

ces

Entertainment Gallery Living Room Office Showroom spaces 1/2006



Locations

Imagination

4 Picture Management AG, Munich (Germany)

Simple elegance

12 BRDAR Inc., New York (USA)

'A system that will outlive us'

16 Unternehmensgruppe Unger, Upper Palatinate (Germany)

Work made easy

22 Roche Internacional, Amadora (Portugal)

Puma feeling

26 Puma (Schweiz) AG, Oensingen (Switzerland)

Seamless expansion

32 Silverstein Photography, New York (USA)

Workflow

36 PricewaterhouseCoopers AG, Zurich (Switzerland)

'The most elegantly-proportioned office furniture in existence'

42 Gerber Architekten, Dortmund (Germany)

The memory of words

46 Biblioteca Antonio Tiraboschi, Bergamo (Italy)

The woman in the game

50 Deutscher Fussball-Bund (DFB), Frankfurt am Main (Germany)

Eating, talking, enjoying

54 USM in the home

Spotlight

Showroom

64 USM exhibition opening in Milan

News

68 Kitos and Haller: Now height-adjustable

70 Haller tables with lacquered glass table surfaces

72 Haller and Kitos privacy screens

74 Haller acoustic panels

76 Credits

Dear reader,

Welcome to our new magazine, 'spaces'. It is an extension of our existing 'live' magazine that we will publish every spring.

Think of 'spaces' as eclectic inspiration. It is full of stories and people, places as well as furniture: libraries, galleries, living rooms, commercial and home offices. In short, rooms for every part of your life, each outfitted with USM.

There are two sections to the magazine: the first is titled 'locations', which showcases the different ways our customers across the world have found to use USM in their lives, from a gallery owner in downtown New York to the offices of a large corporation in Zurich. The spaces may be different, but what every story has in common is USM's simple elegance and distinctive, classic design.

The second section at the rear of the magazine titled 'spotlight', is intended to introduce to you what is new and current in the world of USM: it's a handy guide to product and showroom news including exhibition openings and developments.

We hope you enjoy our new magazine 'spaces'.

USM Modular Furniture

locations

USM Modular Furniture products function worldwide both in the public as well as private environments; from a small office to a large public library. The function of a location consistently influences the furnishings. USM furniture systems are as multifaceted in terms of application as they are unique in terms of expression.

Munich New York Bergamo Amadora Oensingen Zurich Dortmund Frankfurt Bad Homburg Hamptons Orlando



imagination



When the employees of Picture Management AG look out the window, they see the ocean. Or at least they see an image of the ocean, in the form of four huge posters of an ocean view mounted on the wall of the opposite building, a piece with the ambiguous title 'Ocean Piece'. The images were created by Munich artist Andreas Linke.

The unusual project, created in collaboration with Picture Management AG, was conceived as a commitment to the location in Obersendling, and is completely free of any commercial intent. 'Not an advertising message, simply a bit of luxury to enjoy', says Stefan Huber, co-founder and Chairman of Picture Management AG.

This is not an entirely transparent name or an advertising agency in the conventional sense. Picture Management AG, founded in 1997 by Wolfgang Lengfelder and Stefan Huber, is devoted entirely to the digital world, to modern data processing. The agency develops, programs and operates complex database systems and database-supported process management tools. What that means, in plain English, is a departure from classic advertising toward paperless communication.

One of their most important clients is Siemens, which is not entirely coincidental in Obersendling. The neighborhood, which developed after 1945 primarily as a result of the firm Siemens AG concentrating its locations and the resulting rapid industrial development, is marked by the two Siemens-Stern high-rise buildings, the first high-rises constructed in Munich after the war. A fundamental redesign of the Siemens site is currently being planned and implemented. One of the goals of the project is to open up the site and, by constructing new residential and office space, improving the quality of life in the neighborhood.

Picture Management AG, launched as a three-man operation, now has a staff of 20 full-time employees, as well as a number of outside contractors. The Munich agency has moved four times since it was founded – moves that reflect the history of its success. It is a welcome history in an era of increasingly rare success stories, of industrial sectors characterized by cutbacks and layoffs. 'At least 30 people are running around

here on a busy day', says Director Stefan Huber, 42, himself a Munich native, and he does not say this without pride.

The booming agency has kept its founders, philosophy and its furniture, which has consisted of USM's Haller from the very beginning. Why? According to Huber, that lies in his own nature. He has a passion and an affinity for the great furniture classics – Mies van der Rohe, Eames, Eileen Gray, Le Corbusier and USM Haller – he's an avid collector.

What Huber values in the Haller system is its flexibility, its purist sensibility and its restraint. Huber says that he cannot imagine another furniture system that could have developed so organically with the agency and without ever becoming over-powering. More and more exhibitions of paintings and sculptures are taking place in the offices of Picture Management AG, for which this cool, angular and uncomplicated furniture, says Huber, offers the ideal platform, because it never forces itself into the spotlight.

It is true that environment influences people. The employees are highlighted in this light, transparent environment; the motivation resulting from the location is indisputable. In short, the working environment is optimal. But then a small kernel of doubt arises (after all, human beings are creatures who become suspicious when there is too much harmony), and it becomes difficult to avoid the heretical question: Is there nothing that can disturb this perfectionism? No paper war? No teddy bear next to a monitor? No potted plants in the workspace? 'Oh', says the chairman and managing director with disarming directness, 'those things are tolerable. All the more so because the confident style of the Haller system can easily integrate a few playful elements. We've got the right mix'. And when the chaos occasionally gets out of hand, the 'Clean Desk' order echoes through the premises. And it is an order that applies to everyone!







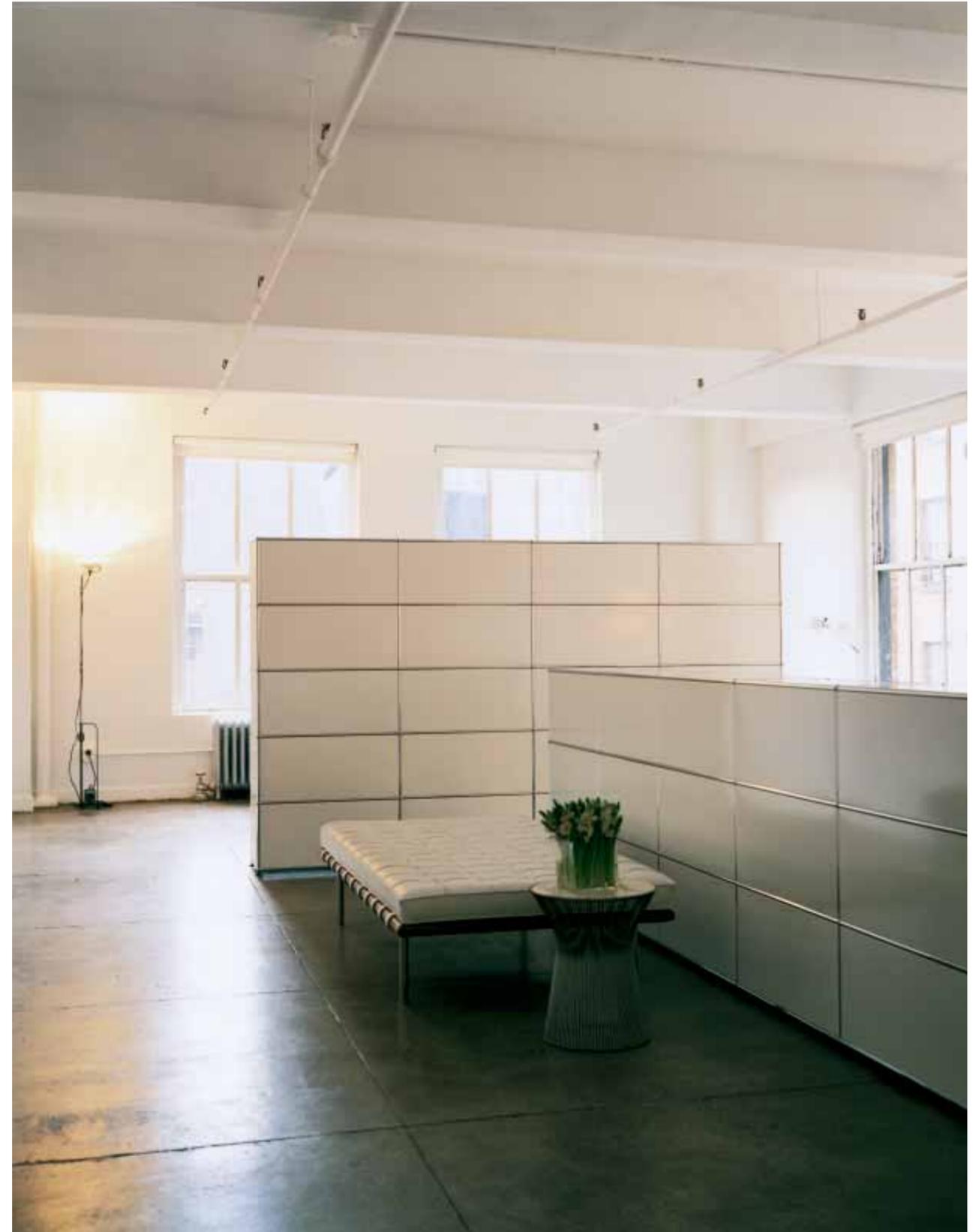
From the lounge to the conference room, one theme dominates at the headquarters of Picture Management AG: transparency at all levels. The walls are made of glass, even those of the ten so-called units; offices for the company's staff of about 20 employees.





