

Creating a Hybrid Culture

5 Things People Need Now

Hybrid work is a seismic shift in how work happens for many organizations.

A New Era of Hybrid Work

A blend of on and offline interactions means we have to think about the needs of people as they adopt a new way of working, and how the workplace and technology need to change to help hybrid work be successful, regardless of how your company defines its policies.

The flexibility of hybrid work — and the trust it requires — can be a catalyst for new ways of working and redefine how the office can help people thrive. It may be challenging initially, but there's never been a greater opportunity for organizations to reset their culture.

Everyone, everywhere struggled with a feeling of isolation while working from home. Organizations that have returned to the office found people need to be reenergized and rebuild social connections to feel a strong sense of community at work and achieve more — leading to a culture based on shared purpose.

The workplace can be intentionally designed to foster community by creating spaces that help people feel a sense of belonging and connected to the organization. Research shows that feeling part of a strong community actually boosts productivity, engagement, innovation and retention. And it's critical to make changes before people come back to the office so they can see and feel their organization is taking action to meet their needs in a new era of hybrid work.



There's never been a greater opportunity for organizations to reset their culture.

5 Things People Need for Hybrid Work

1 Safety

Physical safety continues to be paramount.

People need to know their organization is doing everything possible to keep them safe and mitigate the spread of disease. Sixty-two percent of respondents to a recent McKinsey study said that improved air filtration could decrease the stress they experienced from returning on site.

9 Belonging

In a time where people are working from diverse locations, people need their workplace to help create community and "social glue" that builds cooperation and team cohesion. Strong communities have a sense of shared purpose, as well as shared leadership. With high levels of trust and engagement, communities allow people to learn, adapt and demonstrate resilience in the face of changing circumstances.





Hybrid work will require new spaces and technology to help people be effective. People need places for 1-on-1 or small group video calls, either enclosed or with greater acoustic privacy at their desk. Groups need places that support both in-office and remote participants equally – where everyone can see and be seen, hear and be heard. Spaces should be designed for a better virtual presence with important elements like cameras, acoustics, content and lighting.

✓ Comfort

Physical comfort is critical for hybrid workers, especially if they are spending a lot of time on video. People's wellbeing has suffered, and they need places and experiences that help them rejuvenate and reset throughout the day. People also need to be comfortable with how work is changing, and how to use new kinds of spaces and new technologies to collaborate with hybrid teams.

□ Control

While living through a crisis and changing ways of working, people crave more certainty. They want to be able to have more choice and control over:

- · Where they work within the office
- · When they work at the office or home
- · How they work, alone and with teammates



Better Is Possible[™]

Although it will look different for everyone, hybrid work is, perhaps, the biggest opportunity organizations have to reinvent their culture. We will need to adjust our expectations about how work happens, adopt new behaviors and rethink the role of the office going forward.

Designing the hybrid workplace as a community can lead to new possibilities for people and organizations alike.

Essential solutions and new products create inspiring hybrid spaces for individuals and teams anywhere work happens.





Hybrid Solutions

A range of spaces and products provide individuals and teams with greater flexibility and a sense of belonging in the new hybrid workplace.





Beyond Comfort. Beyond Mesh.

