

ces

Timelessness Inspiration Character Individuality Efficiency spaces #7



Ninety-six pages of unique solutions: Individuals from around the world give us a glimpse into their rooms and their lives, at home and in the office. They tell us what they think about efficiency. Any way and where efficiency is or isn't essential.



“My work is completely informed by efficient structures, almost all traced back to nature. Natural beauty is heightened by these efficient formulas.”

Lindsey Adelman, New York
Her world – page 6



“Functionality, reliability, quality, durability and an excellent price-performance ratio – Efficiency makes no false promises.”

Roger Fritz, Baumann & Cie Banquiers
True language – page 40

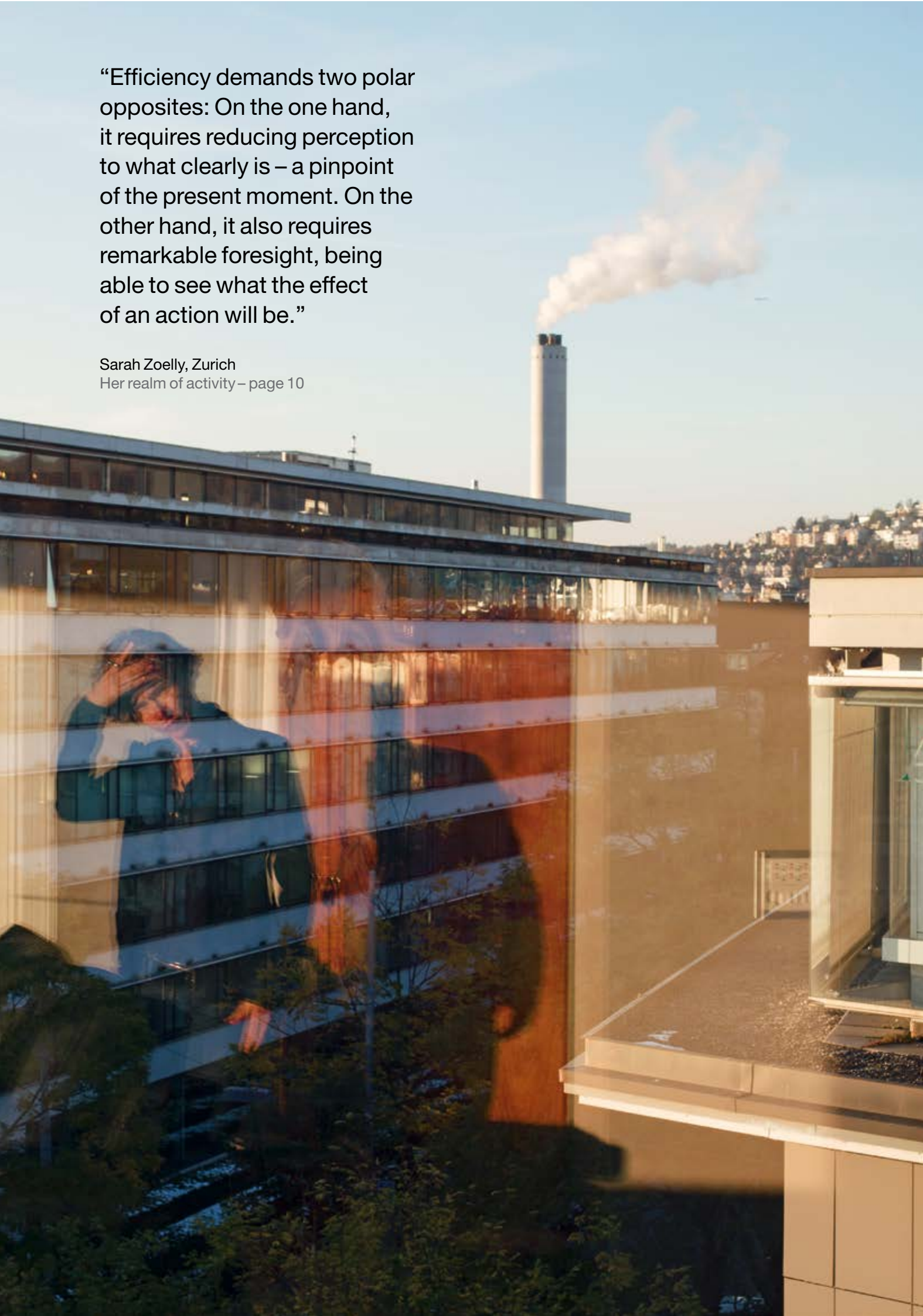
“The ability to utilize the quickest methods and best sources to gather information. That's what working efficiently means.”

Ding Ming Yuan, ZF Architectural Design Co. Ltd.
His objective – page 28



“Efficiency demands two polar opposites: On the one hand, it requires reducing perception to what clearly is – a pinpoint of the present moment. On the other hand, it also requires remarkable foresight, being able to see what the effect of an action will be.”

Sarah Zoelly, Zurich
Her realm of activity – page 10



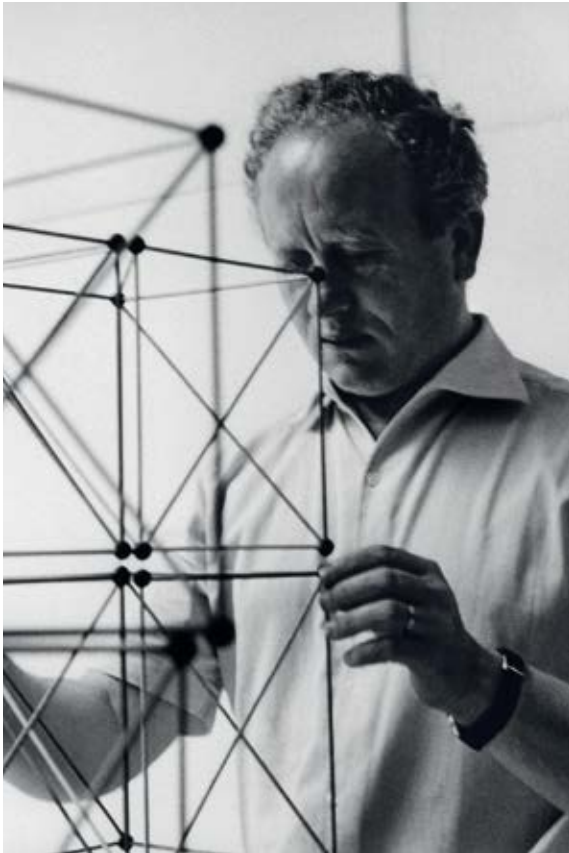
“Creativity and efficiency are not the best of friends. I work in a very goal-oriented manner, following the trial and error model, i.e., finding my way by trying things out.”

Alexander Gächter, Zurich
His stylish solution – page 22



“For us, efficiency means always achieving a set goal with a reasonable balance of benefits and costs. Always being aware that single-minded, unmitigated pursuit of efficiency leads to more inefficiency.”

Marcus Bühler and Regula Ernst, Ardez
More balance – page 24



“Everyone has the opportunity to create art. I express my art through building in order to understand myself and everything around me. I live through building.”

Fritz Haller, 1924 – 2012

Dear Reader,

Energy efficiency, the efficiency of apps, of muscle-building exercises, and of multi-tasking are all subjects of scientific study. It’s clear that we are all trying to squeeze the most out of every precious second.

But there’s one thing to consider here: Although efficiency and effectiveness are often thought to be synonyms – both are derive from the Latin efficientia, meaning the power to accomplish something – they really are not the same thing. The question as to how quickly tasks are carried out is a matter of efficiency. On the other hand, the question as to whether the right tasks are carried out is a question of effectiveness. Efficiency, therefore, stresses the economic side, effectiveness the operational side.

Could we have made this magazine in a more efficient manner? Maybe with a rigid layout template? With precise requirements regarding article lengths and text-to-image ratios? By reducing the number of objects presented? Uniformity instead of creativity?

These questions form a recurring theme in this new issue of “spaces”: What does efficiency mean at work? In daily life? In your own home? The individuals portrayed in these pages give their own very personal answers.

The one thing they all have in common is USM and its challenge of meeting individual demands and values through an industrially manufactured system that is handmade in Switzerland. Starting from the efficient use of energy and raw materials to space efficiency, smartly designed spaces create long-term cost advantages.

This comes full circle in the “Spotlight” section, in which we report, among other things, on the new powder-coating facility that is being built at our headquarters in Münsingen, Switzerland. Once it goes into operation in June, it will be the most modern powder-coating facility in Europe, redefining environmental standards and providing endless possibilities for responding to individual customer needs.

We hope you enjoy browsing through the diverse world of USM in the latest issue of “Spaces.” Just don’t flip through it too efficiently...

