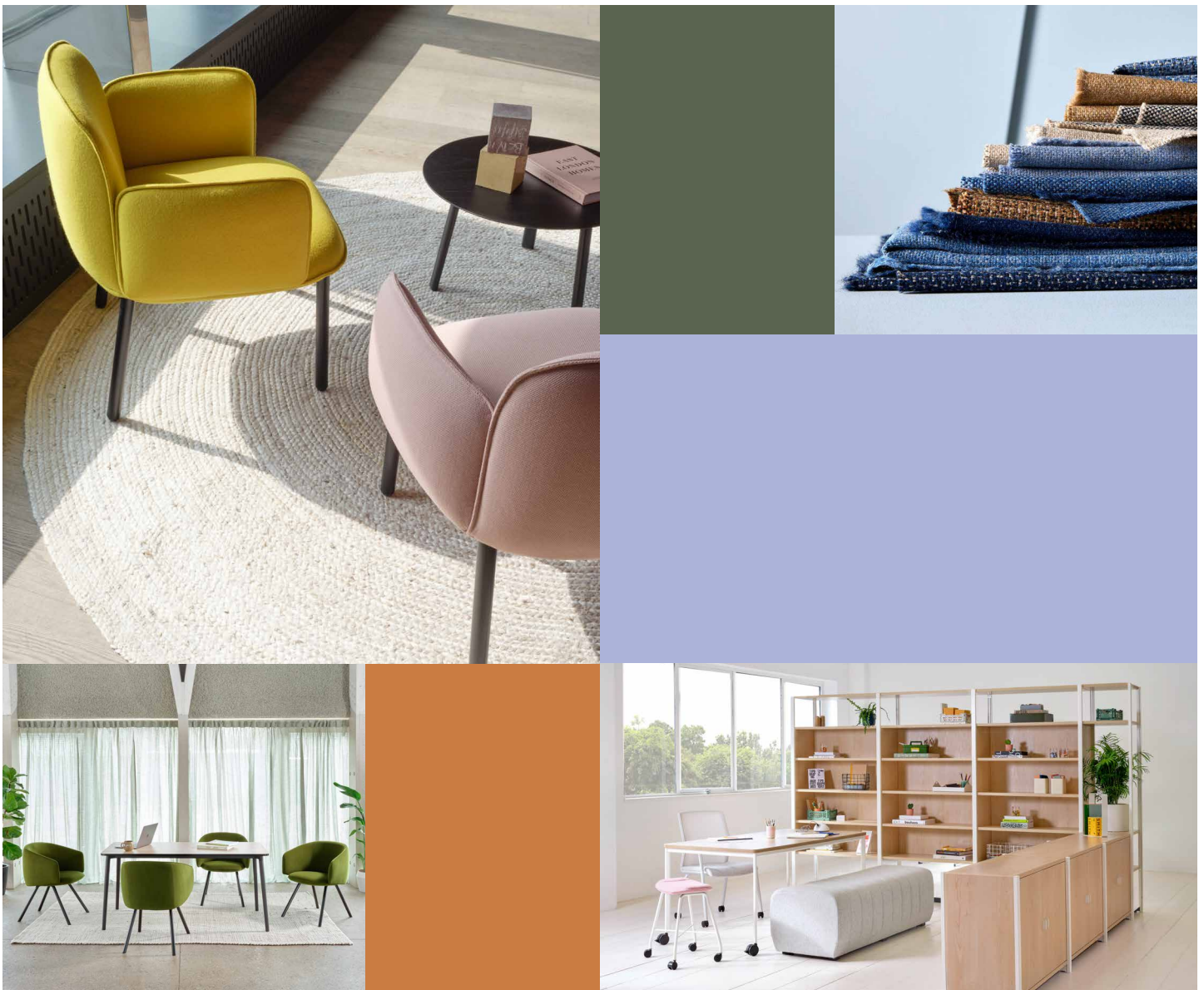


SKETCH

Products. Ideas. Opinions.



INTRODUCING SKETCH

Welcome to the third issue of Sketch, a publication from Senator and Allermuir.

*Sketch is a forum to showcase
new ideas, trends, opinions, and
products from Senator and Allermuir.
Two completely different brands but
with one vision to create innovative
products for the workplace.*

*In each edition we'll take a creative
look at all the different ways we work,
and suggest ideas, improvements,
small hacks, big changes, all to
help inspire you.*

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Showcase

Principles of positive workplace furniture.

The best workplace furniture design isn't built around the workplace. It's built around people. Your working environment is largely defined by the furniture within it. So, improving your workplace furniture is the quickest, easiest, and most cost-effective way to transform the space you work in. Discover the 10 principles of positive workplace furniture, curated by Adrian Campbell.



Adrian Campbell,
Workplace Design Consultant



Prevolv Inscape Showroom / Fulton Market, Chicago / 12,000sqft

01. Workplace furniture is not about the workplace, it's about people.

The modern workplace can take many different forms. But at the heart of it are people. Individuals. Start with them, not the space.

02. Workplace furniture is the most cost-effective way to improve your space.

The average cost of a desk space in an office building over 10 years is £150,000 (2018, London). And the average UK salary over 10 years is £344,730 (2018, London). That's an investment of over £500,000 in the person and the space they work in.

So the cost of the furniture you provide is going to have a disproportionately positive or negative effect on your investment in people and space.

With salaries and benefits comprising around 90% of the operating costs of any typical large business, even modest increases in productivity arising from better working environments can have a significant impact on the bottom line.

03. Workplace chairs should work like, with and for the human body.

Desks are structural, rigid, and more akin to the architecture of the building, but workplace chairs should be designed to support the people that use them. Their mechanisms should be built around human bone and muscle structures.

Style is good, but substance is crucial.



04. Open-plan is a solution, not the solution.

Open-plan office environments are considered to offer workplace productivity benefits because of the opportunities they create for interaction and knowledge exchange. But what about individual work? Do noise, distraction and loss of privacy significantly affect an individual's productivity?

05. Don't under-estimate desks.

The desk is a highly effective tool, often greatly undervalued. Some may regard desks as things that simply keep the paper off the floor. But that is to ignore their potential.

Most of us spend at least 60% of our working day using desk height surfaces to think and concentrate. Chosen, placed, and used wisely, a desk can transform how well we work – and with it, the productivity of an entire workplace.



Unity / Calgary, Canada / 26,000sqft



AXA / Calgary, Canada / 26,000sqft

06. Workplace furniture should adapt to people, not vice versa.

Workplace furniture has become technical rather than human. If you want to move to a space best suited to your needs the furniture and setting must make the purpose obvious. Technology should allow the space to be engaged with immediately, without frustrations and time delays. The furniture, workplace and its environment must be based on human and social need. People should come first.