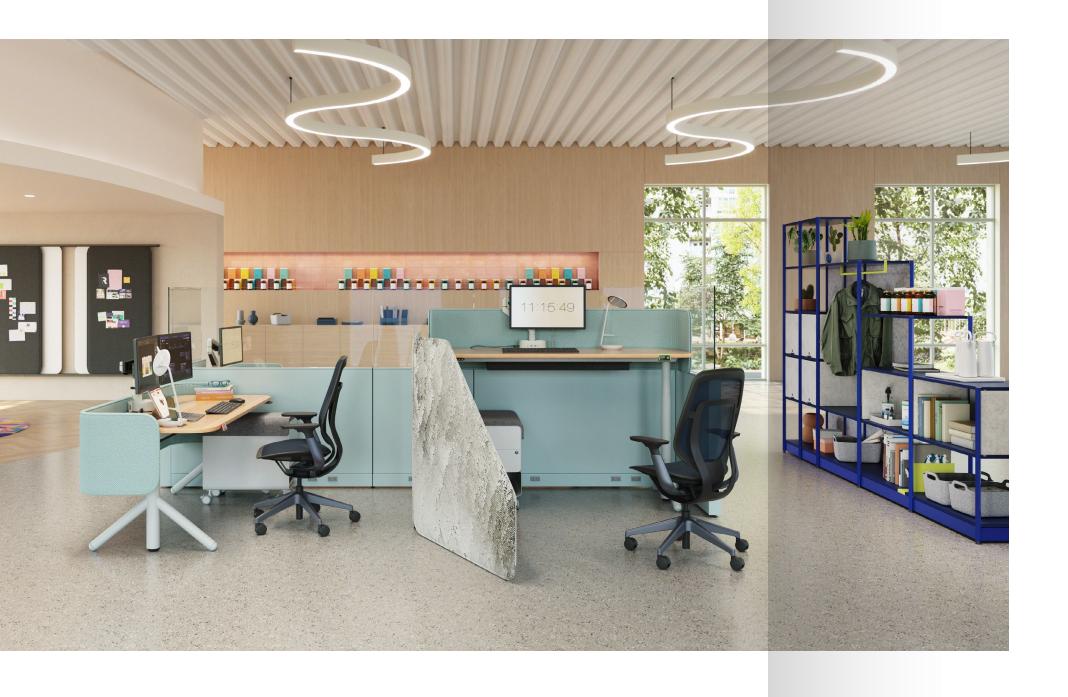
Steelcase Karman™ goes beyond other mesh chairs by delivering comfort in an entirely new way.

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New Products

Steelcase and its family of brands showcase 30+ new products designed and engineered to create a better hybrid work experience.





Hybrid Homebase

Reserve a space in this vibrant hybrid team neighborhood that has all the tools you need for solo or group work.



Steelcase Flex Media Cart





Tom Dixon Void Pendant







Steelcase DeskWizard







Book ahead. Or book on demand.

DeskWizard is designed for the hybrid worker. The booking process is simple, hands-free and managed from the well-known comfort of your mobile device. Scan the QR code at the desk or book ahead and reserve a free workstation.

Have peace of mind that a comfortable workspace is awaiting you when you're in the office.



Empower people to efficiently navigate shared spaces.







Backyard Hub

Relax, grab a coffee, connect with colleagues or focus and get work done — indoors and outdoors.

Furniture that is as flexible as your lifestyle, adjustable in height and adaptable to every occasion:
Meet Extremis
Amai, a true marvel of multifunctionality.





Extremis Amai Table







Innovative, world-renowned design. Unique collections.





Introducing Established & Sons

To provide organizations with more choices for creating high-performance collaboration and social spaces, Steelcase recently announced a new relationship with British design brand **Established & Sons**.

Specializing in crafting innovative contemporary designs, the company is a well-known and respected brand that champions individual expression. In 2019, **Established & Sons** debuted a collection designed for the workplace. Anchored by products designed by luminaries such as Sebastian Wrong, Ronan and Erwan Bouroullec and Konstantin Grcic, the curated collection of products will be distributed by Steelcase.





Personal Oasis

Find focus or a moment of solitude in this warm and inviting update to the private office.



Steelcase Slim Leg Height-Adjustable Desk

Currency Enhanced, a broad portfolio of laminate desking and storage solutions, works hard and looks great in any setting from private offices to the open plan and everywhere in between.