Simple elegance Visnja Brdar set up a design and advertising agency two years ago in downtown New York after working with Fabien Baron. Brdar's ethos is simple: 'Minimum graphics, maximum power.' Now, she handles branding and advertising efforts for the likes of Prescriptives cosmetics, stationer Mrs. John L. Strong and fashion icon Issey Miyake. 'What sets a boutique advertising agency like us apart is that we always try to create the most luxe, most exquisite yet minimal solutions', she explains. Little wonder, then, that Brdar chose USM's Haller system to outfit the airy loftspace she co-opted as a workspace for her four-person team.

Architects initially recommended partitioning the 140 square meter (1,500 square feet) space; but Brdar was determined to find a stylish, more open plan option. 'USM was the perfect way of dividing the space yet keeping a lightness and minimalism to everything. The quality of the construction is impeccable and therefore highly desirable. The click of the doors is the same as on a Porsche car or a Chanel lipstick: distinctive, strong and refined.' Brdar's work is known for its long clean lines; so her office has a linear feature of bookshelves and tables running its length. Indeed Brdar is so fond of USM's styling that she is planning on buying more furniture for her home. 'I get great joy out of my USM every day', she swoons, 'It is light, calm and supersexy.'





Agency founder Visnja Brdar at her Haller glass table. Four Haller tables are lined up as workstations in parallel to the room dividing bookshelves.



‘A system that will outlive us’ Here in the northern Upper Palatinate region, at an elevation surrounded by nature, where the glass cube that houses the headquarters of Unternehmensgruppe Unger, no one can claim that you cannot see the forest for the trees. On the contrary, the views from the individual and group offices, from the conference room and from the cafeteria are exceptional. The view, as far as the eye can see, disappears pleasantly into the depths of the surrounding forest and trees. The imposing building, that was completed two years ago, was designed and built by Antonio Ricci, who, together with his son – also an architect, runs ‘Ricci Architekten AG’ in Brig in the Canton of Wallis in Switzerland. For Ricci, there was ‘absolutely no question’ that the angular structure, with its steel and glass facades – providing office space for 80 to 100 employees – would be furnished with USM Haller. And that is what happened. Unternehmensgruppe Unger, a family business, agreed completely. ‘That is because’, says Angelika Unger, ‘we wanted a system that is elegant, but not showy. We are out in the country here. We wanted a system in which our employees could feel comfortable, in other words, a system that is flexible enough to be adjusted to conform to individual needs. But most importantly, we wanted a furniture system that can always be expanded. That always fits together. In short, a system that will outlive us’.



The visual language of the building is unembellished, its furnishings clear and functional. "The concept allows for freedom in terms of spatial distribution," says architect Antonio Ricci.

The space can accommodate both open-plan offices and smaller offices for two, three or four employees: the existing walls can be reconfigured at any time. The USM Haller furniture in steel-blue is just as flexible.



'We wanted a system that is elegant, but not showy.
We are out in the country here.'

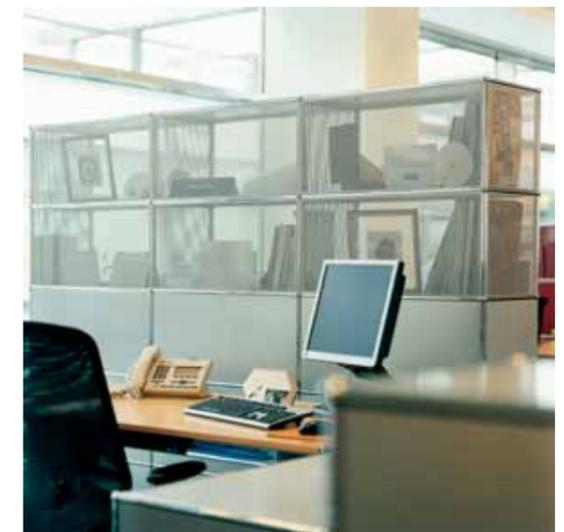
research diagnose devise
discuss create study
plan distinguish prevent
treat communicate consult
analyze develop administer
meet confer interpret
investigate experiment –
work made easy



Contrasting materials define the room; wood and glass, carpet and marble. The USM furniture adds rhythm to the open area and distinguishes the traffic areas from the work zones. The use of semi-transparent, perforated panels creates a more private space without compromising the open plan concept.



Work made easy It all began when the architects of Broadway Malyan asked the Roche employees their ideas and wishes for the company's future headquarters. The new construction planned in Amadora, Portugal's third largest city, was intended to bring two divisions, Pharmaceuticals and Diagnostics, together under one roof. The resulting design is an extraordinarily linear, two-story, U-shaped building. The structure is 6,000 square meters (64,586 square feet) of total space available for the 220 employees. The interiors are just as straightforward and clean as the exterior, with the structure divided into three main zones. The 'front' zone includes seminar rooms, conference rooms, an internet café, a cafeteria and a forum, with the work areas in the other two zones. Everything is open space, and when there are all walls, they are made of glass. There are only two private offices: one for each of the two directors. The inner courtyard of the building is designed to encourage relaxation and contemplation with a sculpture exhibit. Lastly, the employees were asked about their requirements in terms of office furnishings. The outcome was USM Modular Furniture Haller in matte silver with splashes of ruby red.