07. Many seats make light work.

Why would you sit on one chair in one space for the whole day at work? It just doesn't make sense.

Think about all the spaces you live in at home. You have a kitchen to nourish, a lounge to socialise, a bathroom for solace, and a bedroom to relax. Then think of the many and different seats you sit on at home and all the ones you use when travelling to work or when you're out and about – sitting in a coffee shop, at a restaurant, in a bar etc.

Mix it up. Variety works at work.

08. Workplace furniture should make you feel at home.

Increasingly, technology allows us to work wherever we want. Yet ironically, rather than choosing to work at home, most of us prefer to go to the office. And once we're there, we choose to make it look and feel like home. Workplace furniture should help us do that.

09. Let posture work its magic.

When we stand, we move more, have more energy and engage more – all of which keeps us focused. When we perch, we're transitory, there for a short time and have to use different body muscles. When we sit on a task chair our muscles are not strained and we concentrate and focus. When we relax, we open the diaphragm, so we breathe better and become physically more open as our arms fall away. When we recline, we spread our weight over our whole body. We become more reflective and literally have a different outlook.

How we hold ourselves, change position and move can have a significant impact in the workplace. Especially if we are allowed to do this comfortably and at will.

10. Workplace furniture can create a positive, productive space.

There are as many ways to design a workplace as there are workplaces.

To design is to ask questions.

Would you prefer to design a workplace that is more formal or informal, or combines both? Does your workplace furniture lean more towards stimulation or banality? Do you prefer collaborative or focused workspaces, or a mixture? Etc...



**It's all
about me**

**The power of people-first
workplace furniture**

Adrian Campbell

The Senator Group

To request your personal copy of
It's all about me, please contact:
marketing@thesenatorgroup.com



Designed by Patrick Norguet

introducing

Bastille

Bastille is a seating family made up of a dining, lounge, and bar stool with a minimalist, yet luxurious aesthetic.

The collection was designed specifically with hospitality environments in mind although with the increased merging of interior styles in corporate and hospitality markets the collection could easily transition across both.

by **Allermuir**





Allermuir

Everything all in the
palm of your hands.
Anytime. Anywhere.

Allermuir

PRODUCTS ABOUT US DESIGN JOURNALS

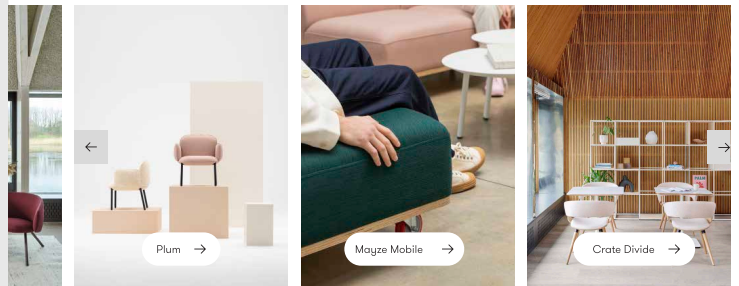


INTRODUCING BASTILLE

A new collaboration and collection - pared back luxury simplified with style.

[Find out more →](#)

LATEST PRODUCTS



INTRODUCING PLUM



allermuir.com

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Sketch showcases new ideas, trends, opinions, and products from Senator and Allermuir. Subscribe today to have your next copy delivered directly to your inbox.

Subscribe here



SENATOR | Allermuir

INTRODUCING FRAMED

Define your space.

Framed is a highly customisable modular shelving system which can be configured to transform any open plan environment into more inspiring and productive spaces.

Through the use of division Framed can maximise open plan floorplans by creating small teams, mini neighbourhoods, collaborative nooks, or walkways increasing productivity and decreasing proximity to enable spaces that are more personal and intimate to the team or user.

by **SENATOR**



Focus

Dedicated focus and collaborative spaces can work within the same proximity when Framed is used to create visual separation.



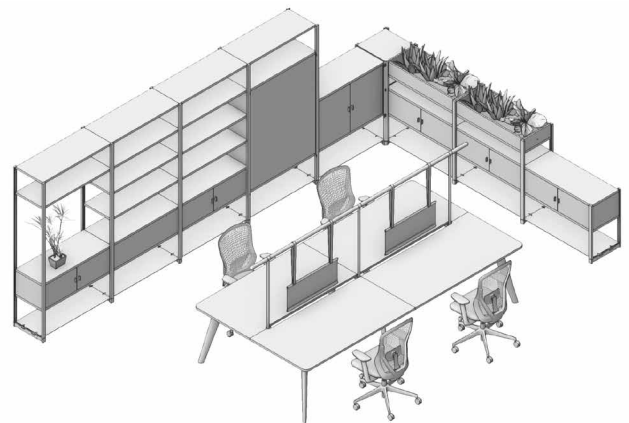
Configuration One

Products shown (right):

1 × Framed Configuration with Module Cupboards and Planters, Shelves and Whiteboards

1 × Pailo Bench

4 × Ousby Chair



Downloadable Setting

Brainstorm

Use Framed to create not just visual but acoustic barriers that enable users to identify their own space.



Configuration Two

Products shown (right):

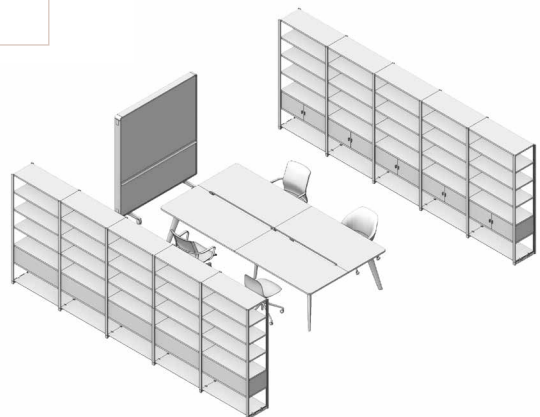
1 × Adapt Wall

2 × Framed Configuration with Shelves and Module Cupboards

2 × Circo Chair

1 × Pailo Table

Allermuir product used:
Famiglia Chair, Kin Chair



Downloadable Setting

Lounge

Acting as a functional but also aesthetic divide, Framed can create division between work and more social breakout spaces.