USM Modular Furniture



Focus “Efficiency”

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Spotlight

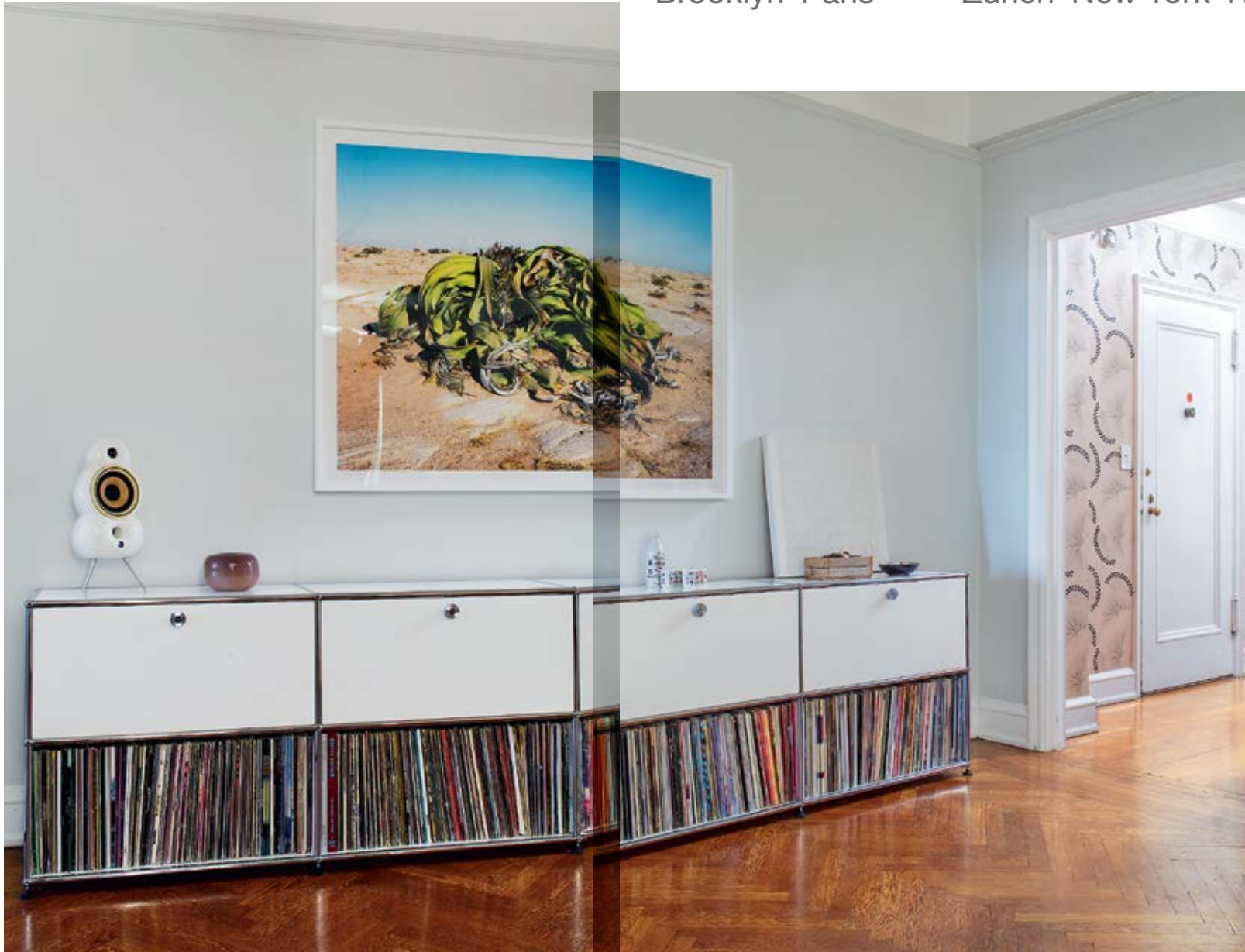
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You can furnish a house, decorate a house and turn a house into a home. Whether you are in New York City, the Engadine Switzerland or Frankfurt Germany, feeling at home within your own four walls means furnishing your own personality as well.

individual living

Brooklyn Paris Zurich New York Rancate Frankfurt on the Main Lucerne Ardez



light and easy

Lindsey Adelman constructs stunning chandeliers from tubes and joints, arranging them into one-of-a-kind light mobiles. One such creation hangs in her living room, while others have been published in design magazines around the world. Unlike most artists, Adelman is not shy about her process: For those wishing to make similar fixtures, the designer has supplied a set of instructions on her website (lindseyadelman.com) for crafting lamps from readily available parts.

Given her DIY ethos, perhaps it is no wonder, then, that Adelman was drawn to USM Haller modular furniture, which itself is a system of ball joints and metal rods that can be assembled into customized storage and display cases. For her home on Prospect Park West, in Brooklyn's Park Slope, she and her husband, Ian, opted for an all-white collection of low cabinets that create a horizontal landscape across much of the living area. The details fell to Ian, the lead digital designer at The New York Times, who mapped out the specific dimensions that would accommodate a vinyl record collection and art supplies. "Ian and I put our ideas together," Lindsey says, "and that is how we ended up with what we have. It is very unobtrusive; it melts away."





before after



When he began renovating the kitchen of his Montmartre apartment, François Motte decided against a standard kitchen cabinet. USM fit the bill, setting itself apart in its design, its robustness, and its color. The red confidently draws attention to itself against the blue backdrop. Plates and glasses are placed in the drawers, while utensils are stashed where pens would usually be found. After using the drawers for two months, Motte found that he had outgrown the storage, so he added shelves. Then, two years later, he decided to give his collection of approximately 300 cookbooks a proper home.

USM suggested a vertical expansion of the “cupboard,” in the form of three shelves precisely tailored to the shape of the books. Now, his comprehensive culinary library is on beautiful display.

city oasis

The architect Gabrielle Hächler lived in a house built by Pierre Zoelly, Sarah Zoelly's father. And now Sarah lives in a house built by her friends Gabrielle Hächler and Andreas Fuhrmann: a five-story apartment building in Zurich's District 5 with a raw concrete facade and bronze windows. The apartment features exposed concrete walls and ceilings, a dark oak parquet floor and a dynamic view over the Zurich train tracks: Sarah's penthouse apartment with its roof terrace creates a bright open home. The apartment is complimented with antiques and classic modern furniture along with her own art which defines her personal style. The artist and body therapist chose USM in white, because it exemplifies the lightness of her apartment and it does not restrict her. At one time she had the furniture in ruby red, her favorite USM color, because its warmth contrasts with the coolness of the metal and goes well with her old wood furniture. "That was my red Ferrari," she says with a smile.



Located in a 19th-century cast-iron building in SoHo, this airy loft is not home to an artist but to a marketing director who happens to have a refined palette for beautiful art and design. Her collection, exhibited on the walls in an ever-changing display, is an endless source of visual inspiration. “My artwork is a collection from artists who I have met over the years,” she says. “No one famous.” Most of the photographs, paintings, and collages are of landscapes and other natural motifs, which, she says, “match the pure, un-

decorated form of USM Haller.” The spacious loft apartment is complimented with USM Haller storage units located in the bedroom and living room in pure white and golden yellow. In her home office, the USM Haller table points toward a large window, through which one can catch a glimpse of bustling SoHo streets while enjoying the calm scenery indoors.



pure
joy

in metal casing



At fifteen meters wide and eighty-nine meters long, the plot for this house, after subtracting all required neighbor setbacks, left only a six meters wide strip on which to build. A pair of architects, Swiss-German Melanie Stocker and Korean Dong Joon Lee, took up the challenge after falling in love with the slender property in Rancate, a village of 2,000 near Mendrisio in southern Ticino, Switzerland. Since 2011, their extraordinary building, with its protective titanium-zinc casing, has been home to a family of four, with an atrium and guest rooms on the ground floor, bedrooms on the second, a living room and kitchen on the third, and a home office and retreat on the fourth. It's enchanting when the sunlight falls on the blue-glazed bare concrete walls in the living area and illuminates the USM sideboard in matching steel blue. USM is also in the top-floor studio – in anthracite – just like in the offices of Stocker Lee Architects in Mendrisio.





classic elegance

Cappuccino, that's how the color was presented to him, and he liked it immediately. "It was a spontaneous decision," Christoph Gilles says. And so he bought the USM cabinet, which also serves as a secretary, in beige, to go with his antique Persian rug, Corbusier lounge, and Eileen Gray end table. Gilles, a dentist, clearly has a penchant for classic modernism, and USM, he says, fits in perfectly. Although white is the dominant color – because it's neutral and goes with everything – Gilles is definitely not averse to think-

ing about other hues, as long as complement each other. And that, he says, is one of the many advantages of USM: "The fact that you can just replace the front panels" allows for a new color palette should the mood strike. He's already tried ruby red.



colors for life



It took two years, from 2008 to 2010, to construct this extensive property featuring exposed concrete, lake views, and Alpine panoramas. The owners also eschewed the ordinary in designing their three children's rooms. On their first day of school, each child received USM furnishings in their choice of color. The oldest decided on green, the daughter on ruby red, and the youngest on golden yellow. "Do you still have the furnishings from your childhood room?" the owner slyly asks. Of course not. Most people part with their child furniture as they grow up. But these, the father rightly presumes, will probably move with his children when they finally leave home. That is the advantage of a timeless classic.