puma
feeling



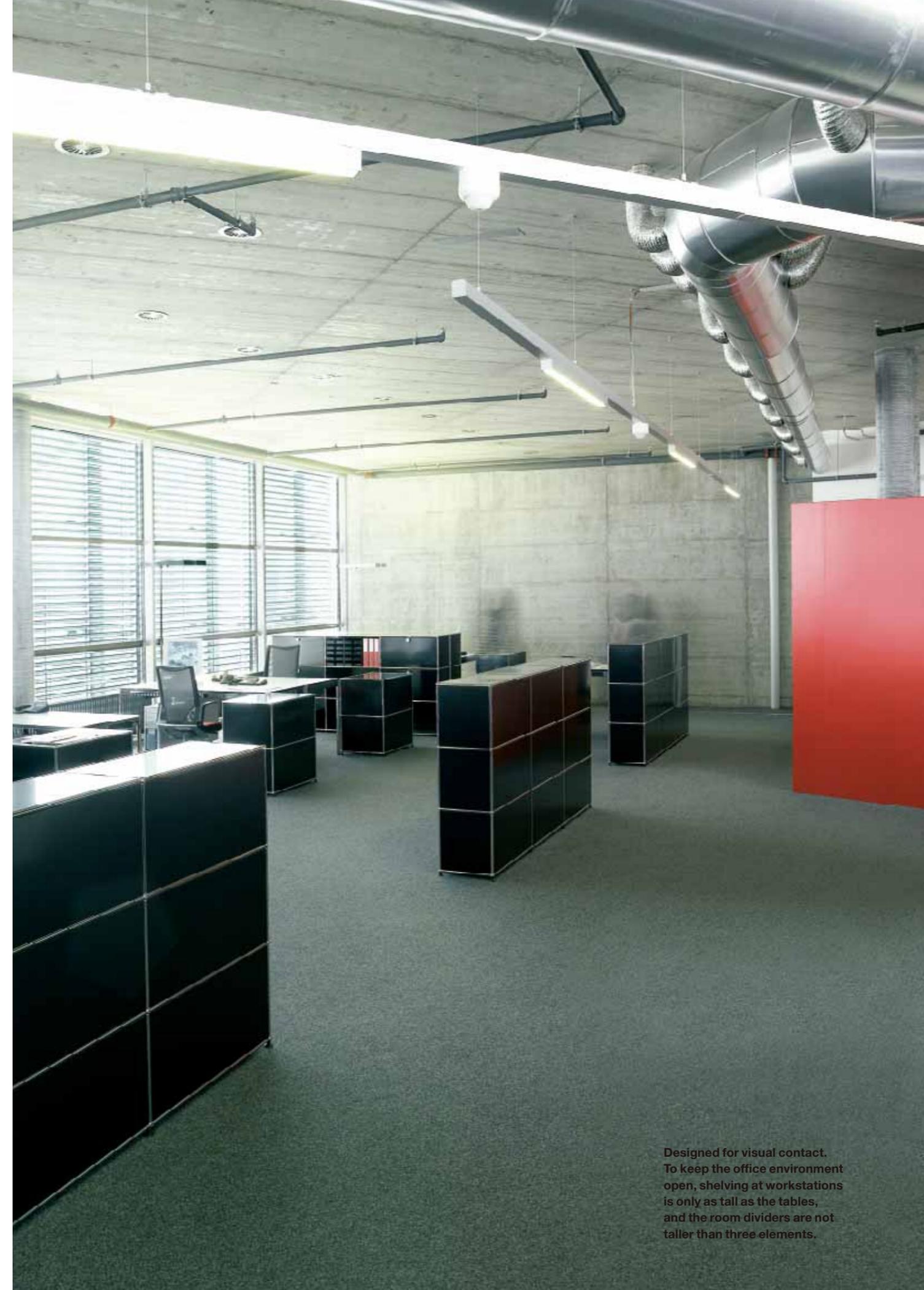
The staff at Puma (Schweiz) AG were not short on words when they described their requirements for the company's new headquarters. They wanted it to represent and communicate Puma as an athletic lifestyle brand, while enabling employees to feel professional in their work and appearance. All of this was to be modern, timeless and flexible at the same time. An open office design, embedded in the transparent architecture of a distinctive new structure, fulfilled this list of requirements.

'In the past, I never held meetings in my office, and I instructed my employees to schedule meetings elsewhere, because our offices were anything but representative', admits Stefan Kropf, CEO of Puma (Schweiz) AG. But now the company's old headquarters in Lengnau is history, and Kropf, together with the 100 other Puma employees, works in a much more prominent new structure in Oensingen. Kropf is excited about the new building, and not just because his new office is more representative of the company. 'The entire building is an instrument of brand communication', he says enthusiastically. The company chose USM to transport the 'Puma feeling' into the employees' daily work environment. 'We expect to achieve synergy effects, says Kropf, from this joint appearance of two brands, which represent mobility and individuality.'

In addition to the administrative offices, the new headquarters, located conveniently on the A1 Autobahn, houses a modern factory outlet and restaurant on the ground floor next to the administration and prestigious showrooms for the specialty store on the 2nd floor. The employees of Puma (Schweiz) AG

and Puma Retail AG work on the 3rd and 4th floors, in an open office environment with meeting areas, individual and team workstations. The workstations are lined up along the glass façades, while the mailboxes, computer technology and service stations for printers and paper are centrally located on the floor. Two lounges containing pool and foosball tables provide opportunities for athletic breaks.

Only the executives have their own offices, and moveable glass partitions make even these offices highly transparent, facilitating lots of visual contact. The goal was to create a transparent work environment that encourages communication, and according to the employees, this goal was certainly achieved. Employees have praised the new setup, saying that communication has become far more spontaneous and personal, and that face-to-face conversations now often replace e-mails. Besides, they add, it is no longer necessary to hide from clients or business partners, because everything is now consistent – without any compromise in terms of quality, functionality or visual appeal.



Designed for visual contact.
To keep the office environment open, shelving at workstations is only as tall as the tables, and the room dividers are not taller than three elements.



‘In addition to its great visual appeal, the furniture is highly flexible. It can be quickly transformed with little effort.’

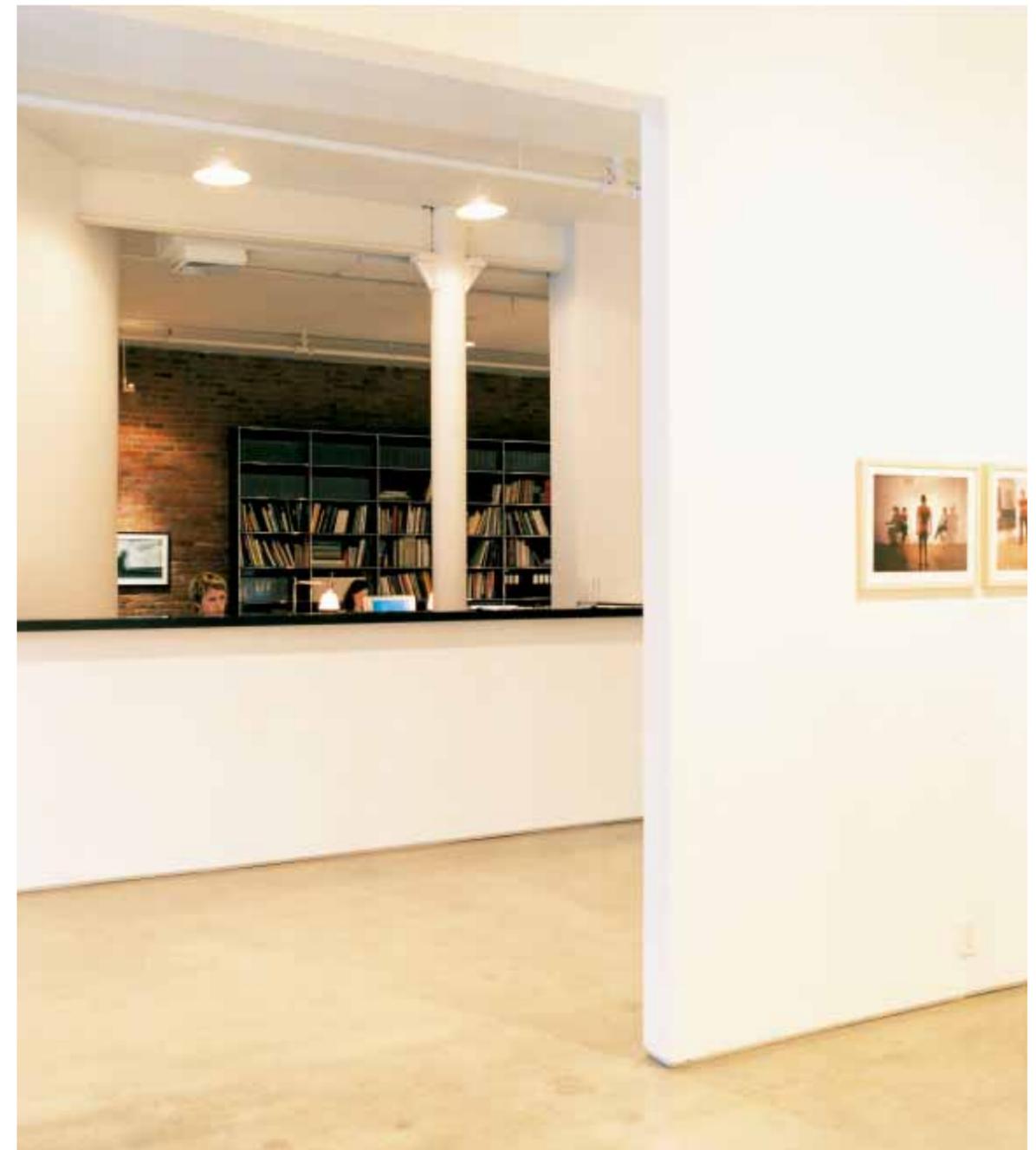
Gabrielle Zill, Project Manager, Puma (Schweiz) AG