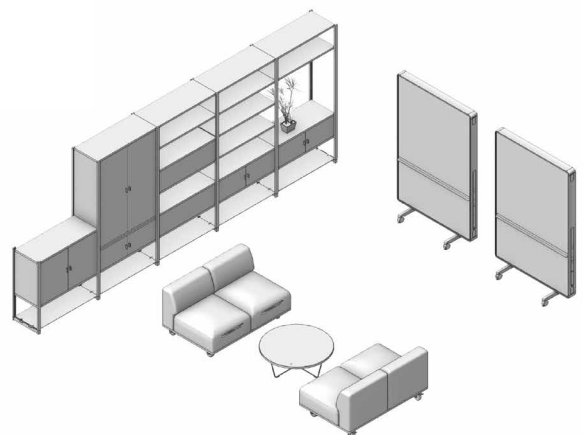
Configuration Three

Products shown (right):

1 × Framed Configuration
with Module Cupboards
and Shelves

2 × Adapt Wall

Allermuir product used:
Conic Table, Mayze
Mobile



Downloadable Setting

Present

Through the use of whiteboards and pinnable boards Framed can be used as a backdrop for all your creative ideas.



Configuration Four

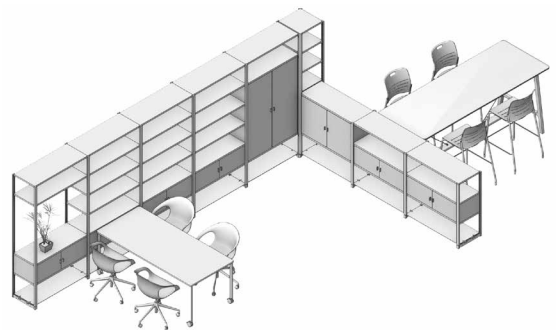
Products shown (right):

1 × Framed Configuration
with Module Cupboards
and Shelves

4 × Jonny Stool

1 × Play Table

Allermuir product used:
Kin Chair, Silta Table



[Downloadable Setting](#)







introducing

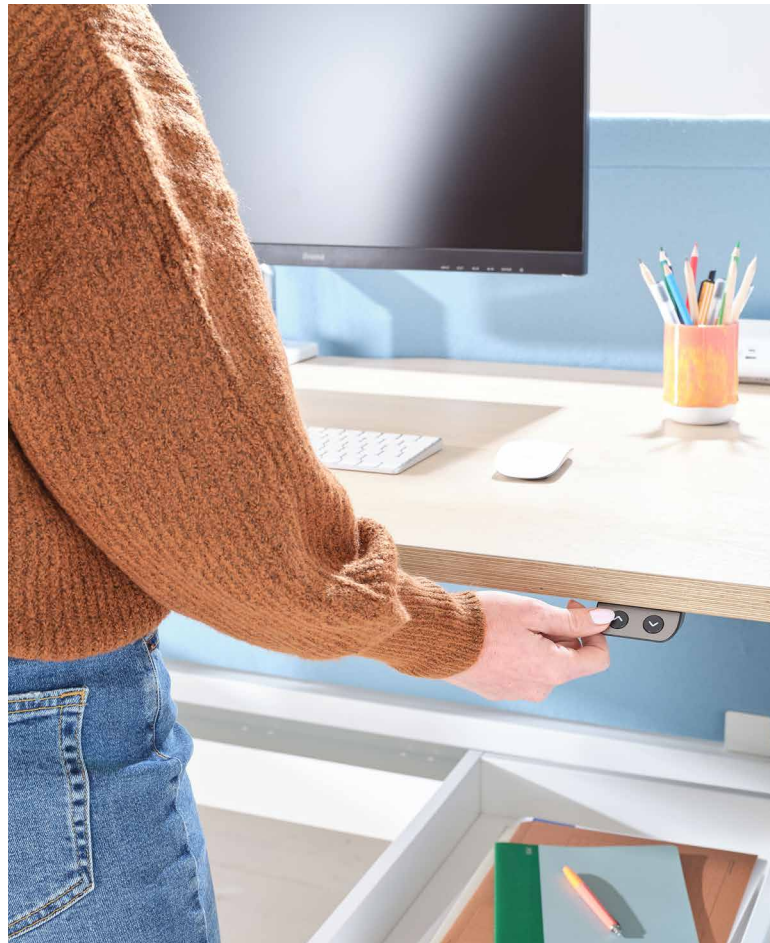
WorkBase

With height adjustability playing an ever-increasing role in the modern office, WorkBase offers a comprehensive solution that offers height settable worksurfaces as standard.

The side screens provide varying degrees of privacy to individuals and teams to easily accommodate more collaborative or focused working environments.

by **SENATOR**

WorkBase provides each user a defined space where each work surface is height settable allowing the user to define their own ideal working posture.









Plum

by **Allermuir** *Designed by Mark Gabbertas.*

Plum has a simple aesthetic that masks the complexity of engineering required to make it appear so. The lounge chair, with or without arms, uses a series of inviting pillow-like structures that allow the internal structure of the chair to be hidden. These contoured forms, defined by a pinched seam, meet and lightly kiss.