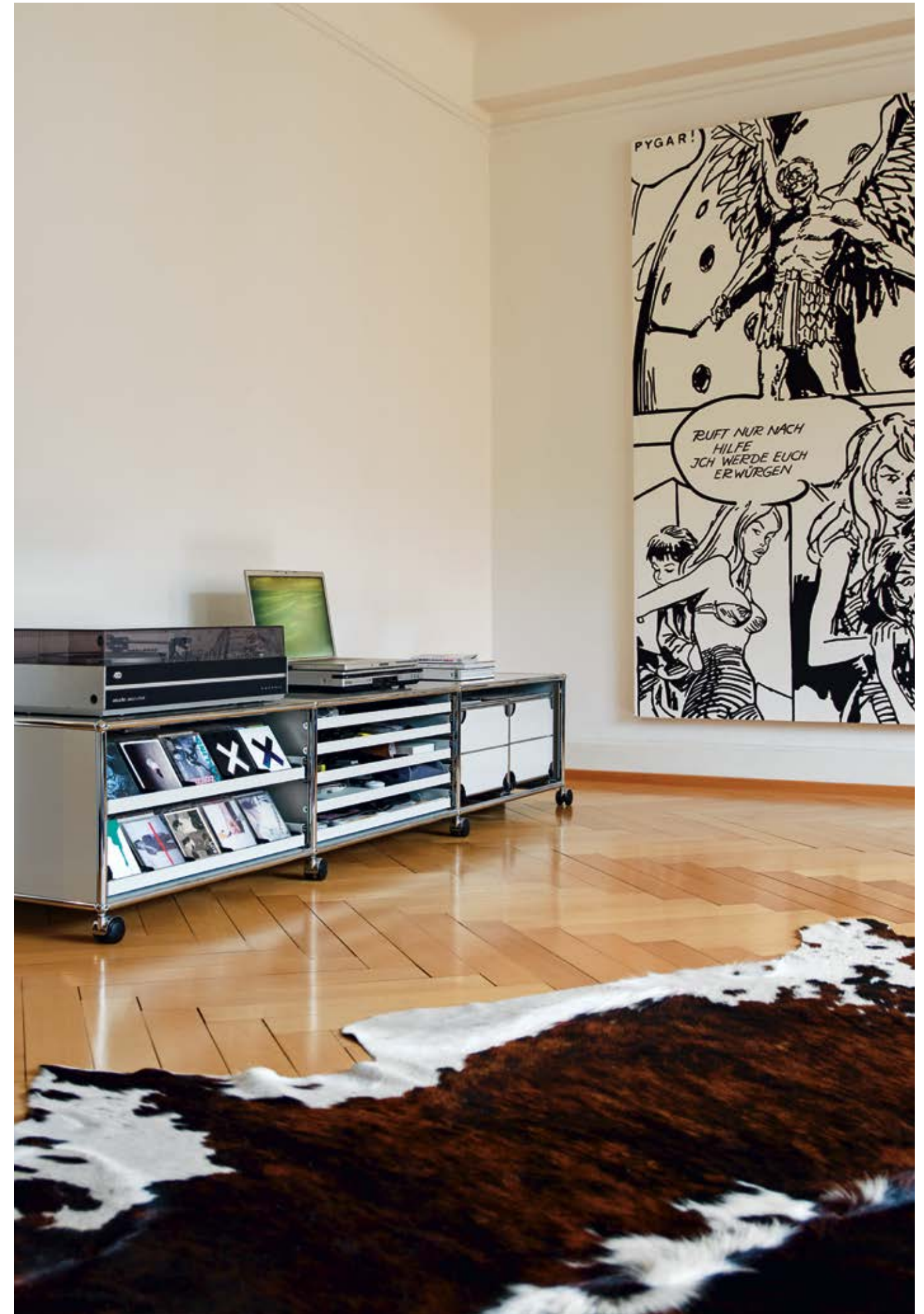
living as two



When Marta Kovacs, a software developer, and Samuel Borinski, a psychotherapist got married and sold their respective apartments to buy this apartment in New York's Financial District, the question soon arose as to how they would reconcile their individual sensibilities – he is a strict, rational minimalist; she likes to be surrounded by colorful things. The answer – lots of modern storage cabinets that hide clutter behind a crisp façade. The idea came from Borinski, who bought his first USM Haller piece in white, which he refers to as the “Maserati of filing cabinets,” while working in a clinic straight out of graduate school. For their new home, Marta chose adding bright, upbeat tones of yellow and red USM Haller to exude warmth and life.

When you're dealing with the creation of a brand, systematic analyses and structural thinking are part of the craft. Alexander Gächter, a visual designer with a weakness for the three dimensions, therefore had the necessary know-how to design his own very special storage unit. It now graces almost three meters of one wall in his Zurich city apartment in a 1920s-era multi-family house. Gächter put the beautiful piece together in modules so it could meet any need. He really thought of everything. For example, it is precisely deep enough that the soon to be forty year-old apple of his eye, the "Grundig Studio 2000 HiFi" has the perfect place for itself. And it all started with the CDs that Gächter simply wanted to accommodate stylishly at long last. In any event, he has a few dozen more now... to be continued.

precision
for a
cult object



with heart
and soul



Who could resist quaint authenticity of Ardez? The Swiss village has not only resisted becoming a tourist trap, but its fertile ground grows Mirabelle plums and artichokes. In the middle of this town stands a 1660 reduit. Although it stood empty for 60 years, the structure remained relatively intact and unblighted before Duri Vital came along. Vital specializes in unorthodox restorations of old Engadine-style houses, and he immediately got down to work on the reduit, creating a jewel of a home in cooperation with the local historic preservation office. Among the up-dates: geothermal heating, a high-tech kitchen, and stunning modern bathrooms. And the owners from Zug applied the same level of detail to the furnishings. Guided by a passion for contemporary, timeless design, they deliberately chose USM as their quality accent pieces in pure orange and brown.



The working environment is always evolving – as is the modular furniture from USM. It solves problems now and in the future and accompanies every reorganization of space, flexibly and efficiently. In open spaces, where communication is encouraged and noise levels are rising, there is one important key term: acoustic efficiency.

efficient **Work**

Shanghai Toronto London Hamburg Herford New York Zurich Pernhofen

Tokyo Rellingen Paris Stephanskirchen Brugg Waldshut Stuttgart Bern



Architecture and more Architecture, interior decorating, landscape design – Shanghai ZF Architectural Design does it all. The company, a leading all-in-one service provider in the Chinese construction sector, was founded more than 30 years ago is now headed by CEO and principal architect Mr. Ding Ming Yuan. Three hundred employees work in the modern headquarters in the center of Shanghai, mostly in open-plan offices. In the reception area, meeting rooms, and directors’ offices, USM furniture systems provide the appropriate styling. Shelving units and desks fit in perfectly with the black-and-white palette designers love so much. In addition to these visual advantages, USM was chosen for its flexibility and durability. Yuan also has a special need: His desk needs to be large enough to lay out all the ongoing projects around him. No problem for the new, nearly three-meter long USM Haller table – in action for the first time in these dimensions here.



The summit of style Launched in 2007, Monocle quickly became an indispensable guide for tastemakers looking for a global sampling of culture and design. And at a time when print journalism is on the decline, the magazine's founder, Tyler Brûlé, has bucked the trend, by expanding his range of publications and, more recently, opening retail stores, where readers can buy Monocle-branded products by top-flight designers. For its Toronto offices and London retail locations, both of which opened last year, the Monocle team approached the look with the same level of exquisite detail as they select the paper stock used for the company stationery. "We chose USM to furnish the spaces because we wanted a solid, well-engineered modern system which matched the Monocle aesthetic and our high standard of presentation," Creative Director Richard Spencer Powell says. Each shop is in keeping with its larger context: The London-Hyatt location (pictured at right) features "soft, muted grays and beige," Powell says, "to reflect and respect the tone of a prestigious hotel," while the Toronto retail and offices (below and following page) was designed to draw in passers-by with a punch of sunny yellow.



The yellow USM Haller cabinets catch customers' eyes as they walk past the Monocle storefront in Toronto. Not only do they provide display surfaces for bespoke international publications but provide an ordered, smart, and functional furniture system for the back office.



Shoulder to shoulder Brax is a major player in the clothing industry. Creating fashions for both men and women, the German brand is expecting sales in excess of \$390 million this year. Since 1932, Brax has operated out of Herford, where 1,000 employees are responsible for the design, procurement, and distribution of the globally produced garments. Bringing tradition and modernity into harmony is a fundamental concern in the fashion industry. This creative tension not only informs Brax's day-to-day work but the architecture and furnishings of its headquarters. The Art Nouveau building has been gradually expanded over the past few years and renovated to unite the original structure with modern design. "An old wish of mine has been to furnish the offices with the USM Haller modular furniture," says Managing Director Wolfgang Drewalowski. Superior quality, good fit, and sustainable materials are the hallmarks of Brax's design approach. Its interior design is no different. "USM Haller is a modern classic," Drewalowski says. "The furniture fits in with the philosophy of our company."



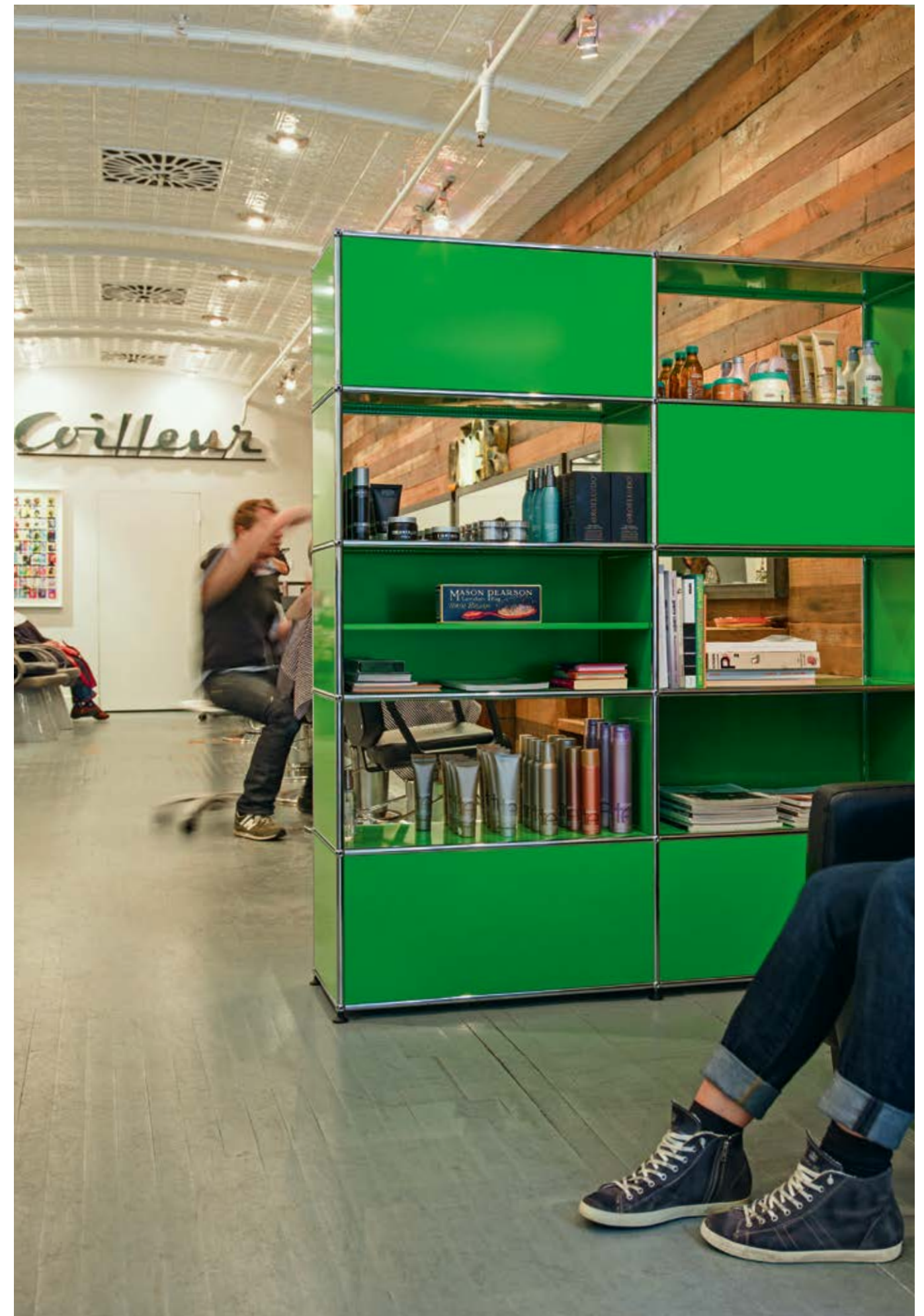
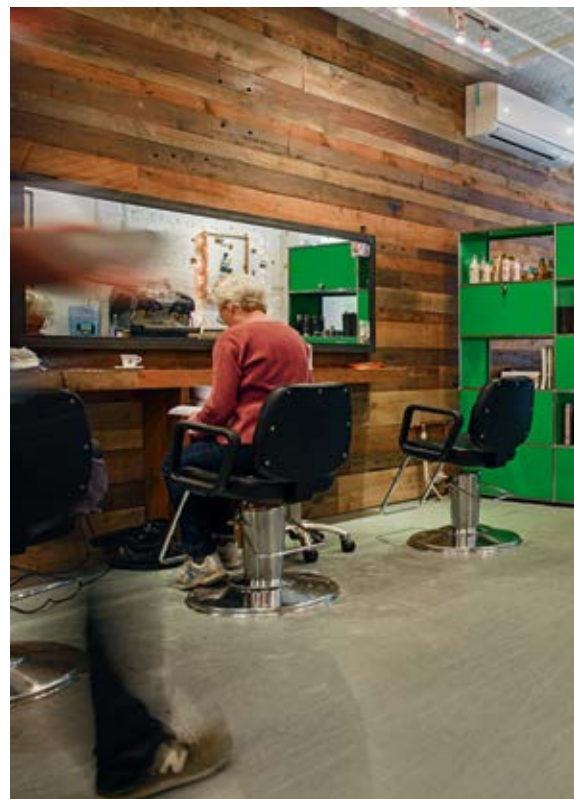