Carl Hansen & Son Cuba Chair CHMG501





Steelcase CF Series Intro

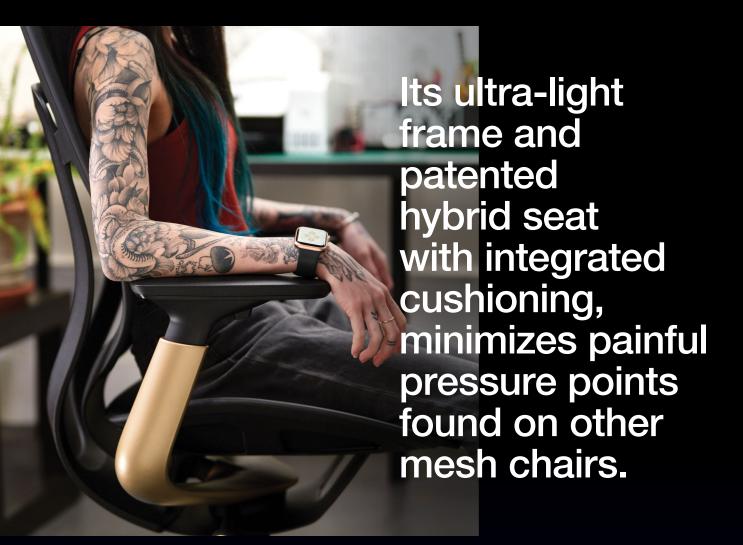


Beyond Comfort.

Beyond Mesh.

Steelcase Karman[™]

The Kármán Line is where the earth's atmosphere meets space, weightlessness becomes possible and where going beyond becomes a reality. That spirit and feeling is captured in Steelcase Karman.



Steelcase Karman Goes Beyond Comfort

Steelcase Karman goes beyond other mesh chairs by delivering comfort in an entirely new way. Its design relies more on physics than mechanism, intuitively responding to your movement and weight. Steelcase Karman provides effortless comfort.



Steelcase Karman Goes Beyond Mesh

Intermix is Steelcase Karman's proprietary performance textile. Using patented Shrinx technology, Intermix is central to Steelcase Karman's comfort, performance and aesthetic.







Designed with sustainable materials and the least number of components necessary, Steelcase Karman weighs only 29 pounds — a responsible choice for work and the environment.

Steelcase Karman Goes Beyond Basics

Unique from other mesh chairs, Steelcase Karman goes beyond black, white and gray. It offers 13 Intermix colors, a wide range of frame and base finishes and its unique weave process offers diverse textile styles, including an all-new color shifting option.

Steelcase Karman's light-scale aesthetic looks great in the office or home — any place work happens.





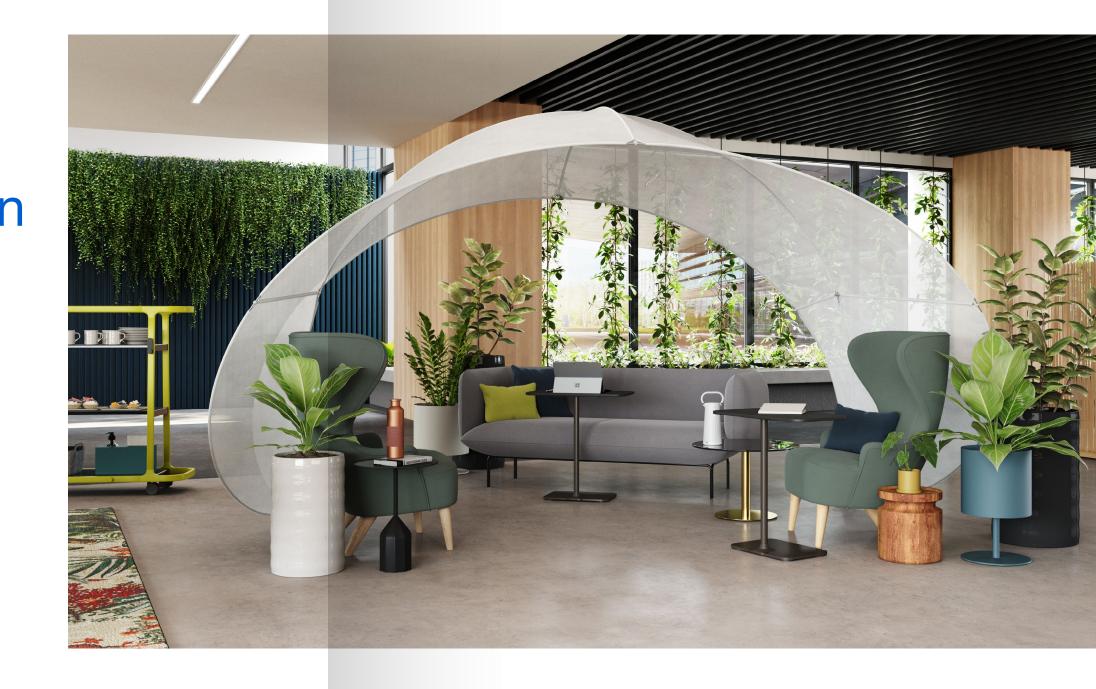
Work-Life Nook

Go beyond conventional at home — a beautiful, comfortable and hard-working space that blends work and life just like you do.