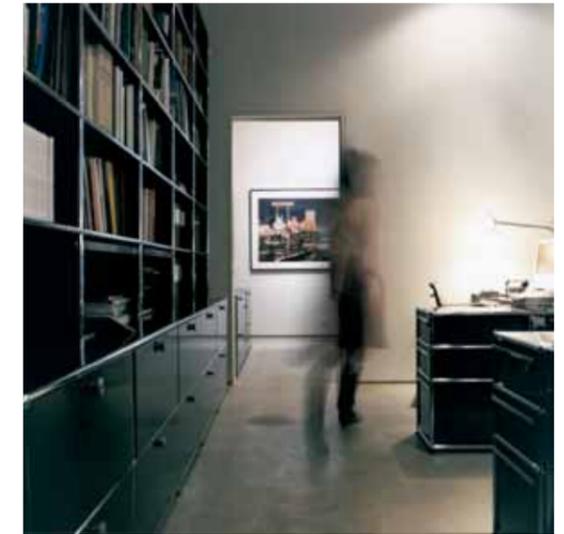
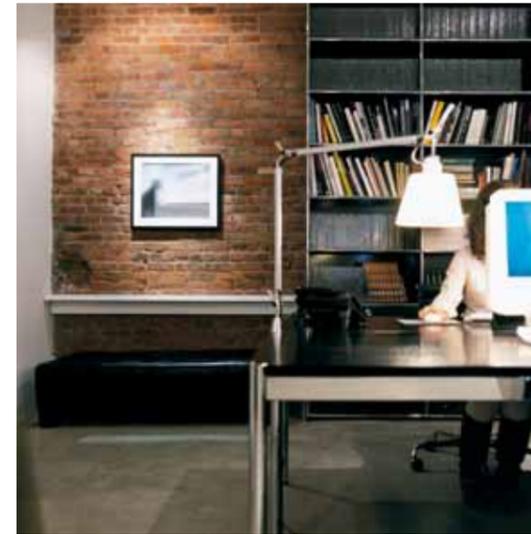


Gabrielle Zill is constantly looking at mobility. From her desk, the Project Manager looks out at the A1 Autobahn, where she sees thousands of potential customers. ‘Because of the clever way our logos are installed, everyone who has ever driven by at least once knows where Puma is located’, she says, clearly pleased. ‘In Puma’s fast-paced market’, states Zill, ‘vitality is just as indispensable as flexibility. The new headquarters supports both of these aspects beautifully – in its entirety, and also at the level of each individual workstation’.



Seamless expansion The gallery Silverstein Photography occupies a 418 square meter (4,500 square feet) space on 24th Street in Chelsea. 'For us the gallery is not a lifestyle, it is a living', explains Director Kim Bourus. A good one at that: the gallery's roster of artists includes masters like André Kertész as well as contemporary breakouts like Scott Peterman. Bauhaus pioneer Laszlo Moholy-Nagy is also a favorite for his clean lines. No wonder USM's Haller was such a good match: the Silverstein team needed furniture elegant enough to complement artwork, yet functional for everyday work. 'USM produces very strong, substantial pieces of furniture', Bourus raves, 'But one of the things that we appreciate the most is the way it offers so many different configurations.' The anchor piece here is a six meter (20 feet) long bookcase that is the nerve center of the business. 'We are always adding books – we just bought a substantial new library and Haller allows us to integrate this seamlessly.' But Silverstein Photography has grander plans than just adding bookcases. 'I cannot wait to get more pieces!' comments Bourus.





A behind-the-scenes view at the gallery Silverstein Photography in New York. The book shelf, six meters long (20 feet), extends along the length of the back wall. The Haller tables are flanked by black storage units.

workflow

Proximity and efficient use of space – for Corina Gerber, Project Manager at PricewaterhouseCoopers, these are the benefits of the company’s new building in Zurich-Oerlikon. The international accounting and consulting firm has brought its business units, previously distributed among twelve different locations, together under one roof in this new, ‘glass-clad’ building. The architectural design was also intended to improve internal communication among the staff of roughly 1,200 employees and put an innovative office concept into practice.

Vertical instead of horizontal – that was the motto when arranging the space. As a result, all tax departments, for example, are housed in one six-story block. There are four of these blocks in total, each of which is grouped around three inner courtyards covered by a giant glass roof, producing a bright, Mediterranean atmosphere below. Plenty of stairways facilitate short connections within and between departments. ‘We organized everything so that people can reach each other quickly’, explains Corina Gerber, who, for the last three years, has been involved with and is partially responsible for the new construction.

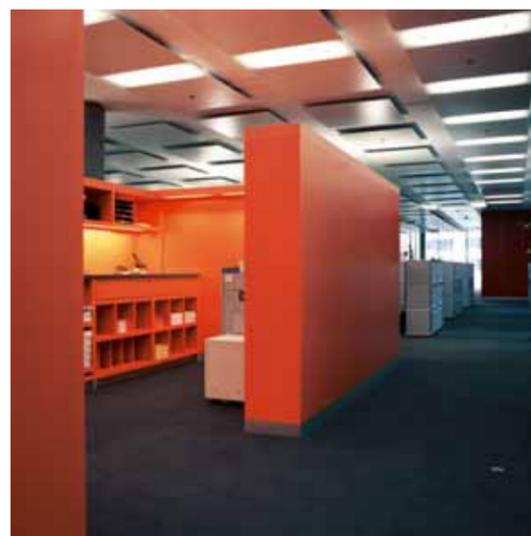
Planners arranged the 1,064 workstations in a Z shape in the open office structure. Two-thirds of these workstations are permanently assigned to employees, while the remainder consists of units that can be reserved for auditors, who do most of their work in the field. Whereas these so-called short-term workstations consist solely of a large table and counter space, the long-term workstations also include a credenza behind. This surface, comprising 3.6 running meters (12 feet), accommodates personal work materials. Current project documents for the entire team are centrally filed in shelves along the corridors. Rarely-needed materials are kept in outside storage; when an employee needs them, they can be ordered and received within four hours. Reduced surface space and desk-sharing saved more than 5,000 square meters (53,825 square feet) of office space.

This extra space was used effectively in other areas: now, each floor and each block features distinct spaces for relaxation and social interaction, for undisturbed work and for informal conversation. When employees are expecting a client, they can reserve conference rooms of various sizes and configurations in the conference wing. This area also houses the ‘sphere room’, which features couches, images of nature, music and fragrances for relaxation and contemplation, as well as a table-free conference room for ‘stand-up meetings’ instead of lengthy sit-down meetings. USM provided the flexibility and longevity required to implement this innovative office concept.

The open structures under one roof took some getting used to for most of the employees, who had spent years working in small, closed office spaces. But no one was taken by surprise, because the entire project was supported by a professional change management process, and the employees were involved in the planning process from the beginning. Meanwhile, Project Manager Corina Gerber reports that she is receiving increasingly positive feedback. Gerber also enjoys her own new space. ‘Now I see people, whom I used to only know through talking to them over the phone. As a result, a lot of things have gotten easier’, she says.

