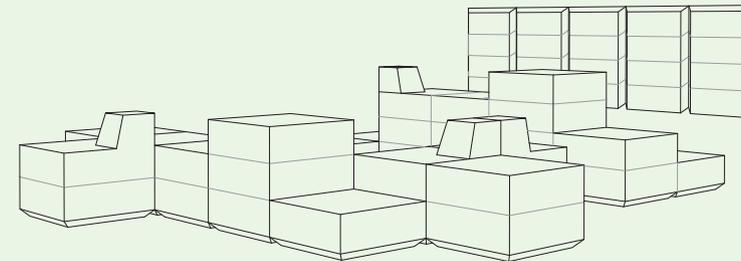
A reception is a company's representative entrance- a space for receiving clients, consultants, and deliveries- it is here that the company displays itself to its working partners. The reception is also a space for waiting and social encounters. It is often here different flows intersect: movement both in, out, and within the office. It is two types of workplace at once: both for the receptionist and for those who are waiting/working. Here we find a security zone that must also be pleasant both internally and externally.

### The Module

Here we propose a simple and flexible solution to the many different needs and requirements of the reception area, one that builds upon a collection of 12 components flexible enough to be configured to serve many functions and spaces. Functions that can be served in this design are: a practical work space, storage, IT technology, a bar, a waste container, a lounge space, space for brochures, a planter, etc.

### The Menu

The basic component keeps the design simple and clear, yet easily conformable to different company images and reception/lobby spaces. The menu system should make it easy for a person selecting the furniture to compile a package that suits both the needs and the image of the specific company.