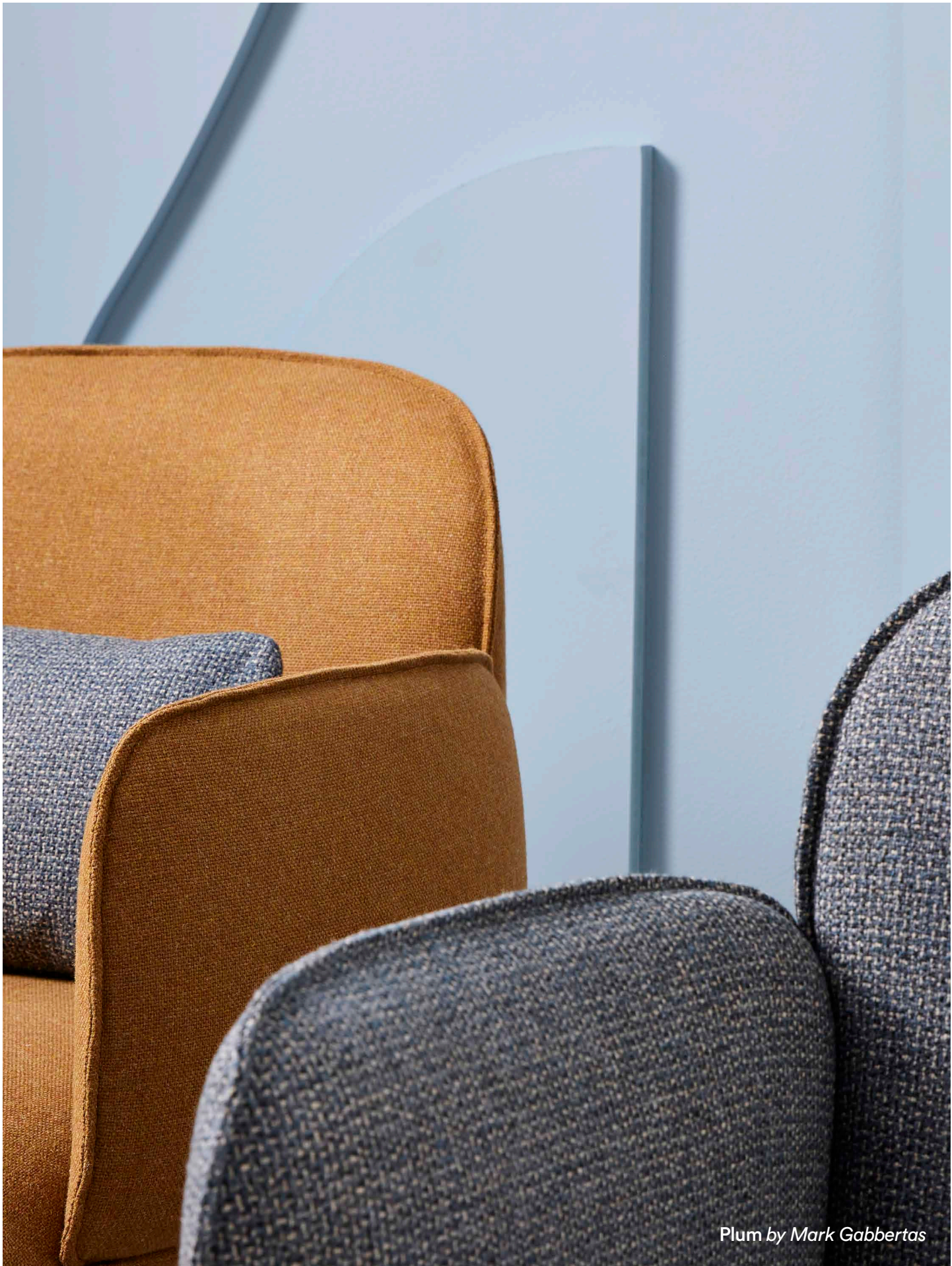
conversation

working



reading





Plum by Mark Gabbertas

Camira launches Main Line Twist

Camira have selected Plum by Mark Gabbertas to showcase their latest fabric launch, Main Line Twist.

Made from nature for sustainable interiors, Main Line Twist is a new take on tweed which complements the refreshed and expanded colour palette of Main Line Flax for effortless textile pairings. A blend of pure wool and harvested flax creates these multi-tonal, inherently flame-retardant fabrics, rich in warmth and texture.

Main Line Flax

Originally launched in 2015, Main Line Flax has been one of Camira's most popular textiles since its introduction. In celebration of its enduring appeal, 24 new colourways have been introduced to create a palette of 57 shades.

Main Line Twist

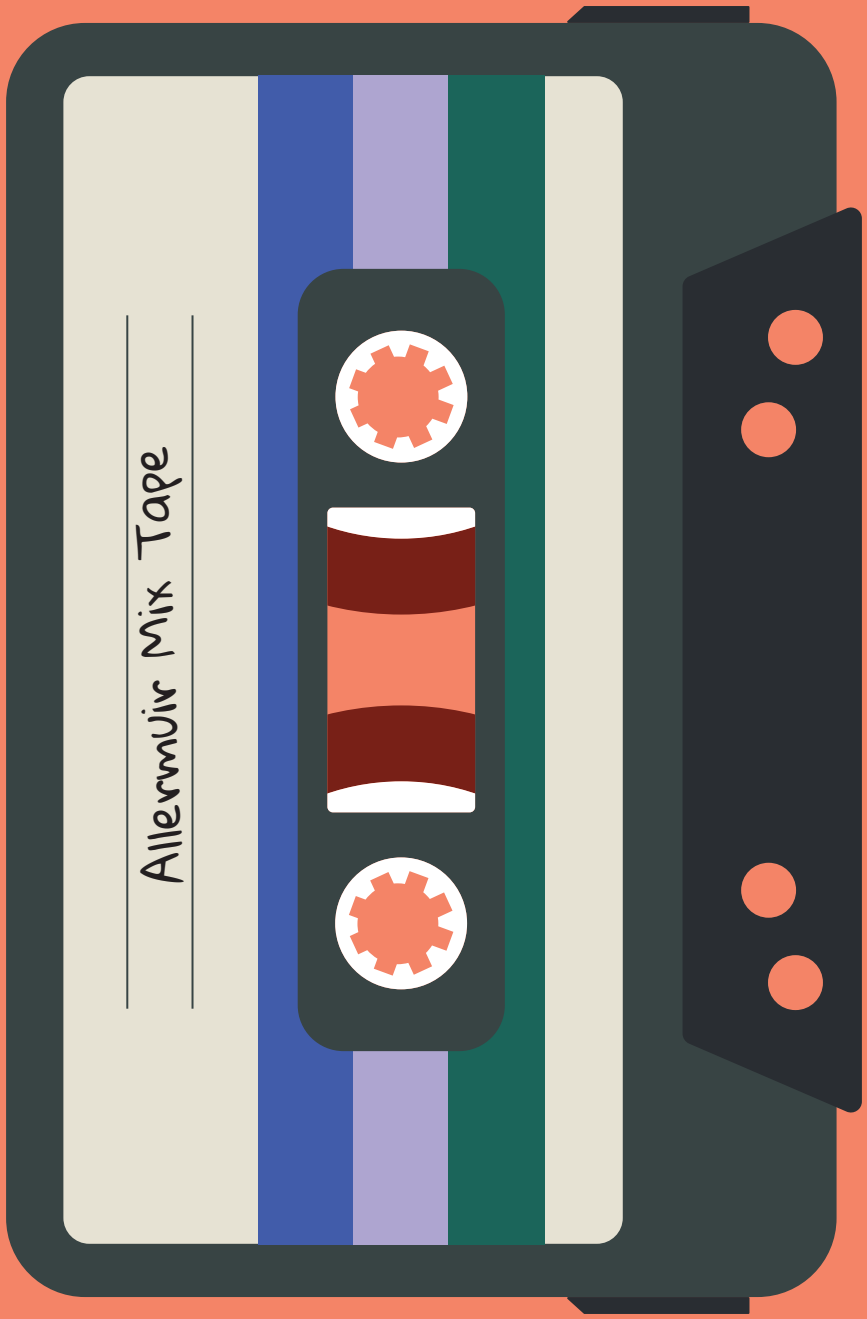
Woven from a blend of pure wool and harvested flax, Main Line Twist is a tweed effect textile with a beautiful, rustic appearance. Multi-tonal yarns create a fabric with impossible-to-define colour detail.





Paired, effortlessly

Designed to work together, the colour palette of Main Line Twist reflects shades found in Main Line Flax, creating easy textile schemes. Plum's pillow like forms and pinched seams were the perfect choice to display the new fabric pairings.