Garden Retreat

Create a sense of belonging in this relaxed open collaboration space where people can reconnect in-person and virtually.







Soft, modern minimalism meets the performance and comfort needed for today's collaborative workplace with West Elm Work Kent seating.









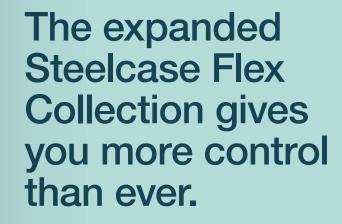
West Elm Work Kent Seating















More flexibility. More control.

Keep collaborative teams humming and give individuals the privacy they need when working alone with the growing Steelcase Flex Collection.

Steelcase Flex Perch Stool offers a quick place to sit — while keeping you fully engaged. Charge, create and share — faster and easier than ever with Steelcase Flex Dock. Just plug in your laptop and immediately connect to power, data and displays. Compatible with a variety of technologies and effortlessly mobile, Steelcase Flex Media Cart keeps up with people, projects and organizations on the move.

Finally, a little privacy.

As people return to the office, they will have an even greater desire for privacy, comfort, control and safety. **Steelcase Flex Personal Spaces** give people more control and flexibility.

Quickly and easily adapt your workstation orientation to achieve the level of privacy you need – whether for video calls or sustained heads-down focus time. An incredibly simple and flexible set of products makes changes over time fast and easy.

Coming early 2022





A space to make your own.





Team Huddle

Connect with the right people no matter where they are in this highlyflexible hybrid collaboration space.



Coalesse Marien152 Lounge Chair



Boundary Tent — a lightweight and versatile freestanding screen that delivers ondemand privacy and space definition.



AMQ Amobi Team



Inviting spaces to connect, collaborate or focus.

Create workspaces that offer accessible privacy. **Orangebox Pods'** modular architecture provide expertly designed acoustics, fire safety, air flow, lighting and power.

Orangebox Air3 is a safe, flexible, freestanding pod that can be easily assembled and customized to fit the needs of your space. And the latest addition, **Orangebox On the QT**, makes a big impact with a small footprint. The phonebooth includes enhanced ventilation and seated or standing options.