Cutting edge In his Manhattan hair salon located in the Financial District, Stephane Rebillard, a Parisian transplant, designed the green USM Haller shelving very similar to the one he chose for his home. The salon piece functions in a completely different way, adding a “sleek, modern quality” that contrasts with the Coiffeur’s reclaimed-wood walls, tin ceilings, and rough, wooden floors. At both work and home, the USM shelves provide jolts of color in otherwise monochrome spaces.

“When I first moved to New York in the 90’s, I remember going into an art gallery that had these vividly colored, beautiful shelving units in different colors, and I thought that was so cool,” Sarah Crowner, his wife, recalls. Today, she is an accomplished artist in her own right: Her work is regularly featured in art publications and sold at the Nichelle Beauchene gallery in New York. She shares her Brooklyn home with her husband, Stephane Rebillard, and their nine-year-old daughter. “I always thought a library is kind of a portrait of a person,” Crowner says. “So it is nice to have something that houses that in a beautiful way. Like a frame for your personality.”

“Efficiency to me means minimal and simple.
In my work as a hairstylist, I am always
searching for ways to reduce the ‘noise’ and
extravagant extras.”

Stephane Rebillard, Coiffeur Hair Salon



As are the furnishings, so is the service No ships have docked at the Bellevue House in Zurich for a long time, but the facade reflects the building's glorious past – a past that has a future again following its 2009 renovation. The house, built in 1858 and previously the home of a Grand Hotel, led a sad existence for decades. But now that it has come back to life, the original grandeur has been restored, and it has become the perfect environment for the owner-managed private bank Baumann & Cie. Parquet flooring and moldings, high ceilings, carefully crafted wall paneling – the landmarked rooms are rich with historic details. The architectural splendor finds its ideal complement in the brown USM Haller furnishings. The tension between harmony and contrast, and the welcome change from the ubiquitous black and white, create the appropriate image of a private bank and its services: simultaneously traditional and fresh, reflecting trust and loyalty, and exuding solidity and warmth.

solid loyalty





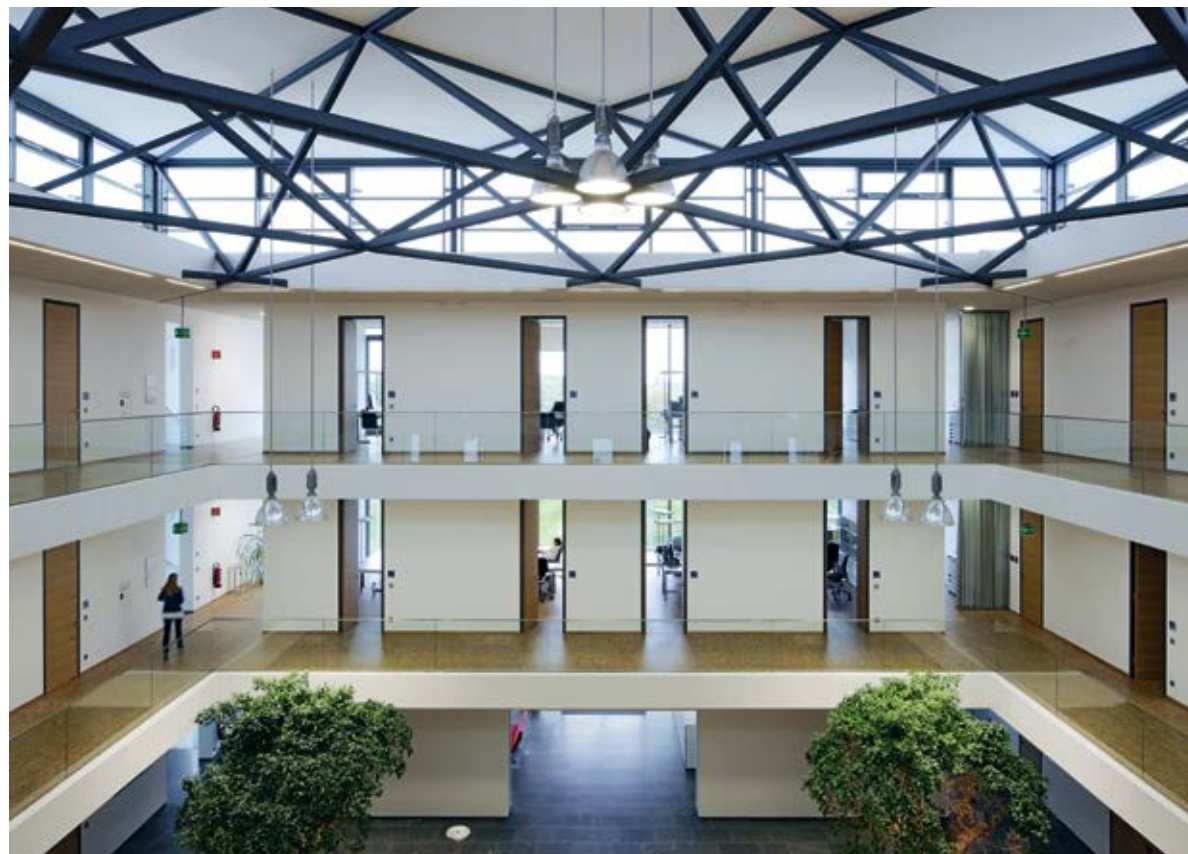
USM was the first choice for furnishing the Zurich office from the very beginning and so later became the destiny. The bank now relies on USM at its Basel headquarters of Baumann & Cie. In keeping with the company motto, which says, among other things: "We place great value on long-term, uncomplicated relationships." It's wonderful when this common theme continues into the furniture.



far out
in nature



Mother Nature's Gifts In the middle of the 19th century, a schnapps distillery was founded in the small Bohemian town of Jung Bunzlau. Success came quickly, and the company thrived. As the distillery developed an ever-deeper knowledge of the natural fermentation process, it expanded its product. Today, the company calls itself Jungbunzlauer, a nod to its birthplace, and is one of the world's leading providers of natural and biodegradable ingredients. Its products are used in food and beverages as well as in the pharmaceutical and cosmetics industries. In addition to the company's headquarters in Basel, Switzerland, the company maintains four manufacturing plants. This location is in Pernhofen, Austria, seventy kilometers north of Vienna, near the Czech border. Its rural surroundings hint at where Jungbunzlauer gets its raw materials: nature. The new, modern administration building is shaped like a square with rounded corners, and the facade is divided into boxes that echo the shape of USM Modular Furniture. Shelves and tables are white and pearl gray, respectively. Together with the natural-wood walls and floors and the abundance of daylight, the interiors communicate the purity of the ingredients the biotech plant produces.



Spontaneous decision Polo shirts, tweed suits, school uniform-style blazers, button-down shirts, chinos, and penny loafers: casual cool, with a drop of Ivy League and a touch of understated quality. That is the formula United Arrows used to become one of the biggest fashion and textile companies in Japan. It was no small feat: Japan is home to one of the world's largest fashion markets as well as to a demanding customer base. United Arrows opened its first store in 1989 in Harajuku, one of Tokyo's trendy areas for fashion, where a considerable number of fashion shops, café and restaurants are located. A few years later and on the steep rise to the top, United Arrows opened between four and ten shops a month. Now, the company has more than a dozen different international brands under its umbrella and partners with other multinational brands and department stores in Europe and North America. At the United Arrows' headquarters, 520 employees work on everything from creation to administration. USM Modular Furniture has been in use here for the past few years. The chairman of the board chose beige quite spontaneously while visiting the USM showroom in Tokyo. He was simply enthralled by the new color.





United Arrows chose USM Haller in beige for its headquarters. The success story of one of the largest fashion companies in Japan is recorded here in words and images, objects and drawings. The magnificent garments, both sources of inspiration and highly sought-after collectors' items, are part of the superb, rich tradition of Japanese clothing.



