



modern showroom

CREATING CUSTOM DISPLAY SPACES



innovative displays for innovative products

Häfele America Co., a manufacturer and distributor of upscale residential and commercial hardware, recently designed a new showroom in Manhattan to showcase its innovative fittings, slides, and other products. The design team wanted every aspect of the showroom display to reflect Häfele's dedication to innovation and premium quality.

The situation presented the design team with a challenge: the new space would be smaller than the previous showroom, yet the company's product lines were expanding and more product needed to be displayed.

"Our last showroom was really not flexible enough to meet our growing and changing needs," said Christine Bengtson, senior marketing manager for Häfele America Co., who oversaw the showroom design project. "We knew we needed some sort of 'product library' that

would be able to expand and contract and change around as we needed it, in order to display as much product as we could fit into the space we had."

Häfele brought in the architectural firm Perkins+Will to tackle the challenge. "They were moving from a 5500-square-foot showroom into a 3500 square-foot space," said Arjav Shah, the interior project designer who headed up the project for Perkins+Will. "They had all these products but they didn't have enough space to display them."



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the jewel box of storage:



**creating something that
displays products & stores them**

Shah thought a Spacesaver compact storage system would provide the ideal solution. He had worked with Modern Office Systems on previous projects and thought the carriage-and-rail concept would be a perfect fit, both for the physical space and in terms of Häfele's commitment to quality.

"I had recently used Spacesaver for a law firm," he said. "I realized that using a high-density storage system would give Häfele more surfaces to display their product. We started playing around with the idea of modifying a storage system to make it almost like a jewel box: we wanted to create something that would display products as well as store them. It was like thinking of a hardware store as a Tiffany shop. It would take their hardware to a whole new level."



building a solution together

Shah worked with Modern Office Systems, a local Spacesaver consultant to design the compact system. In addition to providing insights about the system layout, Modern also addressed other concerns from how much weight we could put on the system to slab reinforcements and so on.

Shah's primary concern was safety. Modern worked with Spacesaver to prevent any risk of tipping and built-in safety features were a must. "We rely on our dealers to provide the details because we aren't experts at everything. It's always a joint effort to come up with something like this," said Shah.



a ‘transformative’ system

Shah also wanted to make sure the system reflected Häfele brand, so he designed custom millwork to display and store product in an attractive, easy-to-use way. When the system is opened, every aisle showcases different types of hardware, from LED lighting to functional hardware like drawer slides. Wayfinder icons on the end panels convey the theme of each aisle, and the aisles feature display space at eye level and drawers below for storage.

The client is thrilled with the system, too. “It’s transformative,” Bengtson said. “You can be standing in one aisle, talking about small items like hinges, and then you simply press a button and walk two feet over and you’re talking about massive sliding architectural hardware. This system is a key element in our showroom, providing us the flexibility for transforming our space.”

Bengtson added that the Spacesaver system integrates perfectly with Häfele’s mission and philosophy, providing an impressive and innovative experience to showroom visitors. “It’s always a ‘wow’ moment for our customers,” she said.



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