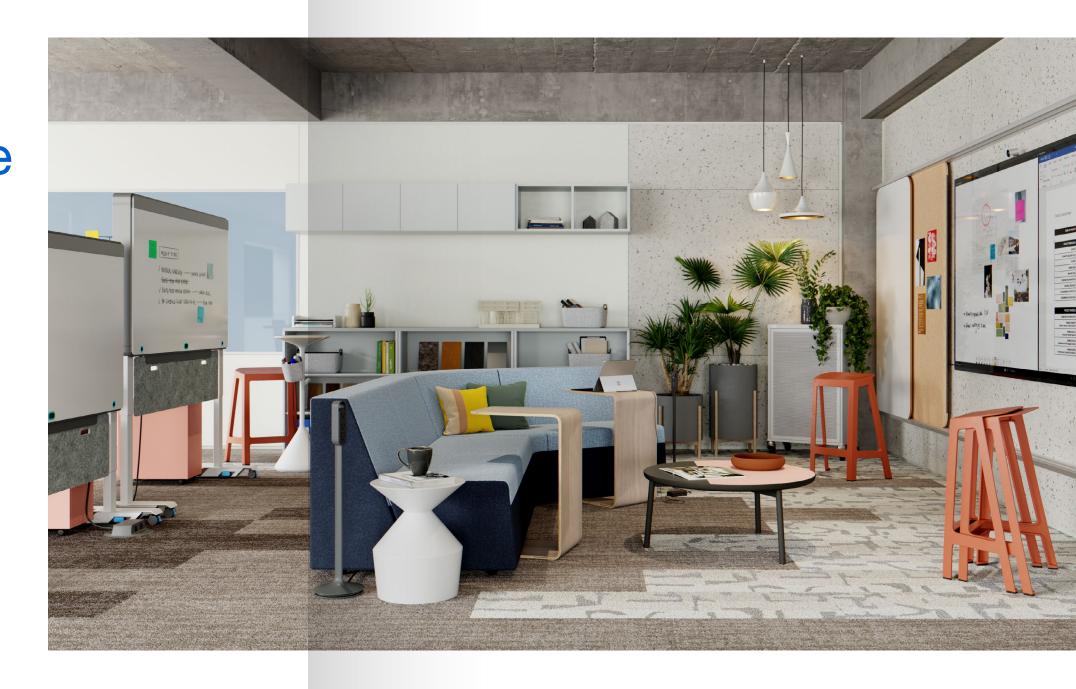


Work collaboratively or privately, however you choose and wherever you want.



Team Basecamp

Bring your inoffice and remote teammates together in this flexible project room built for active collaboration and co-creation.



With integrated power and collaboration boards, AMQ Amobi Desk offers a pre-assembled, mobile workstation that easily folds up to store when not in use.