MKLG

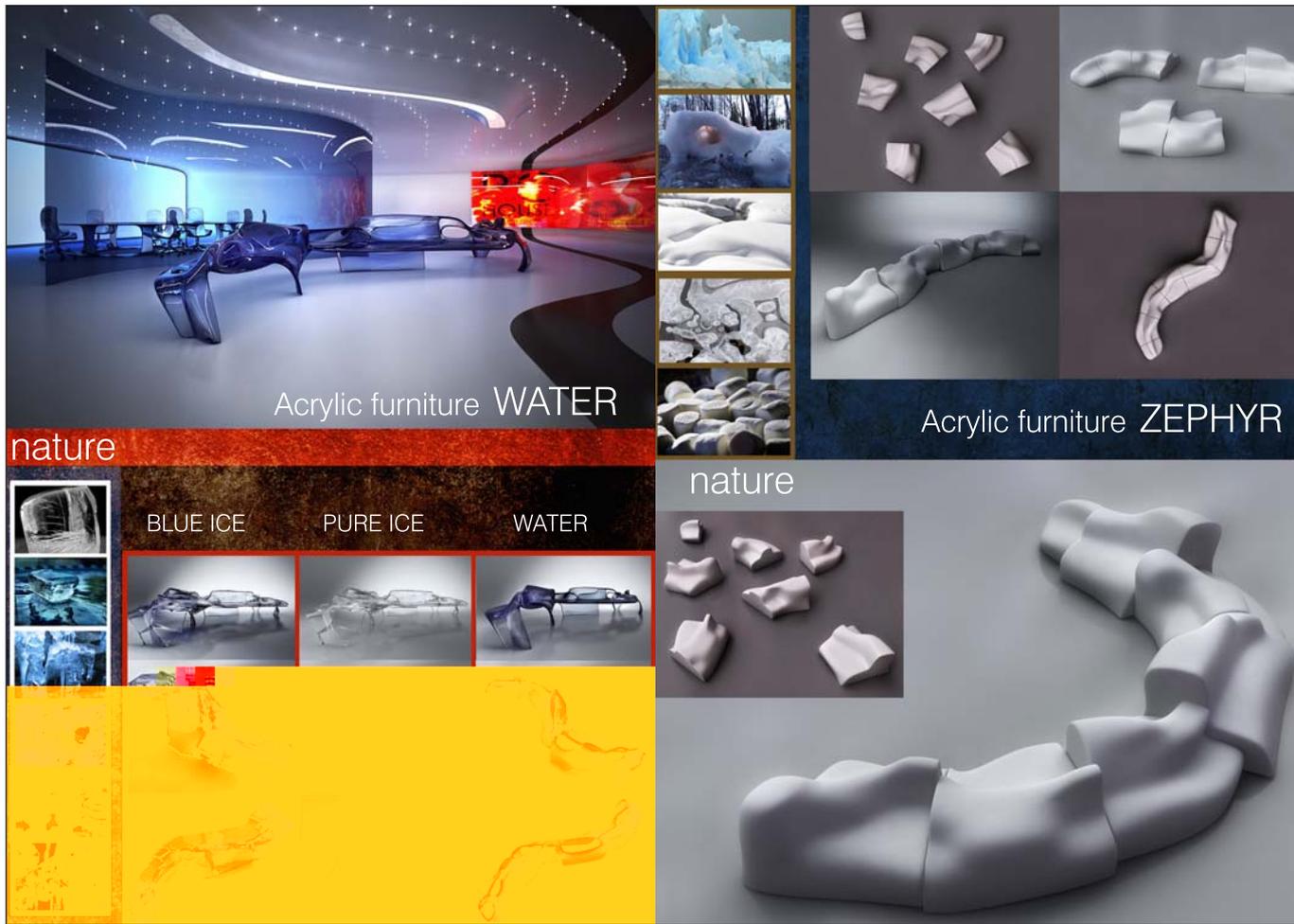
### FINALIST: MKLG



Mimmi  
Kannel

Lina  
Goldman

Mimmi Kannel and Lina Goldman are two young architects who have been working together extensively with office design in the early phase of their working careers. The proposal "Komponentit" uses a bevel-edged basic component that allows a unified form language. The basic component can easily be combined with others into units that satisfy many functions and tastes. The units can morph to fit different spaces. A menu system allows the client to compile a package that suits the specific needs and image of the company.