35 workplaces
open structures
glass and steel:
USM Haller
optimizes the
room acoustics



Full speed ahead Just the exterior view of the new company premises gives away what sector CTP Service GmbH works in. The front façade mimicking the navigation bridge of a mighty freighter welcomes visitors. Even in the interior, quite a few details hint at shipping. The fire-red original container doors unmistakably reveal the core business – the transportation of goods by water. In addition to the nautical items on display, it is the openings into the basement that are striking. Enclosed by a glass rail, these hatches provide a free view of the “deck” lying below – concretely, of additional workstations. As throughout the entire building, they are composed of white USM Haller shelving and black USM Haller linoleum tables. To optimize acoustics in the open office, some shelves are equipped with acoustic components. The vertical metal elements, the sides of the furniture facing workstations, are perforated and covered on the inside with sound-absorbing fleece. The acoustic functions are therefore integrated into the furnishings and, together with other measures such as the acoustic ceiling, reduce disruptive noise to a minimum. Acoustically, you should not feel like you’re in the engine room of a deep-sea freighter, despite the many visual suggestions.

“Unlike other calculations, the acoustics have worked perfectly from the start – thanks in large part to the acoustically optimized furniture.”

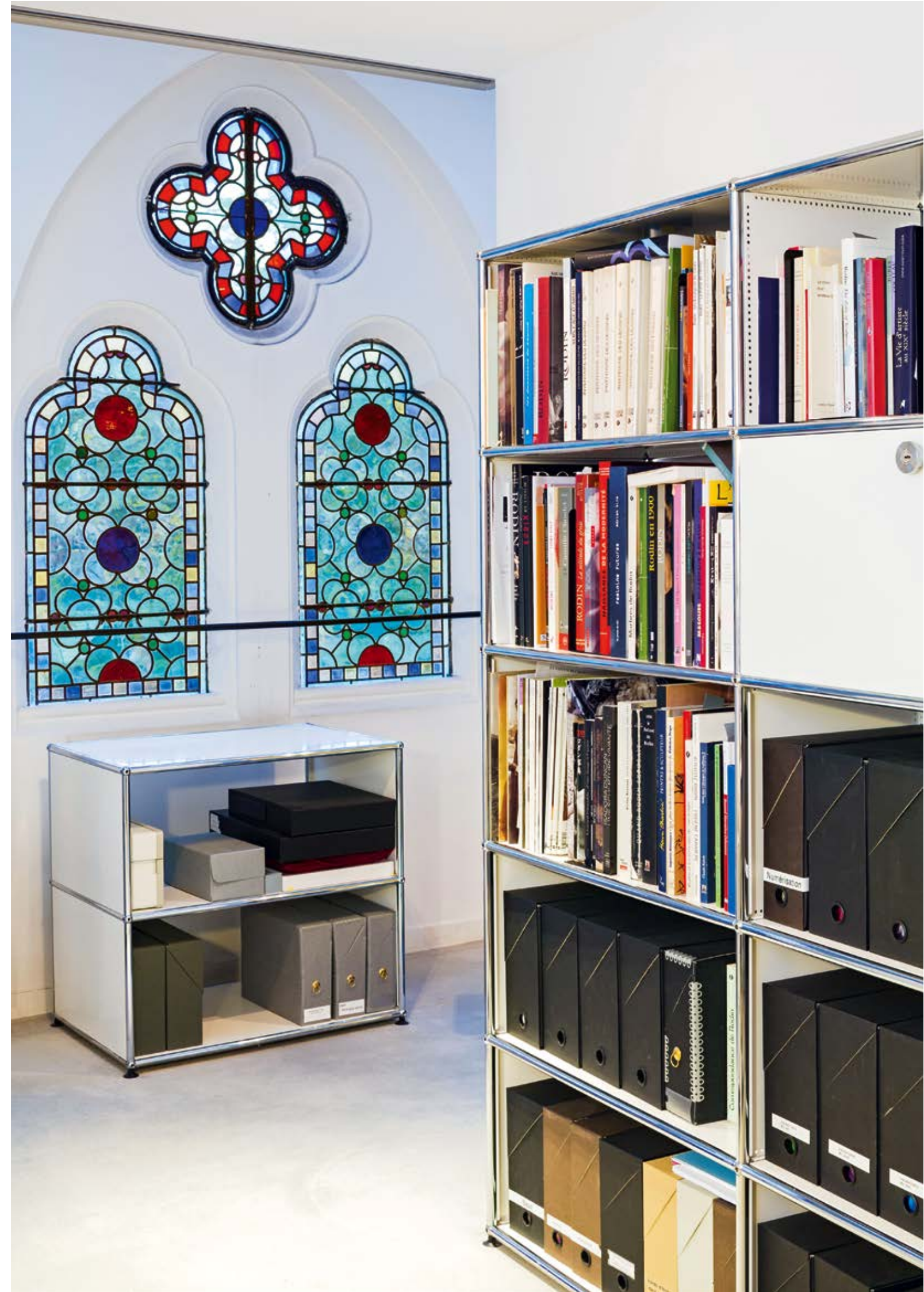
Managing Director Capt. Thomas Pöttsch



Works of art Once the residence of the duc de Biron in the 18th century, today the Rodin Museum is a symbol of the soul of Paris. For nearly ten years, it was home to Auguste Rodin, who, one year before his death, in 1917, donated the majority of his works and correspondence to the state. In return, the government turned the former Hotel Biron into the Musée Rodin. The world-renowned sculpture “The Thinker,” from 1880, was moved from its spot in front of the Pantheon and placed in the museum’s park, joining Rodin’s other masterpieces, “Balzac,” “The Gates of Hell,” and “The Burghers of Calais.” Every year, 700,000 visitors tour the grounds, 70% of them tourists, although native Parisians also enjoy taking in the rose gardens and powerful sculptures of seven-acre park. Since 2005, the museum has been renovated in stages, and USM has been there along the way. From the administration offices and conference rooms to the public spaces, the timeless design of the modular furniture stands in harmony with the timeless beauty of Rodin’s sculpted works.



With its clean lines and elegance, USM furniture provides structure to the various rooms and buildings of the Rodin Museum in Paris. USM Haller glass show-cases in the museum shop, pure white desks and shelves in the former chapel, black for the bookshelves and tables in the library and the entrance hall (see previous page): The modularity and functionality of USM bring the various renovation and development phases together seamlessly.



Favorite pieces here and there In the Marc O’Polo headquarters, minimalist forms characterize the image. Architecture and furnishings perform in noble restraint, which reflects the design style. “Opulence and loud colors would conflict with our northern DNA,” says Member of the Board and COO Andreas Baumgärtner. The label first made its way around the globe from Stockholm and delighted many individualists devoted to a relaxed urban style. They want to create “favorites that continue to delight our customers years later, just like USM does.” For Andreas, it’s a timeless brand in more than one sense: “On the one hand, the furnishings are so restrained in their look that they can easily age with a room. On the other, USM can never be assigned to a specific period, unlike other reference objects.” A freedom of design, as if it was tailor-made for a company like Marc O’Polo.



“For Marc O’Polo, efficiency is synonymous with a certain restraint and resolute concentration on the essentials,” as Andreas Baumgärtner defines the term from a style point of view. If this focus succumbs to the turmoil of the quick-paced fashion world, a glance at the furnishings sometimes helps. “A classic like USM has a very beneficial effect at such times. Nothing that pushes itself into the foreground, no curlicues, no empty promises, and thus all the more uncompromising functionality, to say nothing of quality.”



High-altitude flights The cube, with its black façade, stands sovereign over the Brugg industrial district. In the newly built branch of Riggenbach AG, ventilation and air-conditioning technicians plan and perfect efficient, environmentally friendly building technologies. The company began as a family business in 1961 and today employs 140 people at three sites in central Switzerland. From planning and production to installation and maintenance, Riggenbach's specialists produce and service every unit for its entire lifetime. That level of reliability and transparency is unique in this sector – and is reflected in the layout of the top floor, where glass paneled offices contain straightforward furnishings. The USM Haller units are graphite black, to match the outer skin of the cuboid; only special tables in the offices, on which the plans are spread out, have a pearl gray laminate surface – a pleasant background for work that encourages high flying.



“Efficiency means working without long distances, not producing any idling, and understanding and implementing customer needs precisely. Efficiency is asked of us on a daily basis. Anyone who is not efficient immediately incurs losses. This is particularly true in the construction sector, where we are constantly under extreme pressure.”

Adrian Kyburz, Riggensbach AG



Martial arts and pasta There is no city in the world with more Michelin-starred restaurants than Tokyo. The Japanese enjoy trying new cuisines. Among their favorites is Italian, offered in its highest culinary form. Carmine Cozzolino is primarily to thank for that. His dedication to the martial art of aikido brought him (and his calabresa) to Japan for 35 years ago. When he opened his first Tokyo restaurant, Cucina Italiana Carmine, in 1987, Italian cuisine was understood as just spaghetti and frozen pizza. The revelation caused a stir, and now the restaurateur owns four such establishments. Cozzolino barely has any office space in his restaurants. Instead, he keeps an office at the home he built in 2010. His computer sits on a USM Kitos table with a transparent glass top, while his cookbooks are kept on black USM bookshelves. “Because black is a noble color that never bores me,” the star chef says.



Shopping tour with the best Italian chef in Tokyo: Carmine Cozzolino buys only the freshest products at the world's largest fish market, Tsukiji, because he is always on a quest for the best – in both cooking and life. Cozzolino became aware of USM through his architect. He is convinced that the clean lines harmonize with his furnishings and contribute to the overall ambience. The same goes for a perfectly successful dish: You shouldn't taste the individual ingredients but rather enjoy the whole as a tasty mélange.

