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7 TIPS FOR A WELL-DESIGNED Lounge

A well-designed lounge can help strengthen your brand experience. Working nomads especially, expect a top-notch lounge with a variety of areas. Sometimes they want to work on a presentation or catch up with clients; other times they just want to relax and enjoy a drink. We have gathered some tips to change your lounge from good to great!

TIP 1: CHOOSE THE RIGHT LIGHTING

Proper well-thought-out lighting can make a world of difference. That’s why we offer a full range of options, from the arabesque decorative design of BuzziChandelier to the simple functionality of BuzziShade, which both are unique combinations of light with sound absorption.

TIP 2: OFFER A QUIET SPOT

Sound impacts you to a great extent, sometimes subconsciously. Try to create quiet working zones away from crowded areas or other noisy elements. BuzziVille allows you to develop different areas to work, meet and relax. Or choose a free-standing room divider like BuzziBlinds, BuzziScreen or BuzziFalls Standing to create privacy zones.

TIP 3: CREATE DIFFERENT EXPERIENCES

A good lounge offers comfortable seating for different experiences. BuzziMe is built with high-performance, sound-absorbing materials to provide sound control and is ideal in public spaces. The chair can be configured with an optional rotatable tablet on the left or right armrest, creating a convenient surface for work or to rest a beverage. Alternatively, you can go with BuzziCane, which welcomes guests with plush seat and back cushions, perfect for relaxing.

TIP 4: STAY CONNECTED

Working nomads are often on the road, but need the essentials of the office, like WiFi and power outlets in transit spaces. Our BuzziPicNic Tables and BuzziVille configurations offer cable box options with power outlets, USB and data connections so you can stay connected wherever you go.

TIP 5: ADD A POP OF COLOR

Don’t underestimate the power of color; it can boost creativity, happiness and productivity. Even in the age-old practice of feng shui, colors are used to bring different types of energy into the space. Make the space your own with a unique color palette to fit your company DNA. Use a combination of BuzziTiles or different flexible elements like BuzziBalance or BuzziCube.

TIP 6: PERSONALIZE YOUR SPACE

Add personality to your lounge by opting for brand colors, decorate with pictures and inspirational quotes and experiment with vegetal or kelim rugs. Try mixing some vintage items with modern furniture, like our BuzziNordic lounge chairs.

TIP 7: GO GREEN

Plants are one of the easiest ways to liven up a space. Don’t like the maintenance? Choose our BuzziSkin Printed in different greens, BuzziCactus or our newest addition, BuzziMood.
Part of the equation to a happy and healthy workspace involves finding the right lighting and creating good acoustics. Sound affects our moods, well-being and even productivity, for better or for worse. The same goes for light. Good lighting can help us perform better, prevent tiredness and headaches resulting in increased productivity and better overall well-being.

Because light as well as sound have such a profound impact on us, both should be factored into the design process of a space from the very beginning. However, too often the importance of acoustics is brought up only after the completion of a project, when noise issues have been reported. By this time structural elements are unchangeable, and it isn’t always feasible to integrate extra ceiling or wall solutions. As a result, there is a great advantage in combining light with sound-absorbing materials to accommodate this challenge.

However, acoustic lighting is about much more than the name implies. Combining light with upholstered sound absorbing materials, such as foam, is quite a challenge in itself, especially from a design perspective. The end product must be beautiful and conceal its technical features – which it successfully does.

Apart from creating a lot of acoustic volume, all solutions provide extra functionality and versatility thanks to their integrated LED light source – without sacrificing crucial floor space or interrupting the flow of a room.

So, go find your favorite for your space. Discover all our new sound absorbing lighting solutions on page 8-9.
The importance of a well-thought LOUNGE

How should a lounge look like?

“For me, a lounge space is an area in a company or hotel building where you will only spend a fraction of your day. I tend to compare it to that moment of the day when you take a break and have a coffee. It has to be an experience that recharges you and makes you feel good for the rest of the day. When I design a lounge, I want to create a relaxing experience that has a different atmosphere from the rest of the building.”

How did lounges evolve in companies, hotels, …?

