

## Positioning with Features + Benefits

# Paradolia Space Division & Acoustics

(Enhancements)

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### Softened Floor Screens

#### Who is the product designer of the Softened Floor Screens?

Brad Ascalon.

His eponymous award-winning studio was founded in 2006. The multi-disciplinary designer specializes in furniture for the contract, hospitality, and residential markets, as well as lighting, packaging, and other consumer products. With a reductive approach to his craft, Ascalon believes in design that is uncomplicated, rational, and manages to find the perfect balance of form, function, and concept. Through this approach, coupled with a strong understanding of strategy-driven design opportunities for his clients, Ascalon is widely regarded as one of the leading American design voices of his generation.

#### What are the features of the Softened Floor Screens and Softened Floor Screens with Glass Markerboard?

The floor screens are simple and soothing in their shape. The changing scales of size evoke a sense of organic attributes, like a series of trees. The greater the combination of floor screens, the less likely one is to feel like they are in an office, but rather out in the open, surrounded by nature. Intentional contours of the floor screens allow for a focused work mode. They soften ambient sound and mask the visual disruptions of a space. These characteristics create a feeling of privacy, both individually and within a small work group.

- Mobile
- Natural, soothing shape
- Sound absorbing
- Tackable
- Space division
- Contrasting piping options
- All Kimball brand finish options

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### Dual-Sided Floor Screens

#### Who is the product designer of the Dual-Sided Floor Screens?

Stone Designs.

Stone is a multi-disciplinary studio which develops interior design and product projects through a perspective that makes them unique. Focused on the human factor, Stone makes projects for and because of people. For nearly 25 years, they have focused on the same objective: to help each other be happier day after day.

#### What are the features of the Dual-Sided Floor Screens?

The dual-sided mobile floor screen is a flexible, multi-function unit that works as a divider, writing board, and storage shelf. The front and back consist of a combination of a markerboard and a sound absorber. The pass-through shelf adds

functionality and can be used for storage or to display plants and books.

- Mobile
- Sound absorbing
- Tackable
- Space division
- Contrasting piping options
- All Kimball brand finish options
- Pass-through shelf adds space for storage or display of plants and resources

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### Floor Screens with Angled Legs

#### Who is the product designer of the Floor Screens with Angled Legs?

Johan Kauppi & Nina Kauppi have a shared design studio in Sweden. This designer duo approaches design in all scales, from spatial projects to tactile objects in the hand's scale. The studio's philosophy is identified as a search for a pure and restrained design, celebrating the added values that make a project unique and genuine. Their inspiration is often found in contrasts and in the dynamic between tranquil nature and pulsing cityscapes.

#### What are the features of the Floor Screens with Angled Legs?

The floor screens with angled legs possess a modern, light aesthetic. The screens are robust and offer great sound absorption. The solid wood legs are inspired by traditional trestles and give the floor screens a free and creative expression. These floor screens are designed to be used in dynamic groups as well as repeated in rows.

- Solid ash wood legs
- Trestle design
- Sound absorbing
- Tackable
- Space division
- Contrasting piping options
- All Kimball brand finish options
- Intended to be layered or utilized in rows