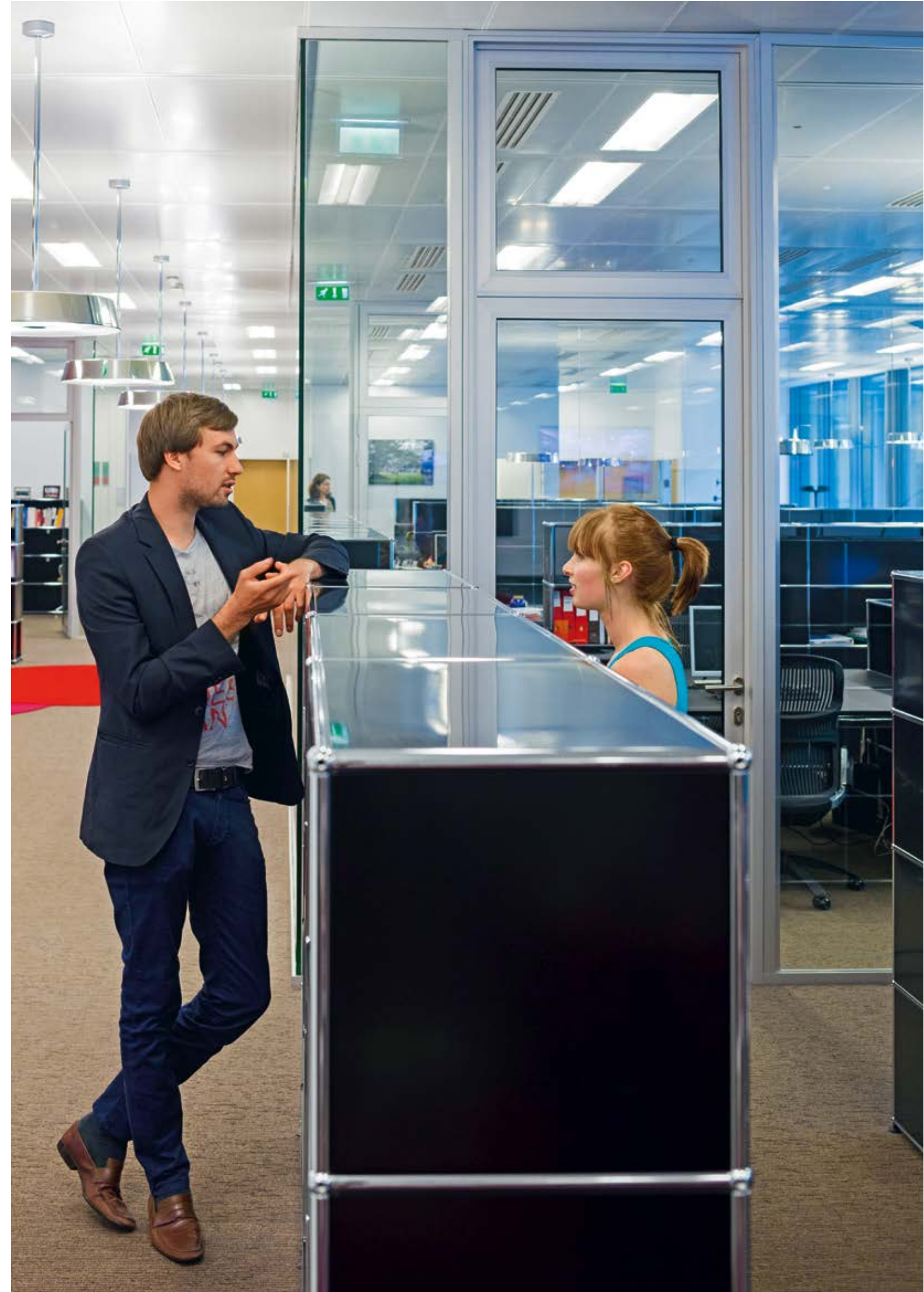
simply
the best



Consistent Congruence Ranked among the leading Business Schools in Europe, EDHEC Business School has five campuses in France, London and Singapore. Since 2012, the Paris campus has brought together its activities in executive education and economic research in a 1'900 m² space housed in a Haussmann-style building with an impressive glass and metal dome designed by Gustave Eiffel. The late nineteenth-century building originally served as the headquarters for the major bank Crédit Lyonnais. Today it is also the headquarters for “Les Echos” newspaper as well as for several other famous companies. The enclosed glass spaces center around an atrium. This “shop-window” aspect and the open-plan layout made finding the right interior furnishings a real challenge. Alexander Curtet found the solution with the help of USM. The massive reception area in black makes a strong visual impression. USM’s modular nature facilitates tailor-made interior design that guarantees both the private areas for the user with the airy expanses of the rooms. The furniture divides the various areas without cutting them off from each other, an innovative solution for a renowned institution.



USM furniture structures the offices and replaces costly dividing walls that would have more sharply restricted the workplaces. USM Haller in black provides a good backdrop for other colors as well. Neither completely open nor completely closed, the shared space promotes optimal communication between the various departments.



Victorinox, Waldshut (Germany)



“Efficiency? quite simply: means doing things right.
You’re allowed to make mistakes,
but never the same mistake twice!
Efficiency, for us, is always an ongoing process.”

Edgar Flecklin, Victorinox

sharp swissness

Honesty in red It all started with the Swiss Army Knife. Since its introduction in the nineteenth century, the ubiquitous multi-tool has achieved cult status around the world. Its hallmarks are honesty, reliability, and superior quality. The same high standards apply to all the other products in the Victorinox family. An important hub for the company is its distribution center in Waldshut, Germany, which recently expanded operations with a new building. The elegant structure, which features a storage depot, offices, and a showroom, conveys the philosophy of Victorinox, right down to the interior design and furniture. “The USM Haller Modular Furniture system is a classic – like the Swiss Army Knife,” says designer and contractor Gerhard Harmel, of DSW GmbH, who conceived the stylish cubic structure. The materiality, workmanship, design, and durability of Victorinox products served as guidelines for the architecture and interior design. This includes the color of the USM office furniture: red, the Victorinox trademark and the quintessence of Swissness. For customers and business partners from Germany and other European Union countries, the new addition serves as Victorinox’s calling card. It is instantly recognizable. And you know immediately that you are on familiar ground.



Fashionable from head to toe The Council of Fashion Designers of America’s impressive membership roster includes everyone from Michael Kors and Oscar de la Renta to Vera Wang and Diane von Fürstenberg, currently the not-for-profit’s president. In addition to promoting fashion as an art form, the CFDA also raises funds for charities, including \$1.7 million for Hurricane Sandy victims. The organization’s new office space, located in New York’s NoHo neighborhood, is the setting for many functions, from board and member meetings to cocktail events. As such, it is an expression of the CFDA’s other mission: To uphold high standards of taste. According to the CFDA’s director of communications, Kelly McCauley, USM Haller was a “perfect fit.” And for an industry built on changing fashions, USM Haller held special appeal: It will never go out of style.



The CFDA outfitted its new office in a classic color combination of black and white. The organization’s CEO, Steven Kolb, sits at a USM Haller desk, as do the rest of the not-for-profit’s 13 employees.

remarkable tribute to fashion







The office hosts myriad events, from board meetings to cocktail parties, so the furnishings must be at chic and endlessly adaptable. A USM round Kitos table (below) provides a space for casual brainstorming sessions, while a grouping of rectangular conference tables (far right) accommodates larger, more formal discussions.



When corporate design falls in love with furniture Long before he founded his agency, AVANCE Chief Executive Kai Vorhölder knew that someday he would house it in an old villa and decorate it with modern furniture, letting ideas come to life from the tension between old and new, ornate and austere, yesterday and today. And although USM has always been a part of Vorhölder’s personal aesthetic roughly two years ago a table from another company would have won out had it not been for his wife, Petra, who put her foot down and said, “We only use USM here.” The images show how right she was. Not only do the pearl gray laminate tables and the furnishings in pure white with their straight lines form the perfect contrast to the history of the spaces, but they also line up seamlessly with AVANCE’s identity, which appears mostly in white and gray, accented with just a few hints of red. One of these red flourishes is the red banister, placed in the building as a symbolic common thread. That way, everyone keeps their bearings.

“For me, efficiency means
having the courage
to leave things out and focus
on what’s important.”

Kai Vorhölder, AVANCE Marketing Agency



Light
is
space



“Dirty” Business ARA stands for Abwasserreinigungsanlage, “wastewater treatment plant,” making it clear that its business is the purification of dirty water. It is one of the largest and most complex wastewater treatment plants in Switzerland. As a complement to its core business, the ARA also produces renewable energy, generating carbon-neutral biomethane from biogenic waste and sewage sludge, then converting it into resource-saving electricity as well as fuel for city buses. In the newly created service building, the dual mission of wastewater purification and energy efficiency is on impressive display. Constructed according to the Minergie-Peco standard, the building is made entirely from naturally degradable materials. The rooms are bright, and the ceilings are high; the room temperature is comfortable. And the furniture plays its part as well. Since the 1970s, ARA has depended on USM Modular Furniture. Thanks to its sustainability values, fits perfectly within an environmentally conscious company. The shelves in matte silver and the tables in pearl gray laminate harmonize beautifully with the modern architecture. The height-adjustable USM Kitos tables are in constant use and contribute to the well being of the most important resource in every company – its employees.