Efficient use of space is made possible by desk sharing. In the new Zurich building, there are 1,064 workstations for 1,200 employees. One-third of the workstations are permanently assigned as long-term workstations, while the remaining two-thirds can be reserved by the auditors and are occupied by different employees on a daily basis.





The bright red service points stand in sharp contrast to the filigreed Haller shelving units in matte silver. This is where employees can print, fax, copy and pick up a glass of water or a piece of fruit.

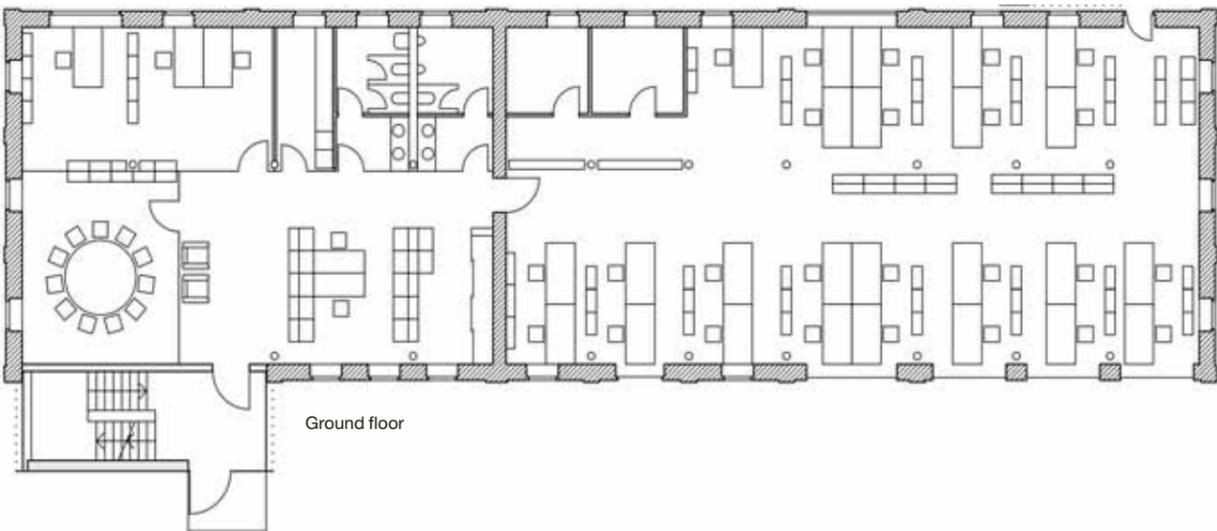


‘The most elegantly-proportioned office furniture in existence’ Tönnishof is an elegant-sounding name that evokes images of this former estate, which was managed by the Tönnis family until 1977. Today, Tönnishof is home to the offices of the renowned Dortmund architecture firm Gerber Architekten. After purchasing the rustic, stucco villa, Professor Eckhard Gerber restored the building and began using it as an office and residence in 1979. In 1999, he also acquired the stable and barn structure, which is under historical landmark protection, and converted it into his studio. The old brick facades were returned to their original condition, and the interior of the building was completely gutted, resulting in what Gerber calls ‘a new building in old clothing, a house within a house, whose new concrete ceilings hold together the old surrounding walls’. Fifty-five employees work here on three floors in 1,250 square meters (13,456 square feet) of office space. And their workstations? USM Modular Furniture Haller. Because, as Eckhard Gerber says, ‘it has been the most elegantly-proportioned office furniture on the market for many years’. He has been familiar with the system for about 25 years. ‘As an architect, one simply knows USM.’ Yes, it is that simple. Black seems to be a color, or a non-color, that is especially appealing to architects. Does anyone know an architect who does not wear black? Or, as Eckhard Gerber puts it: ‘Black has the necessary neutrality.’





On the ground floor, Haller furniture subdivides the open space, where 30 workstations are lined up. Where necessary for planning work, extra-large tables custom designed by Egon Eiermann were placed next to USM's shelving to form a classic combination. Additional workstations for planners and the administration, as well as conference rooms, are located on the upper floors.





Biblioteca Antonio Tiraboschi, Bergamo (Italy)



Libraries are as the shrines where all the relics of the ancient saints, full of true virtue, and that without delusion or imposture, are preserved and reposed.

Francis Bacon (1561 – 1626)

The memory of words At the opening ceremony of the Biblioteca Tiraboschi in Bergamo, Mario Botta, the world-famous Ticino architect, said that his goal was to create a structure that remains detached from all styles. 'A library should be a sort of treasure chest, a place that protects and preserves. A place that makes our cultural heritages accessible to anyone.' It is astonishing how similar these two statements are, despite the fact that they lie more than four centuries apart. Stone, one of Botta's trademark features, dominates the exterior of this commanding library. But in the rear the compact façade opens up to the garden with a huge wall of windows. In its interior, the building was designed as a vast, open space. 2,500 square meters (26,912 square feet) on five floors, with five hundred seats to enable users to see and be seen, where they can browse from floor to floor, from literature on the third floor to essays on the fourth and fifth, or down to the second floor, where they will find the CDs and DVDs. It comes as no surprise that Mario Botta chose USM's Haller to furnish the library, which was named after Antonio Tiraboschi who earned a reputation as a linguist specializing in the folklore and dialect of Bergamo. Botta has admired the Haller product line for many years, and also has the furniture installed in his own home.



Transparency on all levels:
the vast Biblioteca Tiraboschi
in Bergamo by Mario Botta.
Botta, an avid fan of USM, chose
Haller and Display in matte silver,
as well as USM's Kitos tables.