AMQ Amobi Desk





Seating



Steelcase
Steelcase Karman



Carl Hansen & Son Cuba Chair CHMG501



Viccarbe **Ears**



Carl Hansen & Son Embrace Armless Chair CHE004



Viccarbe **Funda**



Established & Sons Grid Collection



Orangebox **Kirn**



Coalesse Marien152 Lounge Chair



Coalesse Marien152 Stool



Tom Dixon
Micro Wingback Chair



Steelcase
Steelcase Flex Perch Stool

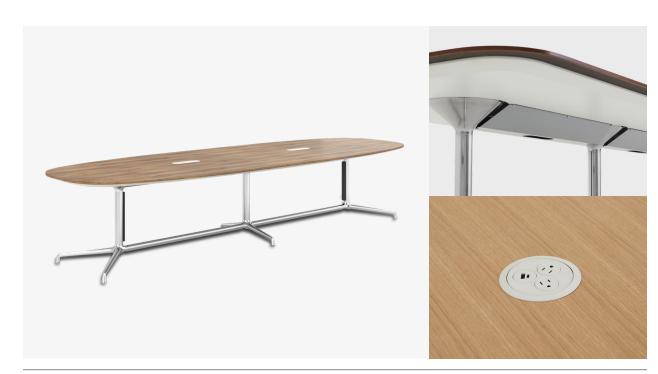


West Elm Work Kent

Desks + Tables



Extremis **Amai**



Coalesse SW_1 Conference Table with Power Enhancements







Steelcase Currency Enhanced



Carl Hansen & Son Embrace Lounge Coffee Table CHE021



Tom Dixon **Flash**



Mattiazzi **Fronda**



Bolia **Nord**



Steelcase Slim Leg Height-Adjustable Desk



Tom Dixon **Tube**

Storage



AMQ **Amobi Team**

Technology



Steelcase **DeskWizard**



Steelcase
Steelcase Flex Media Cart

Architecture + Space Division



Orangebox Steel
On the QT Over



Steelcase
Overhead Tent

Accessories







Kontrol BioCloud®



Steelcase CF Series Intro



Steelcase Eclipse Light



Clean Rooms International Guardiair™ Air Filtration Unit



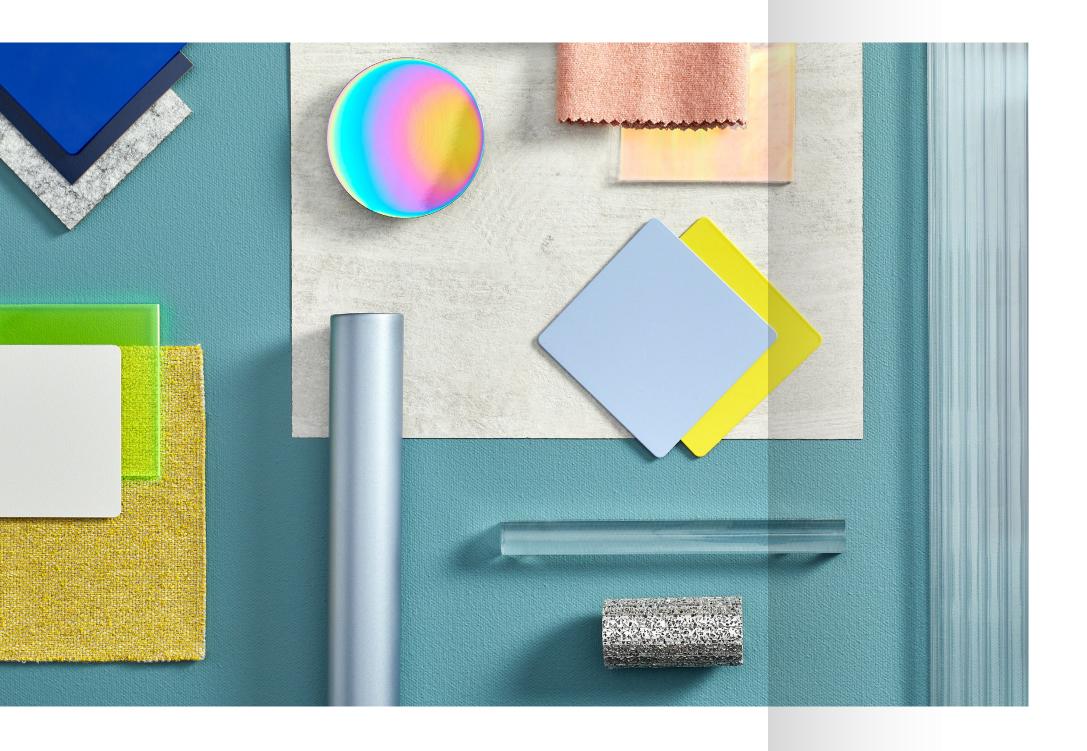
Steelcase
Steelcase Flex Dock



PolyVision **Tac**



Tom Dixon Void Pendant



Welcome people back with inspiring new palettes.

The right materials can create the perfect atmosphere to welcome your people back to the office. Create spaces where mindful engagement and creativity flourish with these vibrant, tactile materials that promote comfort with minimalistic and intentional design.



Surface Materials + Finishes

- Steelcase Answer Panel with panel finish in Sea Salt –

 1ATJ and frosted frameless glass; Steelcase Flex HeightAdjustable Desk with worksurface in Planked Maple 3P51,
 screens in Intersection Sea Salt P214, and base in Seagull
 7243; AMQ Revi Personal Storage in White with cushion
 upholstery in AMQ Verve FB3; Steelcase Flex Freestanding
 Screens with Bit Drift print on Cogent: Connect; Steelcase
 Karman with base and arms in Smoked Mica, upholstery
 in Baltic Mesh and frame in Black; Steelcase Flex Active
 Frames with frame in Electric Indigo 4EE9, shelves in
 Indigo 2HAC, shelf infills in Cement Laminate 2UH4, and
 coat rod in Citrine 1ATK; Steelcase Flex Mobile Power with
 Charging Station in White; Steelcase Eclipse Light in White
 Matte; Steelcase Flex Dock in White; Steelcase CF Series
 Intro Monitor Arm in Pearl Snow; Steelcase DeskWizard
- Viccarbe Burin High Round Table in White; Coalesse Marien152 Stool with legs in Rose Quartz 1ATG, seat and back cushion in Kvadrat Apparel 623, surround in Billiard Rose Quartz 5H2E and pull in Coal Leather; Steelcase Flex Media Cart with frame in Electric Indigo 4EE9 and shelves in Indigo Laminate 2HAC; Steelcase Flex Acoustic Boundary with clips and wheels in Seagull and surface in Light Heather Grey PET 636; Steelcase Flex Wall Rail in Merle 7360; Steelcase Flex Screens in Designtex Billiard Multi-Use Ink 5H21; Steelcase Flex Markerboards; Steelcase Flex Stand with base in Merle; Moooi Re-Mingle Rug; Tom Dixon Void Pendant in Brass
- Established & Sons Grid Corner Lounge with upholstery in Kvadrat Atlas 911, frame in Leaf Green / Signal White and tabletop in Larch Veneer Plywood; Mattiazzi Low Solo Stool in Neon Blue Ash; Coalesse Lagunitas Personal Table with base in Matte Copper 4B25 and worksurface in Fusion Copper CL81; Bolia Split Pouf in Bolia Novel Blue; Moooi Eden Queen Rug; Established & Sons Grid Room Divider with frame in Leaf Green / Signal White, side panels in Kvadrat Hallingdal 65 103 and wood in Larch Veneer Plywood; Mattiazzi Fronda Table with power with base in Natural Pine and top in Fenix Ingo Nero; Mattiazzi Fronda Stool with base in Natural Pine and seat in Copper Steel; Viccarbe Funda Chair with base in Black and upholstery in Gabriel Fame Hybrid 2401; FLOS Smithfield Pendant in White
- 16 Extremis Amai Table in White; Coalesse EMU Round Stool with frame in EMU Curry Yellow and cushion in EMU Outdura Stone 5G34; Mattiazzi Medici Outdoor Lounge Chair in Thermo Oiled Ash; Blu Dot Circula Small Coffee Table in White; Extremis Kosmos Square Shade in White; Nanimarquina Diagonal 4 Rug