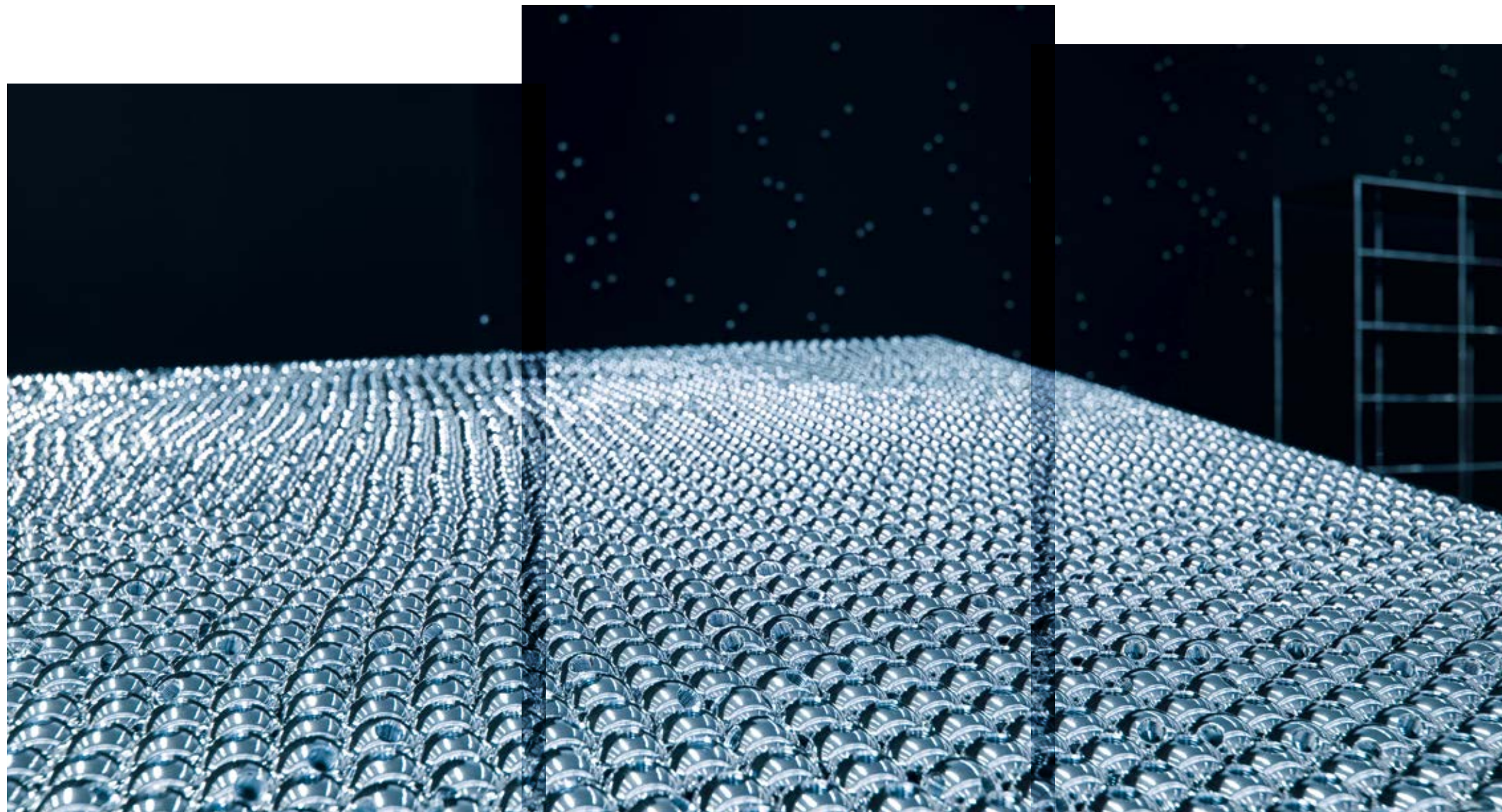
Pure energy meets pure design The Red Bull team is familiar with the timeless design and flexible character of the USM furniture. It came as no surprise when Red Bull Japan moved their office in 2012 that they chose USM again to furnish their new and larger space. The straight-line design and self-assured presence of an original classic motivated their decision. In the new office building, a fun bar and lounge welcome visitors in the reception area. Highly valued by Red Bull staff, the place is also used for meetings. USM solutions always fit in and can easily adapt to any space and interior design. Last but not least. The color choice also had to meet these conditions. Only one came into consideration for the Red Bull management and it is black.



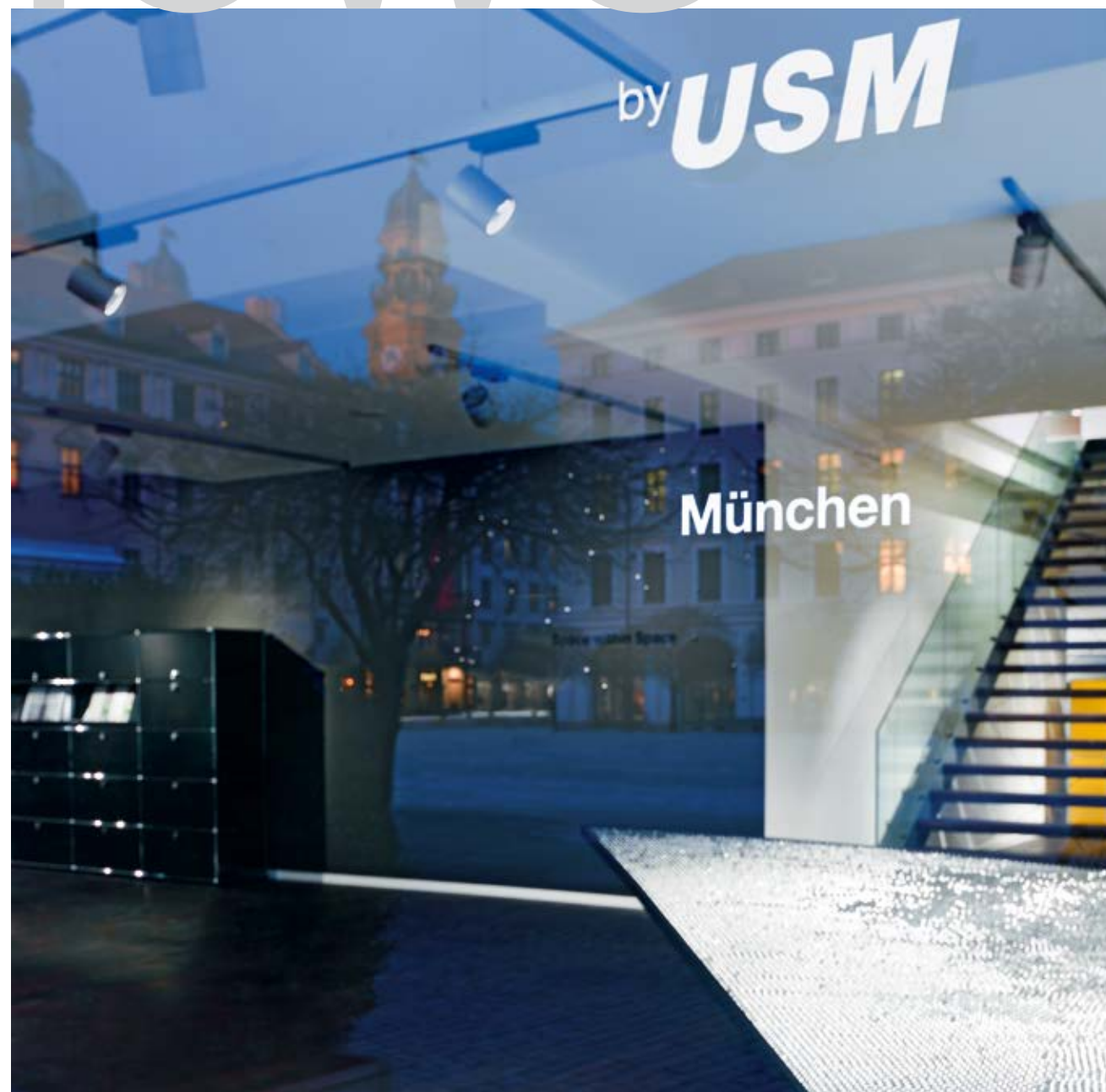
There is no consistency without renewal and no continuity without the need for innovation. At the USM Münsingen headquarters in Switzerland, a new powder coating facility is being built which will be amongst the most advanced in Europe and will set higher environmental standards. We are celebrating the opening of our fourth showroom in Germany located in the center of Munich. An expansion of the USM Kitos table family and the evolution of the USM Haller classic table evolve with the times and remain true to the integrity of its design.

spot light

Munich Showroom Developing table lines Manufacturing at USM

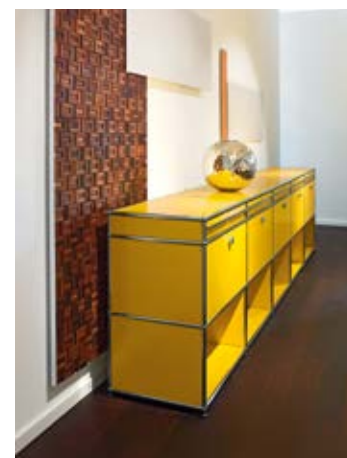


news



Just in time for spring, USM opens its fourth showroom in Germany

Located in the heart of Munich's Wittelsbacherplatz, the new showroom stages USM modular furniture systems in themed rooms to illustrate the many ways the furnishings may be used. In addition to being the state capital and one of the greatest cultural centers of Germany, Munich is also home to several publicly listed companies and top-performing advertising and technology sites as well as a state capital and one of the most important cultural centers in Germany. The Wittelsbacherplatz was built under the reign of Ludwig I as part of Brienner Straße and is considered a "place of outstanding classical European style." The special location offers a wonderful environment that is shared by a mix of young and renowned brands. At over 600 m², USM's showroom serves residential and commercial customers alike.



324 unique solutions

The newly expanded Kitos E table family now provides a wide range of configurations that will handle any style of working – standing or sitting, at home or in the office – ideal for desk sharing or hot desking. Starting with three types of table choices to add various electrification options and accessories. The tables can be configured with three height options with a selection of twelve surfaces. These multi-purpose tables are complemented by free-standing round or square tables, all with optional height adjustment as well.

For more information go to www.usm.com



The evolution of a classic

With the development of the USM Haller Table last year with the Plus and Advanced versions, the design classic steadily evolves. The new family of tables now includes four options, which respond to any need, whether in a home office with adaptation points for a variety of accessories or an open office space adding privacy panels and cable baskets to the simple and yet highly technical conference rooms. There is now more than ever before a USM Haller table solution for every kind of working environment.

For more information go to www.usm.com

Insight



Münsingen (Switzerland)

Focus on powder coating

Cranes, excavators and other heavy machinery, as well as a hundred construction workers have been part of the scenery at the USM headquarters in Münsingen, Switzerland, over the past 20 months. Now that they are gone again, the unsuspecting visitor might wonder what was actually built here. Measuring fourteen tennis courts, a new, state of the art powder coating facility has been constructed according to the latest state of the art between existing factory buildings underground. In this way, the new building is not only harmoniously integrated into the existing company campus but, with its underground location and the physical separation from the rest of production it will also have a positive effect on temperature fluctuations and dust formation. The result is a facility that

can coat 5'600 m² of metal per day on four completely automated paint conveyors. Production bottlenecks at peak periods can thus be avoided, and in general, the output of enameled metal can be increased by 30%. With this investment, USM once again confirms its commitment to its manufacturing base in Switzerland. The timing that was chosen for this in the middle of the cited economic crisis highlights the courage to be different and the audacity it takes to sometimes swim against the current. In doing so, we're systematically relying on proven success factors such as reinvestment in facilities and machinery, a high degree of automation and the latest technology. Quality, precision and reliability are values that USM Modular Furniture continually stands for into the future i.e., Swiss made.