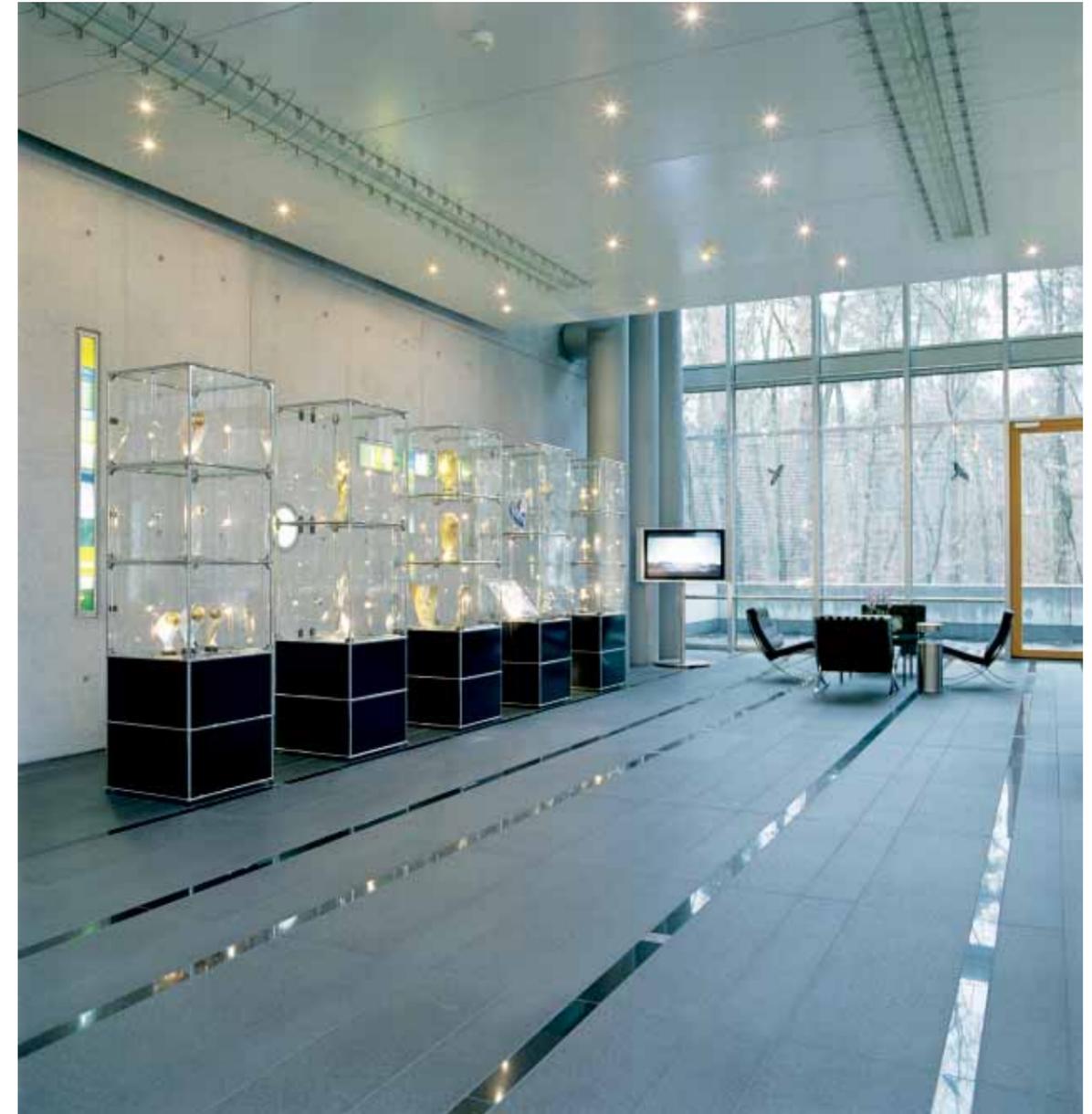


The woman in the game She is more than a hundred years old, ravishingly beautiful. The standard dimensions of USM Modular Furniture could not possibly accommodate her. So she got a custom-made glass display cabinet. Now she sits in a custom designed USM Haller unit combined with a unique glass structure. It is haute couture for a goddess or, to be more precise, for Victoria, the goddess of victory. Germany's first soccer champions were awarded the famous cup, originally donated by the German crown prince, in 1903. Today, the winged lady stands, in all her restored splendor, in the large reception area at DFB headquarters in Frankfurt. The DFB's trophy collection also includes the 1954, 1974 and 1990 World Championship cups.

Deutscher Fussball-Bund, the German soccer league, with its staff of 120 employees, its 6.3 million members and more than 26,000 member clubs, is one of the world's largest sporting associations. A conference center, the administration building for the 2006 Soccer World Cup organizing committee, and the heart of it all, the recently-completed boardroom of the Disciplinary Committee, are all part of the complex, designed and built by hpg Architects, Frankfurt am Main. For the architects at hpg, it was clear that they would be using USM's Haller to furnish the offices and conference rooms, as well as to display the league's valuable trophies. The firm chose the system because 'it is a classic and timeless system that can be harmonically integrated into our architecture'. In short, the choice of the system was easy. And Victoria is testimony to the fact that the DFB also liked the idea.



In the 'holiest of places', the DFB's newly designed boardroom of the Disciplinary Committee, with a view into the foyer. The generous 52 meter (170 feet) expanse of overhead lighting completely illuminates the room, which can be partitioned. Swiss pear-wood was used for the interior paneling, forming a sharp contrast with the black oak Haller tables.



Fame and honor behind glass: The display cases with their black bases adorn the rooms and corridors of the DFB headquarters complex. The conference and meeting rooms, as well as the cafeteria, are adjacent to the main hall. The windows offer a view of the city park, bringing nature's changing moods indoors.



Red and gray: together, they make up the predominant color scheme in this single-family home in Bad Homburg, Germany. USM Haller in anthracite is included in the owner's home office, standing in harmonic contrast to family heirlooms.

eating talking arranging
organizing feeling good
thinking dreaming observing
experiencing nourishing
enjoying – USM in the home



A weekend home in East Hampton on Long Island: Beyond the gates, the air is filled with the sounds of the Atlantic; the bright rooms capture the island's unique light. The home's relaxed atmosphere is reflected in its furnishings. USM Modular Furniture Haller in ruby red and custom orange, demonstrate its adaptability from a small bedside table to a large bookshelf.



Contemporary art and modern classicism in Orlando, Florida: The owners extensive private art collection includes works by Robert Rauschenberg, Andy Warhol, Keith Haring, Frank Stella, Robert Longo and many others. The collector chose USM's Haller to furnish each room because, as he says, the furniture not only offers highly functional storage space, but also serves as a 'sculpture', harmonizing perfectly with his art collection. Artwork and furniture are deliberately the only sources of color among the cool tones of this atmosphere. 'Mr. Big', the dog, approves.





A converted attic in this German residence becomes an office and library. The glass shelving showcases offer access and visibility to the book collection while USM's Haller table with a mobile pedestal provides order and organization in the home office.



spotlight

showroom news

In the 'spotlight' section of this magazine you will find the latest information from USM; from our showroom installations to the most current product developments. USM Modular Furniture is designed for a lifetime of use. Nevertheless, a classic should never get too comfortable.

USM's product lines are continually being re-developed to keep pace with the latest technology and to adapt to the changing needs of its users.

At the same time, both aesthetics and all basic principles remain constant, thereby ensuring that each new system component can be integrated into existing structures.



show room



USM exhibition opening in Milan

‘Showroom – Showcase’ The first USM showroom opened in Hamburg, Germany in 1998. Additional showrooms followed in Bern and Berlin in 1999, New York in 2002 and Paris in 2003. USM launched its Milan showroom on Via Santa Radegonda in the center of Milan – the ‘Design Capital of the World’ – to coincide with the 2005 Milan Furniture Fair.

The USM showrooms are not furniture shops in the traditional sense. Instead, the showroom is an occasion in itself. The philosophy is the project and the culture lies in the act of doing. The unique oeuvre, philosophy, system, culture and customer care make up the program. The new showroom exhibition titled ‘Showroom – Showcase’ opened during the 2006 Milan Furniture Fair, at a time when the city becomes the worldwide center for the furniture industry.

The furniture is presented in cheerful and theatrical surroundings, placed on a tilted stage – like actors under the spotlight. The contrast between the tilted, pedestal-like stage and a modular furniture system that incorporates neither diagonals nor obtuse angles could not be sharper. The altered perspective provided by the sloping platform is surprising and pleasant at the same time. It presents the qualities of the USM Modular Furniture in a new light and highlights aspects of unlimited variety.

The exhibition titled ‘Showroom – Showcase’ is currently on display in our showrooms: **Bern**, Gerechtigkeitsgasse 52; **Berlin**, Französische Strasse 48; **Hamburg**, Neuer Wall 73–75; **Milan**, Via S. Radegonda 11; **New York**, 28–30 Greene Street; **Paris**, 23, Rue de Bourgogne



