

# con|tact

THE BUSINESS PLATFORM FOR WIESNER-HAGER  
CUSTOMERS AND PARTNERS

## Kortrijk Review

Design Biennale  
in Kortrijk.

## Cafeterias and staff restaurants

Recreation  
in the office.

## Preview

macao – or the random  
as a stylistic device.

**wiesner hager**



If you work in design, it pays to be courageous and this is also becoming a decisive factor in international success. This is the philosophy presented by Wiesner-Hager as it introduced itself to the European design scene at the Interieur Design Biennale in Kortrijk, from 15<sup>th</sup> to 24<sup>th</sup> October 2010.

The Interieur takes place every two years and has developed into a real design hotspot of European dimensions. Wiesner-Hager was devoting its attention exclusively to Office Architecture design at Kortrijk. The Austrian company showcased three product innovations that combine perfect functionality with optimum design standards – the conference table system *pulse*, the office chair family *ayo* and the cafeteria system *macao*.

Wiesner-Hager's *pulse* follows the current trend of understatement in management, by setting a new lightness against the old heaviness of the boardroom. *pulse*'s intelligent functions are not intrusive, but they are on call when needed. Look at the new cable

management development, for example, where the cabling is invisible because it is hidden in the supporting column and the permanently integrated horizontal cable duct. Because it is a modular system, *pulse* can offer a multitude of different configurations – large or small, as a block, or as an open or closed circle.

Climate comfort is the new trend in the office chair market, along with the ever-present need for seating comfort. In the new *ayo* series, a double mesh covering at the back ensures ideal climate comfort. It acts like an air cushion and ensures that inside and outside temperatures are balanced. Not only that, but the perforated seat foam and elastic seat suspension are both breath-

able, for additional temperature and moisture regulation. But the double mesh covering does not just have functional advantages, it also establishes *ayo*'s individual visual identity and its unmistakably elegant look.

With *macao*, the new cafeteria system, Wiesner-Hager is breaching conventional forms and creating the ideal prerequisites for the creative atmosphere that is increasingly expected of modern working cafés. The central theme of lightness is also of benefit to this piece of furniture in establishing a stable stacking chair concept. High-quality design, visual lightness and excellent seating comfort can therefore be combined in a most satisfying way.

## Rest: the reward of labour.

At Wiesner-Hager, we are busy working out how both the staff and the company can benefit from well-designed recreation areas. Details are on the following pages and you can see for yourself some convincing practical examples. Besides, when we are not resting, we actually work hard, of course, and we are always looking for new challenges. Which is why this year we also attended the Interieur 2010 Design Biennale in Kortrijk for the first time. As you will see, this issue of *con\_tact* includes pictures of our debut and of our latest products, which we showcased at this design hotspot.

Relax and enjoy the read,  
Best regards  
Markus Wiesner



# Review Design Biennale in Kortrijk.

*pulse*, conference table  
*ayo*, office chair family

*macao*, cafeteria range



*fizz*, bar stool and *macao* bar table



*compod*, work differently



update, Multi-purpose chair  
clip, Multi-purpose table



## An example of cafeteria capacity planning

Shift operation	
Number of employees	100
Participation rate	80 %
Fill factor	0,7
Shifts	2
<b>Number of seats</b>	<b>58</b>

Continuous access	
Number of employees	100
Participation rate	80 %
Fill factor	0,7
Length of stay (min.)	30
Opening times (min.)	90
<b>Number of seats</b>	<b>39</b>

The new meaning of  
recreation in the office.

Statistically, we spend more time in the office with our work colleagues than we do at home with our families. So it seems only right that we create as pleasant an atmosphere as possible for this major part of our lives, as well as planning intelligently to save costs.

# Cafeterias and staff restaurants.

Regenerative feel-good zones within the company used to be frowned upon, but now they are deliberately being used as an instrument to encourage office socialising. And it is recreation areas such as cafeterias, working cafés or staff restaurants that lend themselves to becoming places for rest and recovery, for motivation and identification with the company, as well as places that can set a positive example to the outside world. The forward-looking concepts go one step further - they exploit the mobility of information technology and go some way towards abolishing the rigid separation of "working and relaxing" and

"social and business communication". Crossways and lounges are actually designed as meeting points that are not only relaxing in character, but also speed up the workflow by encouraging a spontaneous interchange of ideas. Even if it is difficult to express these intangible factors in hard figures, current studies suggest that where communication is informal, it is not just everyday events that are actively discussed, but business strategies as well. The latter are then usually better accepted and "brought into being" as a result. So deliberately designed feel-good zones not only benefit staff, they also benefit the company