Playlist

Turn up the volume with this playlist curated by Allermuir, guaranteed to send good vibrations your way.

The Smoke – The Smile

Borderline – Tame Impala

Age of Consent – New Order

All I Want – LCD Soundsystem

Gamma Ray – Beck

The Mall & Misery – Broken Bells

Rebellion (Lies) – Arcade Fire

Wide Awake – Parquet Courts

Set the Ray to Jerry – The Smashing Pumpkins

Pink Moon – Nick Drake

Let's Move to the Country – Bill Callahan

She's Making Friends, I'm Turning Stranger
– Purple Mountains

Open Spotify to scan and listen



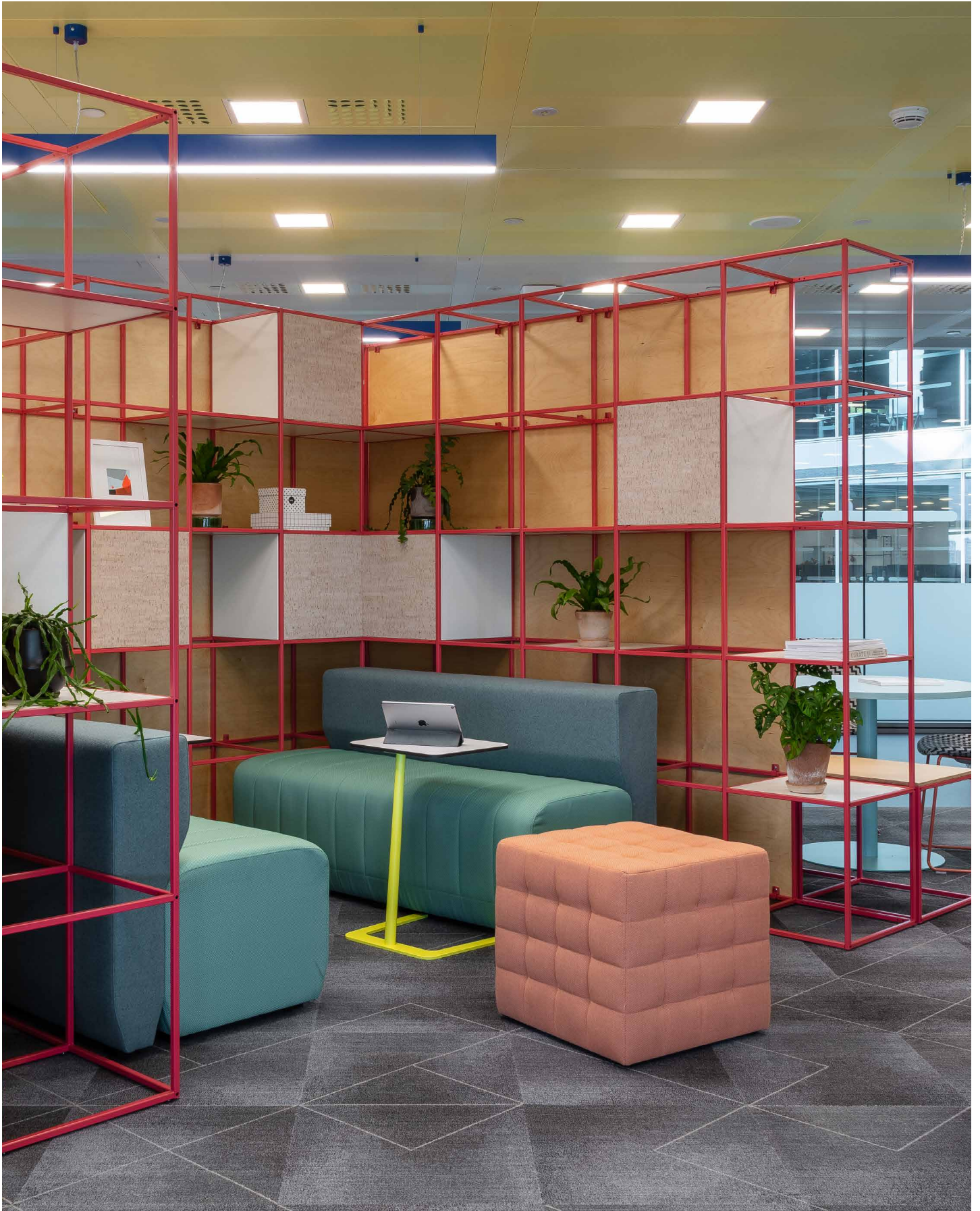
showcase

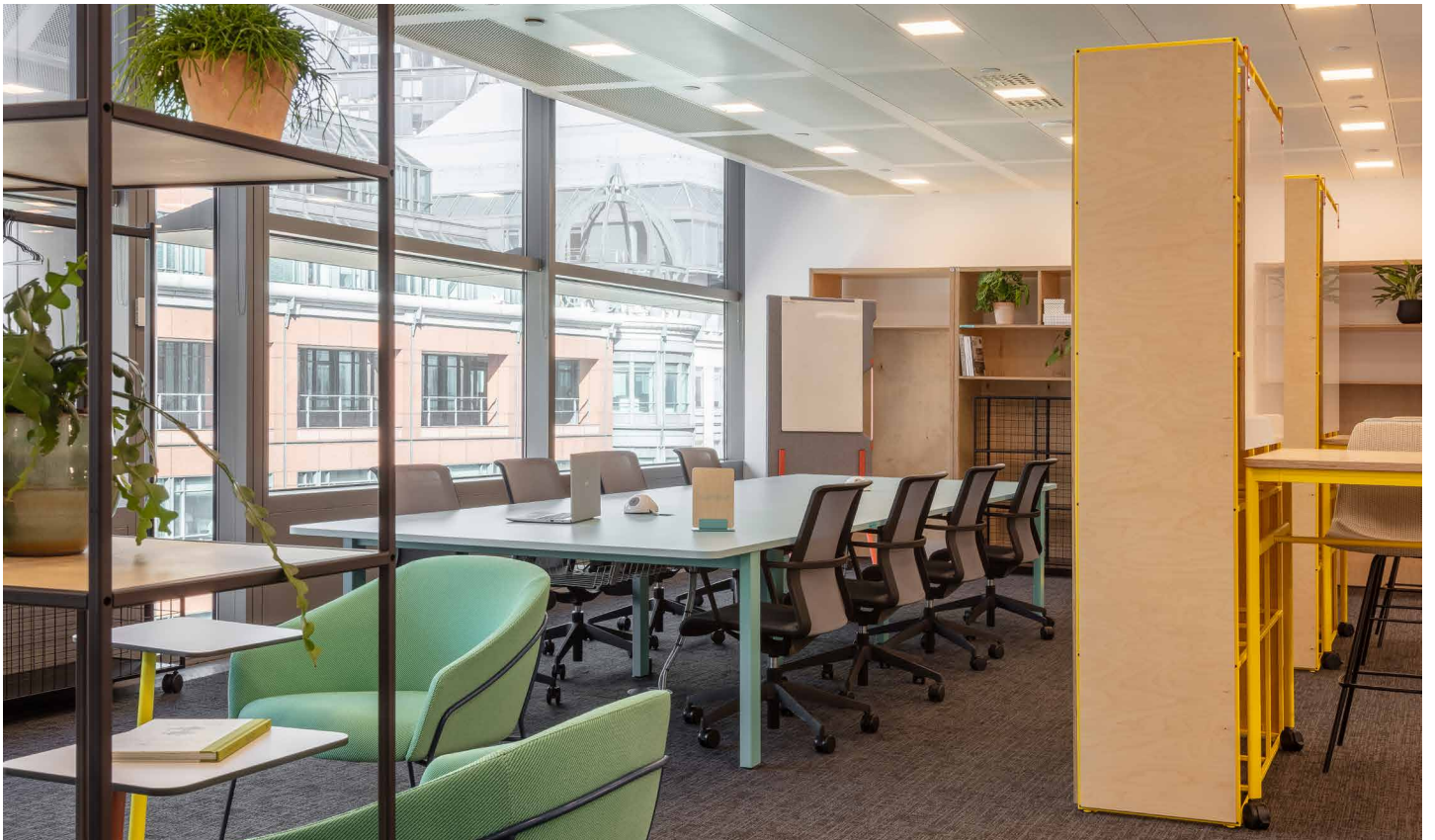
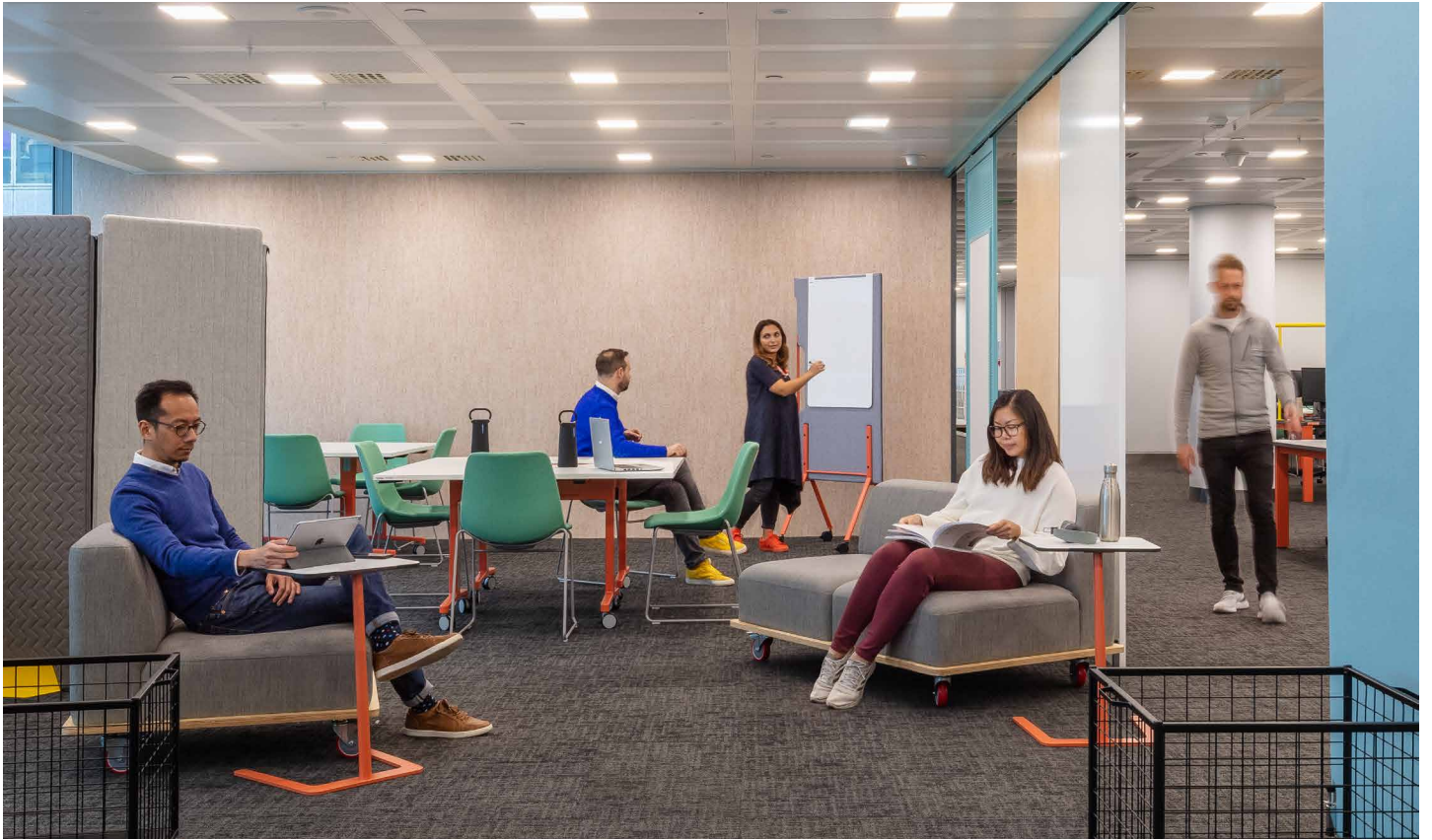
Re-purposing, re-use and new furniture for a major financial institution.

*A few minutes' walk from Central London, **xx,xxx** sqft of office space for a major retail and commercial bank has recently been converted into a collaborative haven for over **xxx** highly mobile workers.*



Figures
TBC.





Copy
TBC.

The project fit-out overseen by LOM, a UK based Interior Design and Architect practice was given the brief to enhance the workplace for the hybrid worker, however more importantly, the solution had to be carbon efficient to meet the bank's strict sustainability targets.

This transformation needed to foster a sustainable workplace that maximises employee comfort and wellbeing, while being a catalyst for the ever-growing need for in-person and virtual collaboration.

However, to make this solution truly sustainable required more than just replacing the existing furniture with new — it needed to be more hands on, and ultimately think different — to hit the banks sustainability targets we had to re-manufacture 1965 desks.

We caught up with Chiara Cantilena, an Associate at LOM, who helped work on the transformative project. Chiara pays particular attention to user experience, collaborative work and interaction spaces and how they contribute to communicating corporate identity and values.

What was the brief, and can you tell us about the approach you took and what inspired your approach to re-purposing existing furniture?