- 20 Steelcase Slim Leg Height-Adjustable Desk with worksurface in Planked Walnut 2HWB and base in Matte Brass 4B22; Steelcase Currency Enhanced Storage with shelves in Planked Walnut 2HWB, storage pulls in Black and tackable surface in Designtex Everywhere texture 4147-102 Shell; Steelcase Karman Chair with base and arms in Matte Brass, upholstery in Black Mesh and frame in Merle; Carl Hansen & Son Embrace Armless Chair CHE004 with with base in Oak Oil 3227 and upholstery in Kvadrat Coda2 962; Carl Hansen & Son Cuba Chair CHMG501 with base in Oak Oil 3227 and upholstery in Natural Papercord P501; Carl Hansen & Son Embrace Lounge Coffee Table CHE021 with tabletop and base in Oak Oil 3227 and vertical rods in Black; Steelcase Eclipse Light in Black Matte; Steelcase CF Series Intro Monitor Arm and Steelcase Flex Dock in Black: Tom Dixon Beat Pendant
- 33 Coalesse Potrero415 Rectangle Table (30" x 60") with legs in White Oak VP05, leg ring in Copper 9261, frame in Milk Gloss 4145 and top in Clear Oak 2HAK; Steelcase Karman Chair with base, arms and frame in Seagull and upholstery in Peacock Opaque; Steelcase LED Intro Task Light in White Matte 4143; Steelcase Forco Monitor Arm in Milk 4242; FLOS IC Table Light; West Elm Work Greenpoint Credenza in Natural Oak with base in Black 835; Carl Hansen & Son Oculus Lounge Chair CH468 in Kvadrat Divina Melange 120
- 35 Steelcase Overhead Tent in Sheer Arctic White TE01 and bases in Jungle; Bolia Gaia Sofa with legs in Black Lacquered Steel and upholstery in Baize Grey; Tom Dixon Micro Wingback Chair with legs in Natural Oak and upholstery in Kvadrat Hero 931; Blu Dot Turn Low Side Table; Coalesse Lagunitas Personal Table with base in Burnished Bronze 4B23 and worksurface in Satin Black Laminate 24H2; Viccarbe Burin Sidetable in Black
- Ocalesse SW_1 Conference Table with power enhancement with base in Aluminum Matte Polished and tabletop in Planked Walnut Veneer 3P71; West Elm Work Kent Chair low back with arms and 4-star glide base in Baltic Paint 4AV4 and upholstery in Designtex W Delft 3346-402; Steelcase Flex Media Cart with base in Burnished Bronze 4B23 and shelves in Ash Wenge Laminate 2HAW; Steelcase Flex Active Frames with frames in Jungle Paint 4CZ3, shelf surfaces in Dark Olivine Laminate 2HAE, shelf walls in Ash Wenge Laminate 2HAW and tackable surfaces in Light Grey PET; Steelcase Flex Mobile Power and Charging Station in White; Steelcase Flex Team Cart with frame in Citrine Paint 1ATK and shelves in Black Gloss Paint 4017; Moooi Menagerie of Extinct Animals Ivory Rug; Tom Dixon Copper Round Pendant