“Over the last decade, lounge areas have evolved from being dull waiting areas to warm, welcoming spaces. They are now a way for companies to show that they care about people, customers as well as employees. It is also a way to define the image of a company or brand and stand out from the competition. As a result, boring waiting areas are disappearing, and being replaced by more dynamic multifunctional spaces. These will function as personal workspaces, informal meeting rooms, places to take a break or to eat and relax, and sometimes even as waiting rooms! Thanks to the diverse functions they offer, they can be used all day long and improve the overall experience for everyone. For instance, hotel lobbies have now become a mix of co-working areas and lounge areas to chill and enjoy a drink or snack.”

Do you have particular lounges in mind when you design products?

“It all depends on what you want to achieve in the space. I believe that society and the work environment in general have evolved enough in the last ten years to be able to offer a cushion and a comfortable sofa where people don’t necessarily have to sit straight, and where they can indulge a little more without feeling guilty. With BuzziSpark, I want people to feel like they are in a little cocoon that’s warm and comfortable, just like a big bulky sofa that people dive into when watching television or surf on their tablets. And don’t forget to add that right spark of light that makes you feel at home. BuzziHat is the perfect solution for this. It combines a great light output, good noise reducing capabilities and a fun design. It has character and personality and can be easily combined with other furniture pieces in the space.”

What is the philosophy behind BuzziSpark designed as a lounge solution?

“BuzziSpark was designed with the idea of lounging in mind, but also for exchanging ideas with your colleagues. Moreover, it is also an architectural piece. It has a great flexibility that can offer a lot of possibilities to architects when they are designing their own spaces. The shields, the side panels on the sofa, can be placed in different directions to create a protection at different heights. So, one could use BuzziSpark with two shields on one side to create a loveseat, or with two shields in opposite directions. Using different models of BuzziSpark in a room can create an unexpected dynamic structure.”
Our happiest BuzziMoments

The opening of our production plant in High Point to manufacture as much as possible regionally. It was nice to see it helped employment in our local community.

Sandy Gordon (Production Leader)

Exhibiting in Milan in 2008. This was the moment that catapulted BuzziSpace into the spotlight. We kept pinching ourselves, trying to wrap our heads around the fact that we had established a name for ourselves in the interior world. Showing in Milan for the first time was one of my proudest BuzziMoments. It was nice to be back this year with a small pop-up in collaboration with Alain Gilles in the Secret Oasis Garden.

Steve Symons (Founder and owner BuzziSpace)

Throughout the past 10 years, we’ve collected numerous memories. Some of these we would like to share with you as part of our year long celebrations. Let us together collect and share even more happy moments in the next 10 years to come.

Kathleen Vermuyten (Project Consultant)

When I give a presentation with BuzziSpace references and I end my presentation with the slide of BuzziJungle by Jonas Van Put at NeoCon 2016. The eyes of everyone around the table start to sparkle.

Stefan Rothenberger (Sales Manager South Germany)
A recent study of the University of Texas found that bland grey, beige and white offices evoke feelings of sadness and depression, especially amongst women. Men, on the other hand, experience similar feelings in purple and orange workspaces.

Other scientific studies show that colors don't just change our moods, they also impact our productivity. You can, for example, paint your whole office blue, because it's a calming color that helps you to focus on a task.

But try to find balance by mixing and matching colors, such as with our new, extremely customizable acoustic lighting solutions. Finally, some upholstered lighting solutions that can match your office chairs!
PROJECTS IN THE SPOTLIGHT

Project: Future Camp Azenture, Zurich, CH
Design: Gregor Neidig, Baden-Baden, DE
Photography: Gianni Antenna

PROJECTS IN THE SPOTLIGHT

Project: Pernod Ricard, New York, US
Designer: Spector Group, New York, US
Photography: Ben Gancsos

BuzziSpace on CET Designer

We’re very excited to announce the launch of the BuzziSpace extension on the CET Designer marketplace. CET Designer, by Confi gura, is an all-in-one software solution for space planning and visualization of interior projects – already used by more than 6000 designers worldwide. Get started right away! Login or register and access the BuzziSpace extension without any costs or license fee.

REGIONAL NEWS

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Regional Sales Manager, East Coast

Milicia Vidovich
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Regional Sales Manager, South East

Katharina Burr
Business Development Associate, New York region

Victoria Pascoe
Business Development Associate, New York region

Craig Gronowski
Business Development Associate, Chicago region

Mary Beth Caccitolo
Business Development Associate, Los Angeles region

UPCOMING

New York Office
opening summer 2018.
45 West 21st Street,
3rd floor, NY 10010
Acoustics inspired by nature

— BuzziMood by Cory Grosser