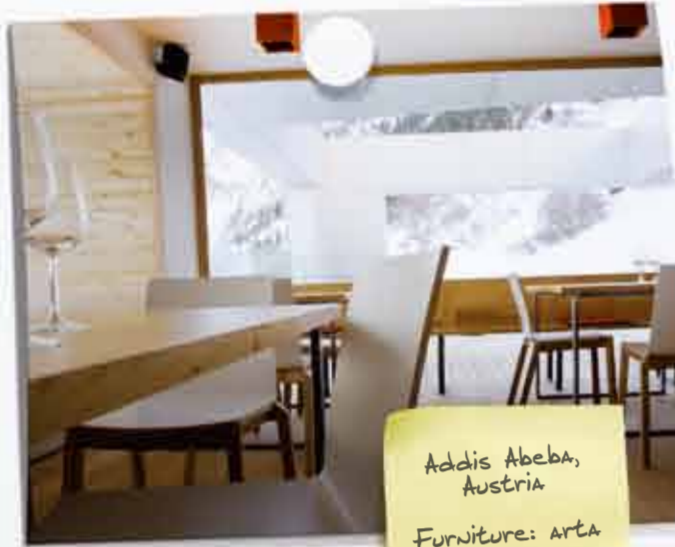
overall. Rooms for recreation reflect the corporate culture and are thus also a message for the outside world. The quality of their design shows how much the company values its employees and its visitors and thus makes an important contribution to the corporate image. Relaxed conversations at the crossway or in the cafeteria can give birth to many a creative idea and more often than not, speed up the working processes. Surely there is nothing better for a company than having its employees feel at home? The "feel-good factor" is an important aspect in the company, because after all, this is what encourages

commitment, this is what motivates staff. The deliberate use of colours, materials, light, indoor climate and furniture in the recreation zones clearly influences the feel-good factor. Even if the "indirect return on investment" of such rooms cannot directly be expressed in hard figures, it is still possible to take economic aspects into account in their planning. As the above example of calculating cafeteria capacity shows you, it is possible to achieve savings of up to 60% for seating, so that far less initial investment is required. Feel free to contact us to discuss the matter in detail.



# Working cafe, staff restaurant & co.

examples of international projects.



Addis Ababa,  
Austria  
Furniture: ARTA



Prague  
International  
Airport,  
Czech Republic  
Furniture:  
chet, bistro



Seminarhotel  
Ammerhauser,  
Austria  
Furniture: compad,  
fizz, client



HTL Braunau,  
Austria  
Furniture:  
client, fizz



Nestlé Prag,  
Czech Republic  
Furniture:  
chet, bistro



Ocilow,  
Austria  
Furniture: chet



Pace Micro,  
Great Britain:  
Furniture: outline,  
flex\_table



HUB Prague,  
Czech Republic  
Furniture: fizz,  
eva chair



Modul University  
Kahlenberg  
Austria  
Furniture: eva chair,  
chet, bistro



Thales Group,  
Weybridge,  
Great Britain  
Furniture:  
chet, bistro



Siemens VAI,  
Austria  
Furniture:  
fizz, client



# Coming soon: macao. The random as a stylistic device.

With *macao*, the new cafeteria system, Wiesner-Hager is breaching conventional forms and creating the ideal prerequisites for the creative atmosphere that is increasingly expected of modern working cafés. *macao* originates from the "neunzig°" design studio and combines quality design with visual lightness and outstanding sitting comfort. The design gets its inspiration from the beauty of freely modelled forms that take nature as their example. The random becomes an aesthetic stylistic device. *macao* will be available from March 2011. If you want initial information to be sent to you as soon as it becomes available, see the document order form.



## New: Product Overview 2010/11.

Now you understand what our portfolio has to offer: office chairs, seminar equipment, conference and meeting ranges, multi-purpose tables and chairs, furniture for lounges, cafes and company restaurants. Please contact our office for further information about any of our ranges.

I want to find out more ...

Company
Contact person (first name, last name)
Number and street
Postcode, city/town
Tel.
E-mail

Yes, I am interested in receiving news from Wiesner-Hager!  
Please send me the following information:

- New Product Overview 2010/11
- Initial information about *macao*  
(automatically sent from the first quarter of 2011)
- Advice session for calculating cafeteria capacities
- Request for a one-to-one appointment

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