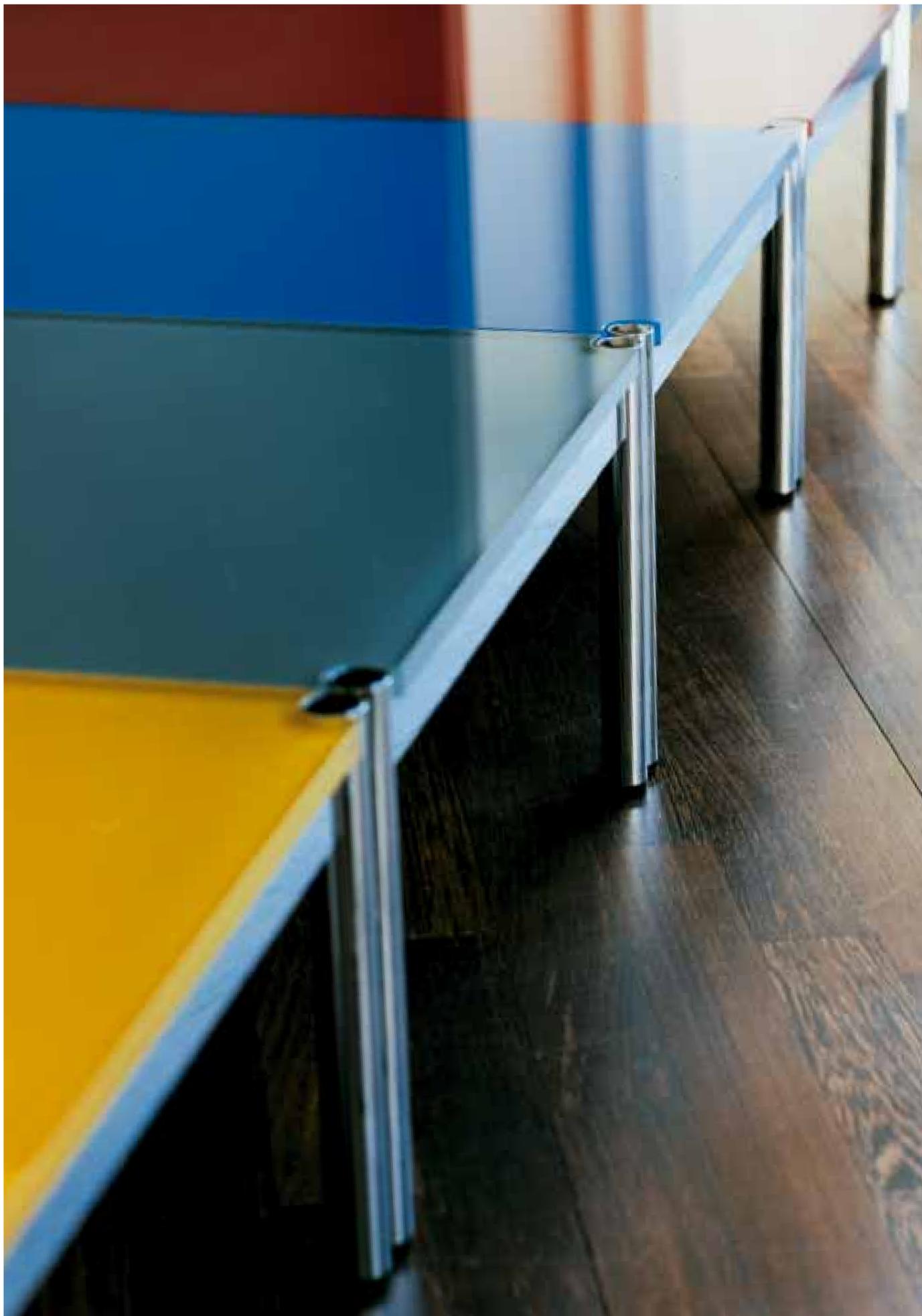
news

Kitos and Haller: Now height-adjustable

Higher, faster and more stable Changes need time to develop, and change requires flexibility. The Kitos table system (1) is a perfect example of such skill for change and transformation. Its individual parts can be used to construct either a simple worktable or a highly complex workstation with a height-adjustable and tilting work surface. Thanks to a new design – the three-part C column – the Kitos height adjustment range has been significantly expanded, so that the table can now seamlessly be adjusted to any height between 68 and 130 cm (27 to 51 inches). With the push of a button, the work surface is transformed from a seated to a standing workstation. The well-constructed and stable control panel was retained, allowing for height adjustment either manually or pre-programmed heights. In addition, an optimized lift mechanism substantially increases the adjustment speed. The system's excellent stability in its fully extended position is exceptional. In short, the new C column is taller, faster and more stable than the previous Kitos height adjustment system.

A classic with growth potential All the standard sizes of the Haller rectangular tables (2) can now be seamlessly adjusted from 68 to 86 cm (27 to 34 inches) by means of a patented height adjustment mechanism. The table height is adjusted by hand, using a crank, which increases or decreases the height of the four table legs simultaneously and is installed in an easily accessible location on one of the table legs.





Haller tables with lacquered glass table surfaces

A feast for the eyes Is red truly the color of love? Painter Paul Cézanne once said that colors are the place where our minds and the universe collide. One thing is certain: Colors influence our moods and attract people's attention. This also holds true for USM Haller tables with their new colorful lacquered glass tabletops. They serve as accents in homes or tastefully enhance the office environment, tone for tone. Either way the glass tables, available in USM's 11 standard colors, expand the product line from the existing surface options and offer a new forms of presentation. The lacquered glass tabletops are coated on the bottom. All Haller table sizes are available with the new lacquered glass.



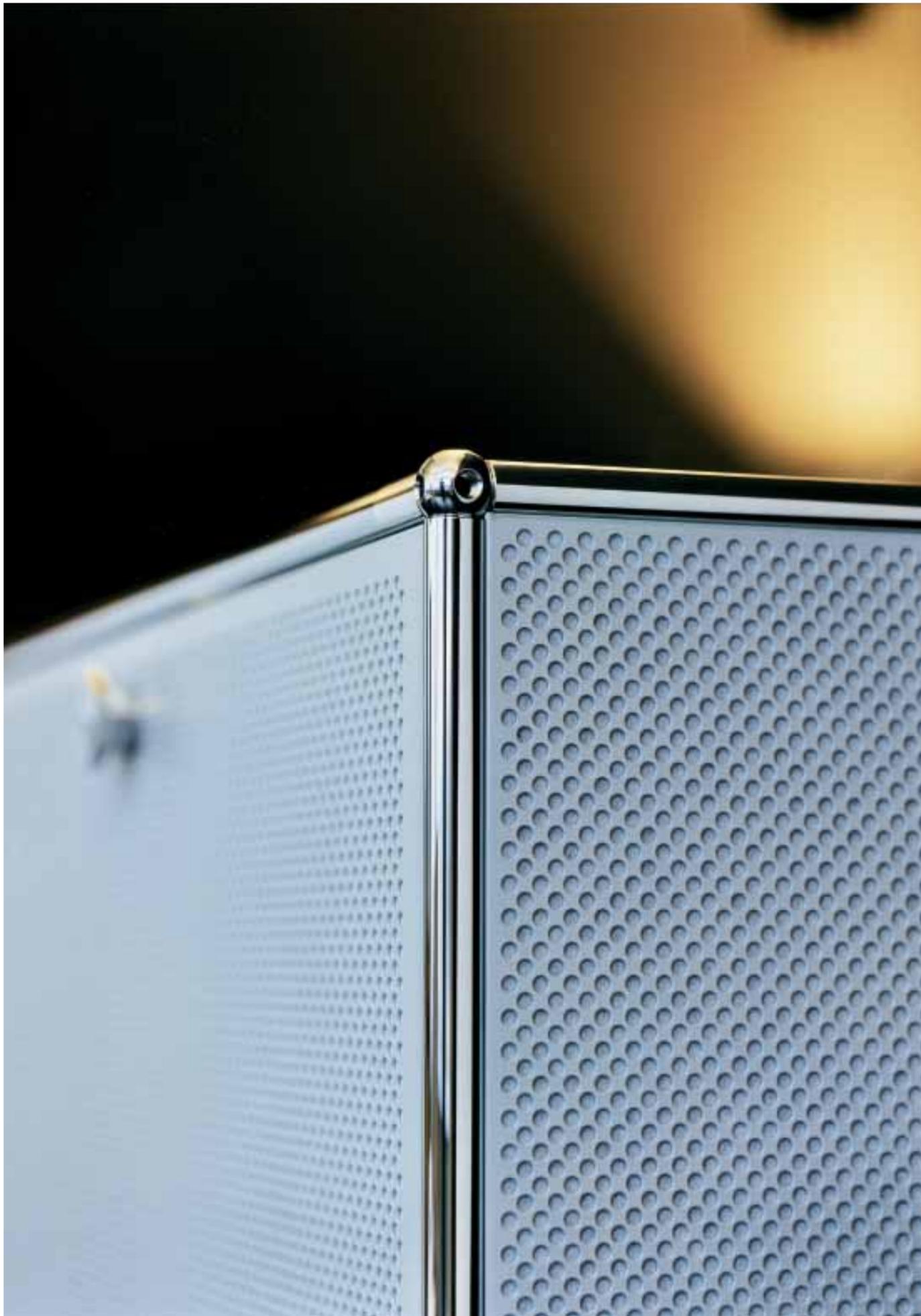


Haller and Kitos privacy screens

Privacy When people gather in a room together, they interact with each other. When people share a room, their personal space loses its boundaries. The new privacy screen for the Haller (1, 2) and Kitos (3) tables has been developed to provide a comfortable level of privacy for individual or grouped workstations. The tabletop screens can be attached to the ends or sides of the tables, thus providing the necessary privacy on all sides. The screens consist of a sandwich design made of two perforated metal panels lined with non-woven material on the inside surface and a paperboard, honeycomb core.



