



**Staverton**

## PRESS ANNOUNCEMENT

*Issue date 20 May 2005*

### THE SPIRIT OF STAVERTON

Staverton, having developed a long history of high quality bespoke furniture design and craftsmanship, combined with its highly technological production plant in rural Devon, launched a new and innovative product range at Design Prima. Unlike other systems of its ilk, the new range can be converted from a desk to a bench and back again, providing complete versatility for the user and facility manager.

### RESEARCH

Seymour Powell Foresight was commissioned to conduct extensive research into the office market and to provide some initial conceptual designs for the next generation of office furniture. The result enabled Staverton to clearly inform and inspire the development and marketing of their new product.

The research outlined below has been integrated into a range of products developed by Staverton's design team, led by Design Director, **Tony Cole**. The pre-production prototypes, aimed at the architectural, design and corporate market will be on display at Design Prima.

Seymour Powell Foresight's research identified workplace and technology trends, to formulate a product and design strategy for the office furniture market from 2005 onwards. The research covered:

***Workplace trends** included examining corporate re-invention; flattened hierarchies; creative team space and the war for talent.*

***Technology trends** included integration and take-up rates for laptops, handheld devices, flat screens, wireless LAN and Voice over Internet Protocol (VoIP).*

*The research examined potential issues and the implications of new technologies effecting mobility, connectivity, adjustability, ergonomics and security.*

Seymour Powell identified design trends over the past 10 years as: ***Emotional Expressionism**, which viewed work as play. This was prevalent throughout the dot.com era.*

***Exposed Structure** followed, which celebrated engineering, by putting it on view.*

***New Modernism** is still strong and focuses on elegant, strong clean lines.*

***Team Spirit**, which reflected the frenetic activity and was very mobile and flexible but not all that attractive.*

## DESIGN STRATEGY

Staverton's design direction would be best described in a summary of Seymour Powell Foresight's research document as ***Emotional Minimalism**, which combined three key elements of emotional response (touch and feel), restrained elegance (simple aesthetics) and perceived quality (detail and finish).* Other descriptions that would apply also include *"sensual surfaces (deep and gloss crafted), clean lines (restrained and subtle) and engaging transparency (enigmatic)."*

Staverton's desk, bench and table system has been specifically designed to allow **specifiers** and clients to maximize the input into the detailing of the product's final design for each individual project.

The Staverton products on display at Design Prima are at the advanced prototype stage. Full tooling has recently been commissioned and first pre-production samples are expected to become available by late summer, with delivery for installation by autumn 2005.

The Staverton team will promote directly to architects, designers and major corporate customers. This is to ensure that all aspects of the product, development of specific projects, brand and sales experience is of the highest quality and is closely controlled.

## THE PRODUCT

**Because specification matters**, Staverton has designed a high quality, crisply detailed desk, bench and table system. A highly engineered, dynamic frame system is concealed with variable adjustments to alter the height, leg position and leg type used.

A key feature is the unique ability to take the same leg and change the angle by 30 degrees, on any of the trestle frames, in support of varying sizes and shapes of tops. The technology behind this innovative feature is built into the hub, allowing the designer to achieve complete **structural freedom**.

Staverton's desk range can be transformed from a bench to desk or visa-versa, using the same components. (See "two desk – one bench lifecycle" attached). There are interchangeable components and materials, including the option to customize the colour of the framework to empathise with those specified within the architecture of the building interior. Mobile pedestals, structural multi-task storage and floor screens complete the range. Work has now commenced on Phase 2 developments, which will include Post & Free-wall Systems, Breakout Screening and Touchdown Solutions.

## THE BRAND RECREATED

Well-known identity company, SEA, has been responsible for Staverton's reworked brand, being rolled out across product literature, product branding, all forms of print, the website and exhibition stand. Bryan Edmondson of SEA explains *"We have tidied up the brand, developed it, simplified it and made it work harder"*.

## KEY PEOPLE

**Paul Edward**, Principal Director, started his career in the industry with Interspace/Castelli in 1978 and has been responsible for major projects and product development programs for Logic over many years. Paul heads up Staverton leading all aspects of brand development, design and production, including continual customer interface.

**Tony Cole**, Designer Director. With over 30 years of experience in the design industry, Tony trained as a cabinet maker, building up experience in manufacturing and engineering systems, before focusing on product design and development. Previous designs include the industries first standard system of safe electrics by Form Fittings, still sold widely throughout Europe today. Tony has also designed six ranges of systems furniture and numerous screen and panel systems for leading office furniture manufacturers.

**Roger Holt**, Lead Design Engineer. Roger studied industrial design at Loughborough with work featured at 'New Designers 02'.

[www.staverton.co.uk](http://www.staverton.co.uk)

...END....

For more information or to reproduce images, please contact:

**Danielle Benson Associates**

Hille House  
132 St Albans Road  
Watford  
Herts WD24 4AE

OR

**Staverton**

Quayside 6  
William Morris Way  
London  
SW6 2UZ

T 01923 242769

E [db@hillehouse.freeseve.co.uk](mailto:db@hillehouse.freeseve.co.uk)

T 020 7731 9565

E [paul@staverton.co.uk](mailto:paul@staverton.co.uk)

**Staverton**