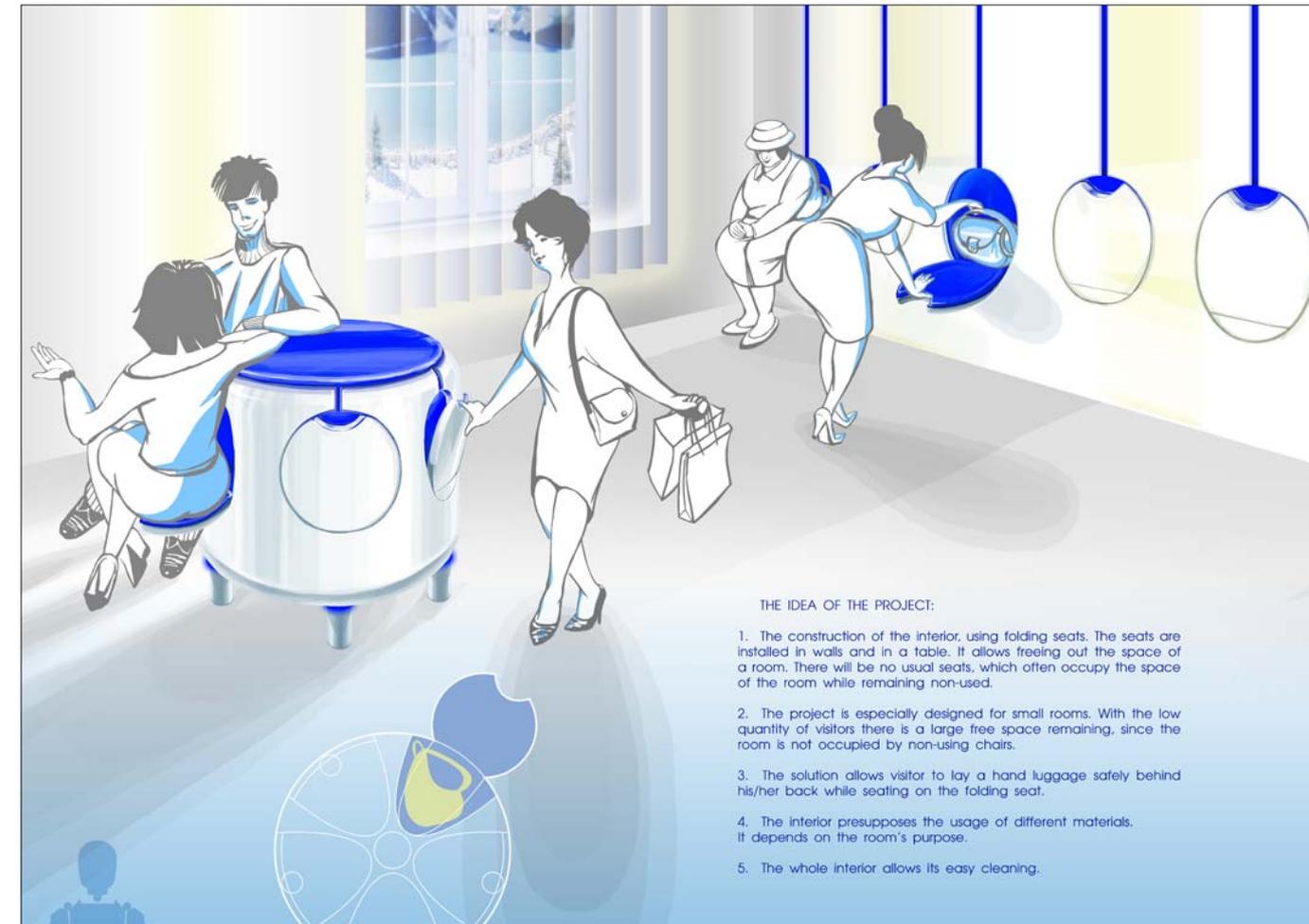


FINALIST: PG HOUSE



Andrey Goncharov Taisia Plis

The purpose of our project is to challenge the usual bland office areas, trying to find new organic forms and new features. We represent three elements for a lounge concept. The first one is called "Water". Its transparent plastic form and blue colour evoke a sense of streaming water. The concept includes a bench for waiting areas and a small table with chairs. The second element, "Ice", is similar to Water but with more harsh lines, reminiscent of an ice cube. The third element is a sofa called "Zephyr", which refers to an Eastern European brand name of marshmallow. The white colour gives a sense of efficiency. With a pleasant matt surface, it gives a cloudy, fluffy effect. Despite its unusual shape, it can be manufactured using traditional technology. Our concept allows emerging companies to have flexible and comfortable furniture, ready to be adjusted as different needs arise, whilst also providing exclusive working areas.



THE IDEA OF THE PROJECT:

1. The construction of the interior, using folding seats. The seats are installed in walls and in a table. It allows freeing out the space of a room. There will be no usual seats, which often occupy the space of the room while remaining non-used.
2. The project is especially designed for small rooms. With the low quantity of visitors there is a large free space remaining, since the room is not occupied by non-using chairs.
3. The solution allows visitor to lay a hand luggage safely behind his/her back while seating on the folding seat.
4. The interior presupposes the usage of different materials. It depends on the room's purpose.
5. The whole interior allows its easy cleaning.

FINALIST: KRISTINA



Kristina Magnitskaya

As a space saving solution, my project proposes a new interior concept with folding seats built into walls and tables. It would free public spaces of furniture which is not needed all the time. Usually, if there is no designated space for our bags, we put them on the floor or on our lap. The project suggests placing bags behind the back of the flip-flop seats while people are seated. The construction does not limit the use of different materials, which all depends on the purpose of the space.



Isku 80 years

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