“With the construction of this powder coating facility, we are showing a clear commitment to our manufacturing base in Switzerland.”

Mirco J.Castellan, CEO USM U. Schärer Söhne AG



Lindsey & Ian Adelman, Brooklyn (USA)
Living space for 3 people
Furniture: USM Haller in pure white
Sales partner: USM Modular Furniture,
New York (USA)

François Motte, Paris (France)
Living space for 2 people
Furniture: USM Haller in ruby red,
black graphite
Sales partner: USM U. Schärer Fils SA,
Paris (FR)

Sarah Zoelly, Zurich (Switzerland)
Living space for 1 people
Furniture: USM Haller in pure white
Sales partner: Hugo Peters, Zurich
(Switzerland)
Architect: Andreas Fuhrmann, Gabrielle
Hächler (afgh), Zurich (Switzerland)

Private Residence, New York (USA)
Living space for 2 people
Furniture: USM Haller in pure white, golden
yellow, Haller table in pearl gray laminate
Sales partner: USM Modular Furniture,
New York (USA)

Stocker Lee, Rancate (Switzerland)
Living space for 4 people
Furniture: USM Haller in anthracite, steel blue
Sales partner: Dick & Figli, Lugano
(Switzerland)
Architect: Stocker Lee, Mendrisio
(Switzerland)

Christoph Gilles, Frankfurt on the Main (Germany)
Living space for 4 people
Furniture: USM Haller in pure white, beige,
ruby red
Sales partner: CanDo, Andreas Reich,
Frankfurt am Main (Germany)

Private Residence, Lucerne (Switzerland)
Living space for 5 people
Furniture: USM Haller in green, ruby red,
golden yellow
Sales partner: ivoFrey AG, Sursee (Switzerland)
Architect: Frei Architects, Aarau (Switzerland)

Marta Kovacs and Samuel Borinski, New York (USA)
Living space for 2 people
Furniture: USM Haller in pure white,
golden yellow, ruby red
Sales partner: USM Modular Furniture,
New York (USA)

Alexander Gächter, Zurich (Switzerland)
Living space for 1 people
Furniture: USM Haller in pure white

Private Residence, Ardez (Switzerland)
Living space for 2 people
Furniture: USM Haller in pure orange, brown
Sales partner: Seipp Wohnen, Waldshut,
(Germany)
Architect: Duri Vital, Sent (Switzerland)

ZF Architectural Design Co. Ltd., Shanghai (China)
Workspace for 300 people
Furniture: USM Haller in graphite black,
USM Haller table in black oak veneer,
USM Kitos table in black oak veneer
Sales partner: Asia View Ltd., Shanghai (China)
Architect: Shanghai ZF Architectural Design
Co. Ltd., Shanghai (China)

Monocle, Toronto (Canada)
Workspace for 6 people
Furniture: USM Haller in golden yellow, USM
Haller tables in walnut, pearl gray laminate
Sales partner: USM Modular Furniture,
New York (USA)
Creative Director: Richard Spencer Powell,
Toronto (Canada)
Senior Designer: Yoshitsugu Takagi, London
(United Kindom)

Monocle, London (United Kindom)
Workspace for 2 people
Furniture: USM Haller in beige
Sales partner: Aram Design Ltd., London
(United Kindom)
Creative Director: Richard Spencer Powell,
Toronto (Canada)
Senior Designer: Yoshitsugu Takagi, London
(United Kindom)

Brax Leinenweberei, Hamburg and Herford (Germany)
Workspace for 300 to 400 people
Furniture: USM Haller in graphite black,
USM Haller table in black linoleum
Sales partner: Pro Office, Bielefeld (Germany)
Architect: Brax Facility Management
in collaboration with Brax store architects,
Herford (Germany)

Coiffeur Hair Salon, New York (USA)
Workspace for 6 people
Furniture: USM Haller in green
Sales partner: USM Modular Furniture,
New York (USA)

Baumann & Cie Banquiers, Zurich (Switzerland)
Workspace for 9 people
Furniture: USM Haller in brown, USM Haller
tables in beige linoleum, ruby red,
lacquered glass
Sales partner: Wohnbedarf, Zurich,
(Switzerland)
Architect: Leonhard Zeugheer (1812–1866†),
Zurich (Switzerland), Martin Spühler Architekt,
Zurich (Switzerland)

Jungbunzlauer, Pernhofen (Austria)
Workspace for 50 people
Furniture: USM Haller in pure white
USM Haller tables in pearl gray laminate
Sales partner: Hans Taus, Vienna (Austria)
Architect: Architekt Krischanitz ZT GmbH,
Vienna (Austria)

United Arrows Ltd., Tokyo (Japan)
Workspace for 520 people
Furniture: USM Haller in beige, USM Haller
table in natural walnut veneer
Sales partner: inter office ltd., Tokyo (Japan)
Architect: Lilycolor Co., Ltd., Tokyo (Japan)

CTP Cargo, Rellingen (Germany)
Workspace for 35 people
Furniture: USM Haller in pure white,
USM Haller table in black linoleum
Sales partner: by USM Hamburg (Germany)
Calculations Room Acoustics: Oldenburg,
Dr. Christian Nocke (Germany)
Architect: Ingenieurbüro für Bauwesen,
Dipl.-Ing. Jürgen Waskow, Klein Nordende
(Germany)

Rodin Museum, Paris (France)
Workspace for 100 people
Furniture: USM Haller in black, pure white
USM Haller tables in pearl gray laminate
Sales partner: USM U. Schärer Fils SA,
Paris (France)

Marc O'Polo, Stephanskirchen (Germany)
Workspace for 650 people
Furniture: USM Haller in anthracite,
USM Haller tables in pearl gray laminate
Sales partner: Partner, Munich (Germany)
Designer: Werner Böck, Stephanskirchen
(Germany)

Riggenbach AG, Brugg (Switzerland)
Workspace for 14 people
Furniture: USM Haller in graphite black,
USM Haller tables in pearl gray laminate
Sales partner: Bader AG Büro Design,
Langenthal (Switzerland)
Architect: W. Thommen AG Architekten und
Planer, Olten (Switzerland)

Carmine Cozzolino, Tokyo (Japan)
Workspace for 2 people
Furniture: USM Haller in graphite black
USM Kitos and USM Haller table in
transparent glass
Sales partner: USM U. Schaerer Sons K.K.,
Tokyo (Japan)
Architect: Riccardo Tossani Architecture
Incorporated, Tokyo (Japan)

EDHEC Business School, Paris (France)
Workspace for 50 people and 100 students
Furniture: USM Haller in graphite black,
USM Haller tables in black linoleum
Sales partner: Loft Interior Designer, Nice (FR)

Victorinox, Waldshut (Germany)
Workspace for 10 people
Furniture: USM Haller in ruby red, anthracite
USM Haller tables in dark gray laminate
Sales partner: Seipp Wohnen, Waldshut
(Germany)
Architect: Gerhard Harmel, DSW GmbH,
Waldshut (Germany)

Council of Fashion Designers of America (CFDA), New York (USA)
Workspace for 16 people
Furniture: USM Haller in pure white, light gray,
mid gray, graphite black, USM Haller table
in pearl gray laminate, USM Haller table Plus
in black linoleum, USM Kitos table in pearl
gray laminate
Sales partner: USM Modular Furniture,
New York (USA)
Architect: Sayigh + Duman, New York (USA)

AVANCE Marketing Agency, Stuttgart (Germany)
Workspace for 30 people
Furniture: USM Haller in pure white,
USM Haller tables in pearl gray laminate
Sales: Architare, Nagold (Germany)

ARA region bern ag, Bern (Switzerland)
Workspace for 32 people
Furniture: USM Haller in matte silver,
USM Haller tables in pearl gray laminate,
black oak veneer, gentian blue lacquered
glass, USM Kitos tables in pearl gray
laminate, continuously height-adjustable
Sales partner: Teo Jakob AG, Bern
(Switzerland)
Architect: Bauart Architekten und Planer AG,
Bern (Switzerland)

Red Bull, Tokyo (Japan)
Workspace for 80 people
Furniture: USM Haller in graphite black,
USM Haller tables and USM Kitos in black oak
Sales partner: inter office ltd., Tokyo (Japan)
Architect: yusuke koshima architecture
studio, Tokyo (Japan)

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Design
P'INC. AG, Langenthal (Switzerland)

Photography
Bruno Augsburger, Zurich (Switzerland)
Christophe Glaudel, Paris (France)
Simon Opladen, Bern (Switzerland)
Andreas Seibert, Tokyo (Japan)
Rainer Spitzenberger, Inning am Ammersee (Germany)
Daniel Sumesgutner, Hamburg (Germany)
Daniel Sutter, Zurich (Switzerland)
Trevor Tondro, New York (USA)

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Text
Pirmin Bossart, Lucerne (Switzerland)
Karin Hänzi Berger, Bern (Switzerzland)
Gaby Labhart, Zurich (Switzerland)
Belinda Lanks, New York (USA)
Cécile Maslakian, Paris (France)
Urs Siegenthaler, Ostermundigen (Switzerland)

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Switzerland:
USM U. Schärer Söhne AG
Thunstrasse 55
CH-3110 Münsingen
Phone +41 31 720 72 72
Fax +41 31 720 72 38
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
info@us.usm.com

Japan:
USM U. Schaerer Sons K.K.
Tokyo Showroom
Marunouchi MY PLAZA 1·2F
2-1-1 Marunouchi, Chiyoda-ku
Tokyo 100-0005
Phone +81 3 5220 2221
Fax +81 3 5220 2277
info@jp.usm.com

All other countries
contact USM Switzerland.

www.usm.com

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Statement