CC The client asked us to rethink about their current office space and ways of working in the post pandemic and explore ways of re-purposing, reusing, and up-cycling their existing furniture. The re-purposing program was underlined by a strong sense of responsibility and desire from the client and LOM to do the right thing and extend the lifespan of what they already owned.

Was getting people to return to the office a key factor of your brief?

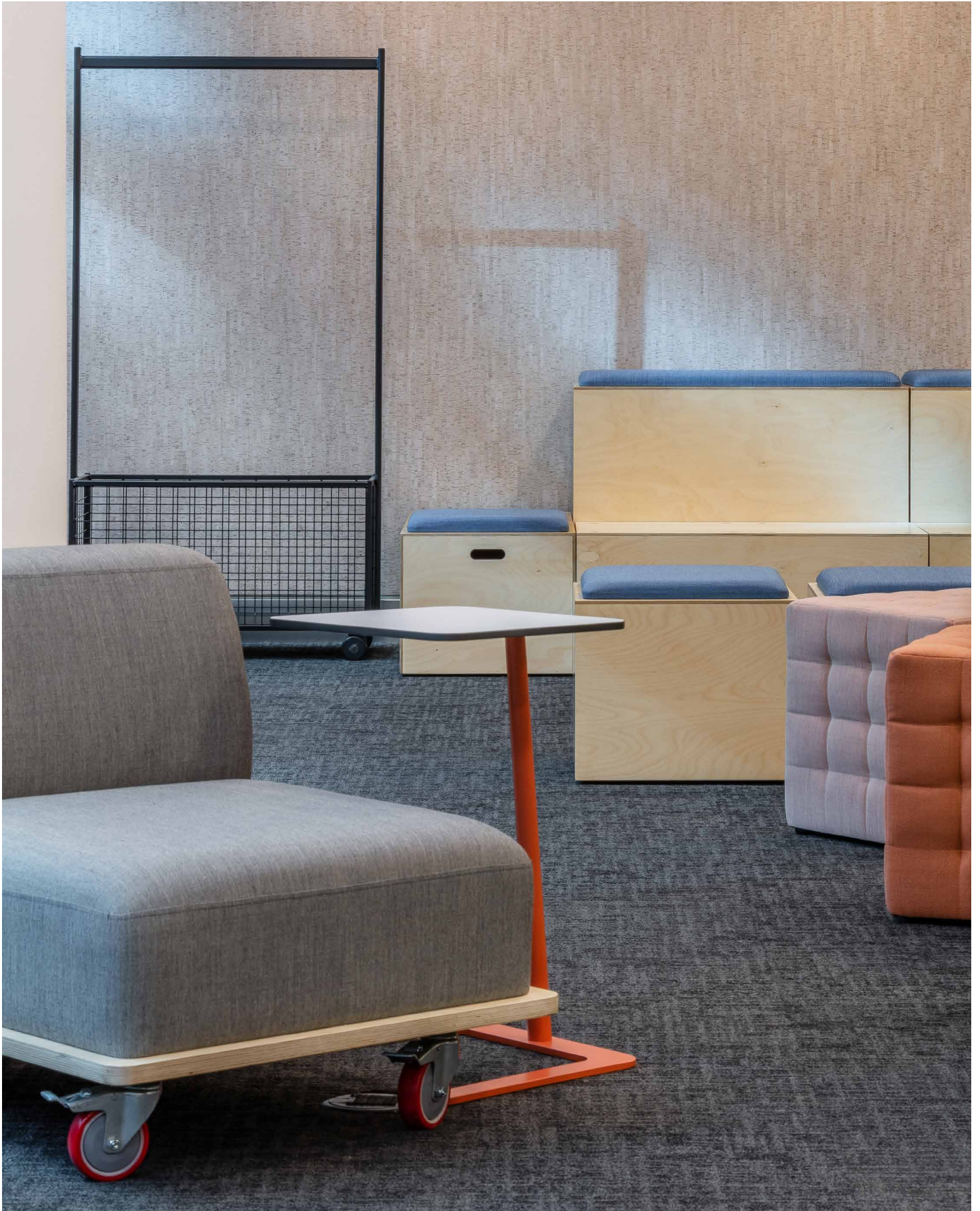
CC It definitely was. The re-purposing program went hand in hand with a radical rethink of how the office is used and how it can become a catalyst to encourage return to work. The up-cycling piece was integral to the return-to-work strategy as the spaces had to look fresh, appealing and representative of company values but with a strong underlying sense of environmental responsibility. An acknowledgment of people's need for more flexibility on office days shaped the response to the brief.

During the early stages of the project, how did you break down the design process?

CC Strategic space planning and environmental considerations defined the early stages of work. This was followed by in depth auditing of the spaces to verify how much and in what measure could be reused and what components could become part of a library of parts to draw from to create new settings and spaces. The collaboration with The Senator Group was instrumental as it allowed us to bring an element of reality and sense checking to the early reuse ideas. The team at The Senator Group was able to prototype for us very quickly and effectively so that we could test products with the client and tweak where necessary.

Taking into account the possible changes within worker's moods and behaviours, how did you overcome the transitions within the cultural shift of new hybrid working routines?

CC The spaces were designed to accommodate a range of needs and behaviours. From areas that allowed maximum flexibility to shape project areas on the basis of team needs to nooks for calmer and more secluded work. A higher than normal number of booths and pods were provisioned in knowledge of a continued and growing requirement for hybrid digital and conventional meetings.



Copy
TBC.

Can you describe how you delivered agile and innovative breakout areas?

CC Breakout areas, also referred to as 'Landing zones' were developed closely with the client and Senator. They were meant as a three-dimensional expression of the company's branding. A fresh and versatile 'macro object' sat in close proximity to new refreshment facilities. These sculptural dividers were designed to offer support for varying concurrent activities. One to one benching and cafe style tables supported by white boards on one side, communal tables that could double up as informal, small group meeting tables supported by technology on another and an internal semi-open niche for informal conversation in a more sheltered, library-inspired mini living room. These break out spaces were intentionally built around tea points to recreate the comfort and creative buzz of a coffee shop.

Were there any challenges you had to overcome during this project?

CC The reuse piece was challenging mostly because the construction industry is collectively still getting up to speed with the environmental challenge and buying new is still the easiest avenue. A considered and careful reuse and re-purpose of spaces and items that looks to minimise the embodied carbon of a project impact is still relatively uncharted. Many processes are yet to be streamlined. Having approached reuse so extensively on this project, has given us a real sense for the scale of the environmental challenge and how much the industry will have to get up to speed with new processes and challenge stale practices.

As we progress into post-pandemic workspaces, do you feel it is important to re-manufacture redundant furniture?