Haller acoustic panels



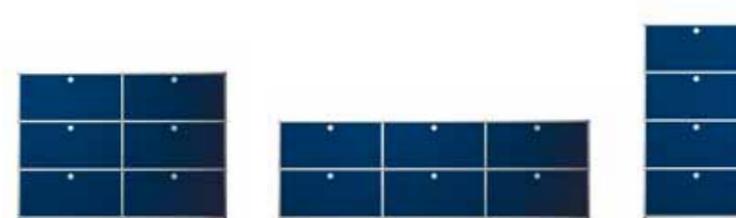
Delight for the ears Room acoustics is a field of study that deals with the effects of a room's structural features on the sounds occurring in that room. That is the theoretical definition. The practical question is: What affects the acoustics in a room?

Almost everything – including the type of construction, walls, floor coverings, furniture and textiles and – last but not least – human beings.

USM's new panels integrate the function of room acoustics into the Haller product line. The furniture itself becomes a sound-absorbing element. The inside surfaces of the perforated metal panels are lined with a special non-woven material in white or black, depending on the color of the metal chosen. Acoustic tests performed on behalf of USM have proven that the new panels are highly effective within a broad range of sound frequencies.

A copy of the acoustics manual, which includes technical background information, can be ordered from USM.

E-mail us at info@usm.com



**Picture Management AG,
 Munich (Germany)**

Work space for 30 employees
 Furniture: Haller black, white
 Sales Partner: Partner
 Unternehmensgestaltung GmbH,
 Munich (Germany)
 Architect: Gert Weber Standard GmbH,
 Munich (Germany)

BRDAR Inc., New York (USA)

Work space for 4 employees
 Furniture: Haller white
 Sales: USM U. Schaerer Sons Inc.,
 New York (USA)

**Unternehmensgruppe Unger,
 Upper Palatinate (Germany)**

Work space for 100 employees
 Furniture: Haller steel blue
 Sales Partner: Tremi Einrichtungshaus,
 Mitterteich (Germany)
 Architect: Antonio Ricci Architekten AG,
 Brig (Switzerland)

**Roche Internacional,
 Amadora (Portugal)**

Work space for 220 employees
 Furniture: Haller matte silver, ruby red
 Sales Partner: Paris: sete, Lisbon
 (Portugal)
 Architect: Broadway Malyan-Portugal
 (Portugal)

**Puma (Schweiz) AG,
 Oensingen (Switzerland)**

Work space for 100 employees
 Furniture: Haller black
 Sales Partner: Bader Büro Design,
 Oensingen (Switzerland)
 Architect: Mühlemann + Partner,
 Grenchen (Switzerland)

**Silverstein Photography,
 New York (USA)**

Work space for 6 employees
 Furniture: Haller black
 Sales: USM U. Schaerer Sons Inc.,
 New York (USA)

**PricewaterhouseCoopers AG,
 Zurich (Switzerland)**

Work space for 1,000 employees
 Furniture: Haller matte silver,
 Maple table tops
 Sales Partners: Ambiente, Rapperswil;
 Hugo Peters, Zurich, Rüegg-Naegeli
 AG, Zurich; wohnbedarf projekt ag,
 Zurich (Switzerland)
 Architect: Kaufmann van der Meer +
 Partner AG, Zurich (Switzerland)

**Gerber Architekten,
 Dortmund (Germany)**

Work space for 55 employees
 Furniture: Haller black
 Sales Partner: bzz-Bürozentrum
 GmbH, Dortmund (Germany)
 Architect: Prof. Eckhard Gerber,
 Dortmund (Germany)

**Biblioteca Antonio Tiraboschi,
 Bergamo (Italy)**

Work space for 15 employees
 and 500 visitors
 Furniture: Haller matte silver,
 Kitos, Display
 Sales Partner: Joint S.R.L., Milan (Italy)
 Architect: Mario Botta, Lugano
 (Switzerland)

**Deutscher Fussball-Bund (DFB),
 Frankfurt am Main (Germany)**

Exhibition space 750 m²
 Furniture: Haller glass cabinets
 Sales Partner: Leptien 3, Frankfurt
 am Main (Germany)
 Architect: hgp-Architekten,
 Frankfurt am Main (Germany)

USM in the home

Private residence, Bad Homburg
 (Germany)
 Private residence, Long Island (USA)
 Private residence, Orlando (USA)

'spaces' magazine by USM Modular Furniture
 is published yearly with a total printing of 130,000.

Concept

P'INC. AG, Langenthal (Switzerland)
 USM U. Schärer Söhne AG, Münsingen (Switzerland)
 USM U. Schärer Söhne GmbH, Bühl (Germany)
 USM U. Schaerer Sons Inc., New York (USA)

Editors

USM U. Schärer Söhne AG, Münsingen (Switzerland)
 USM U. Schärer Söhne GmbH, Bühl (Germany)
 USM U. Schaerer Sons Inc., New York (USA)
 P'INC. AG, Langenthal (Switzerland)

Design

P'INC. AG, Langenthal (Switzerland)

Photography

Bruno Augsburg, Zurich (Switzerland);
 Picture Management AG; BRDAR Inc.;
 Unternehmensgruppe Unger; Gerber Architekten;
 Silverstein Photography; PricewaterhouseCoopers AG;
 Biblioteca Antonio Tiraboschi; USM in the home:
 private residence, Orlando; showroom

Daniel Sutter, Zurich (Switzerland);

Roche Internacional; Deutscher Fussball-Bund (DFB);
 USM in the home: private residence, Bad Homburg

Roth und Schmid Fotografie, Zurich (Switzerland);
 Puma (Schweiz) AG

Miloby Ideasystem, New York (USA);

USM in the home: private residence, Long Island

Text

Gaby Labhart, Zurich (Switzerland);
 Picture Management AG; Unternehmensgruppe
 Unger; Roche Internacional; Gerber Architekten;
 Biblioteca Antonio Tiraboschi; Deutscher Fussball-
 Bund (DFB); USM in the home; spotlight

Heike Wolff, das PProjektbüro, Stuttgart (Germany);
 Puma (Schweiz) AG; PricewaterhouseCoopers AG

Mark Ellwood, New York (USA);
 BRDAR Inc., Silverstein Photography

Lithography

Denz Lith-Art AG, Bern (Switzerland)

Printing

Fischer AG für Data und Print, Münsingen
 (Switzerland)

Switzerland:
 USM U. Schärer Söhne AG
 Thunstrasse 55
 CH-3110 Münsingen
 Phone +41 31 720 72 72
 Fax +41 31 720 73 33
 info@ch.usm.com

Germany:
 USM U. Schärer Söhne GmbH
 Postfach 1653
 D-77806 Bühl
 Phone +49 72 23 80 94 0
 Fax +49 72 23 80 94 199
 info@de.usm.com

France:
 USM U. Schärer Fils SA
 Paris Showroom
 23 Rue de Bourgogne
 F-75007 Paris
 Phone +33 1 53 59 30 30
 Fax +33 1 53 59 30 39
 info@fr.usm.com

USA:
 USM U. Schaerer Sons Inc.
 New York Showroom
 28–30 Greene Street
 New York, NY 10013
 Phone +1 212 371 1230
 Fax +1 212 371 1251
 Toll free 1 800 4 Haller
 info@us.usm.com

All other countries
 contact USM Switzerland

www.usm.com

space

Library Dining Commercial Storage