- 43 Orangebox Away from the Desk with seat upholstery in Kvadrat Steelcut Trio 506 and back upholstery in Kvadrat Remix 346; Mattiazzi Solo Tables in Natural Ash; Coalesse Montara650 Table with base in Baltic and top in Satin White Laminate; Mattiazzi Radice Stool in Natural Ash; AMQ Amobi Team Half Walls with storage frame in AMQ White F2, tackboard in AMQ Verve PET Sand FC9, infills in AMQ Verve PET Shadow FC2; AMQ Amobi Team Display in AMQ White F2, shelves in AMQ Maple W2.2 and infills in AMQ Verve PET Shadow FC2; Steelcase Flex Perch Stools in Baltic Seating Plastic 4AV4 and Fog Plastic 6697; Steelcase Flex Stand with base in Seagull; Steelcase Flex Media Cart with frame in Matte Copper 4B25 and shelves in Clear Maple Laminate 2409; Tom Dixon Copper Pendant (wide); Steelcase Flex Mobile Power in White; Mattiazzi Cugino Table; Moooi Blended 4 Colours Rug in Candy Orange
- 45 Steelcase Boundary Tent in Era Night Owl 5ES7 and Era Lentil 5ES1; Coalesse Hosu Lounge in Hexa Sea Salt CL73 and Kvadrat Hero 511; m.a.d. Roto Stool in White; FLOS Tab Floor Lights in White; Steelcase Boundary Tent in Era Night Owl 5ES7 and Era Comet 5ER5; Coalesse Marien152 Lounge Chair with base in Desert Oak V31K, upholstery in Designtex W Sage 3446-504, and contrasting back cushion in Kvadrat Re-wool 828; Coalesse Lagunitas Personal Table with base in Matte Copper 4B25 and worksurface in Satin White Laminate 24H1; Steelcase Flex Mobile Power in White; Mattiazzi Cugino Table
- 49 Steelcase Turnstone Campfire Lounge with upholstery in Designtex Heather 3473-405 Midnight and Designtex Mateo 3895-401 Blue; Microsoft Surface Hub 2S 85"; Steelcase Flex Perch in Saffron 6BD7; Steelcase Flex Wall Rail in Platinum Metallic 4799; Steelcase Flex Screens in Designtex Everywhere Texture 4147-701 Ember; Steelcase Flex Stand with base in Seagull; Steelcase Turnstone Campfire Personal Table in Acacia Laminate 2HAT; Memo Chord Coffee Table with base in Black Texture MLG and top in Forbo Powder 4185 and Forbo Iron 4178; Viccarbe Shape O Table in Bronze Matte; Guardiair Air Filtration Unit; Steelcase Thread Power in Merle 7360; Tom Dixon Beat Pendant with exterior in Gloss White and interior in Brass; Steelcase Elective Elements Overhead Storage with paint in Seagull 7243 and laminate in Seagull 2883; Steelcase Universal Bookcase Storage with paint in Seagull 7243 and laminate in Seagull 2883; V.I.A. Modular Wall in Milk Laminate 2884 and Reclaimed Aggregate Laminate 2UH1, trim and seals in Milk Smooth 6052
- AMQ Amobi Desk with worksurface in AMQ True White W3.1, screens in AMQ Verve Fabric Pearl FB4, modesty panel in AMQ Verve Felt Ash FC3, monitor arms in AMQ White F2 and base in AMQ White F2; Orangebox Kirn Chair with frame and trim in Black, mesh in Smoke and control in Grey (RAL 7042); TS Series Mini Locker in Rose Quartz; V.I.A. Modular Wall in Milk Laminate 2884, trim and seals in Milk Smooth 6052 and writable surface in Cloud Back Painted Glass 6BB1

Let's Get in Touch

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Microsoft

AMQ

west elm

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FLOS

MATTIAZZI

Mitchell Gold +Bob Williams



nanimarquina

Jom Dixon.

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