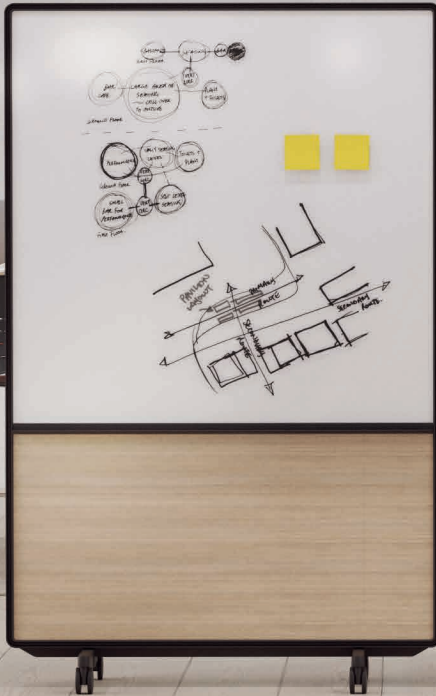
CC I think it will become essential as the world's resources are finite and we need to acknowledge that recycling or giving old items to charities may not always be possible or feasible moving on with some of these sectors becoming saturated. Furniture industry will have to start designing in end of life in a way that is actually practical and would allow to effectively break an item into its component parts that can all be re-purposed or modified to create something new.

What trends were you inspired by?

CC We tried to stay clear of trends as we wanted to deliver a space that would stand the test of time and age well. We were inspired by principles of modularity to support future reuse and change of function. The colour palettes were a fresher 'zingier' take on the corporate primary and secondary colours that added a lot of freshness and vibrancy to the work areas and landing zones. Colour was used in quite a functional way to help modulate the space and create intuitive transitions.

How would you describe the results of the collaboration between yourselves, as the Architects, and us as the Manufacturer?

CC You were always open to exploring our ideas. There was a fair bit of development required and The Senator Group team had a very proactive approach to all the challenges that were directed your way. From rethinking how components were used to testing new and different materials, we had very open and practical workshops. The Senator Group team were immediately sold on the challenges and approaches all complications creatively. I can't think of a better way to face head on the reuse challenge. Creative intelligence and a measured approach to logistics.





→ The Social Office

We want to introduce you to The Social Office. The Social Office is our way of showcasing our latest agile and inclusive-driven products from both Senator and Allermuir across the globe.

The challenges for every organisation remain the same, how can you align people, and space efficiently, to maximise productivity and culture — it's just now there's a common goal — towards flexibility with a higher emphasis on quality through collaboration.

To help you seize this opportunity we're ready with our latest designs, and innovations, each one focused on social inclusion...

SENATOR | Allermuir



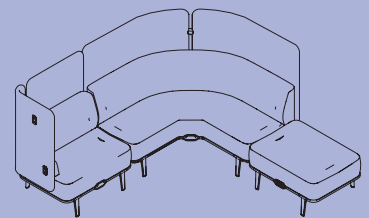
The Cove

The perfect place to meet or retreat. Mote is versatile, reconfigurable, and designed for meeting, learning, focusing, or relaxing. Add screens for more private, secluded spaces. Without screens, Mote creates more inclusive, social, and transitional spaces.

Products shown:

Mote, by Senator.

Talon Table, by Senator.



Mote

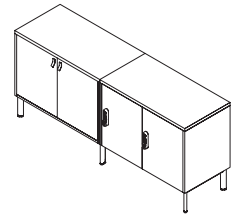
120° Angled Ottoman,
Single Seat Sofa and
Ottoman with Rear
and Side Screens.

The Forum

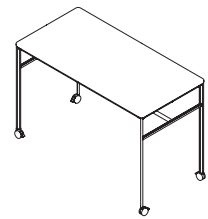
As we transition from the traditional fixed desk office into a more open, collaborative, and informal, working style, so have our everyday working requirements. Play is a solution that enables users to store, divide, meet, and work, in any way they deem fit.

Products shown:

- Play, by Senator.
- Adapt Wall, by Senator.
- Scholes, by Senator.



Play Storage
2 Bay Cupboard.



Play Tables
Mobile Work Table.







The Breakout

Silta is a premium high table designed for breakout spaces, ad-hoc meetings, or a place to simply perch and connect. Silta's industrial design aesthetic expresses an aesthetic more suitable to a new generation of workers.

Products shown:

Silta, by Allermuir.

Kin Stool, by Allermuir.

Crate Divide, by Allermuir.



Silta

High Level Table
84" x 36"

*Design by
PearsonLloyd.*



Kin Stool



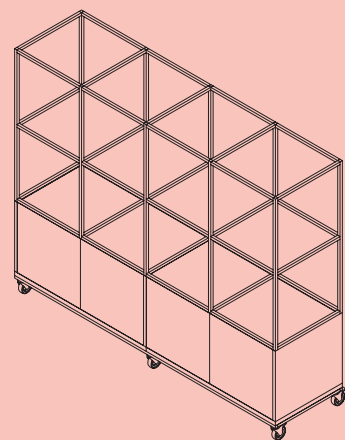


The Hub

A design that doesn't dictate your creative direction. The Mayze seating collection has gone mobile, available as single, two and three seats on casters giving more freedom than ever before to push the boundaries quite literally. Partnered with Crate Mobile each product is engineered for commercial or public spaces that require flexibility on demand.

Products shown:

Crate Mobile, by Allermuir.
 Mayze Mobile, by Allermuir.
 Sunda 2, by Allermuir.
 Host, by Allermuir.



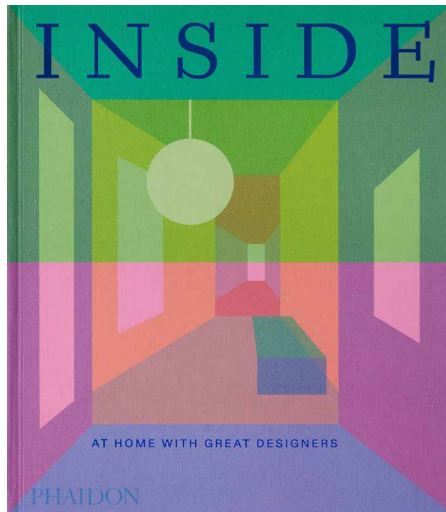
Crate Divide

2 High, 4 Bay, Storage.

The title "Things we love" is written in a bold, black, sans-serif font. The word "Things" is enclosed within a white, hand-drawn oval. To the right of the text, there are three short, white, diagonal lines pointing upwards and to the right, and a white, hand-drawn underline consisting of two parallel lines.

OUR TOP PICKS

*Things we've been watching,
reading, listening to, and have
been inspired by.*



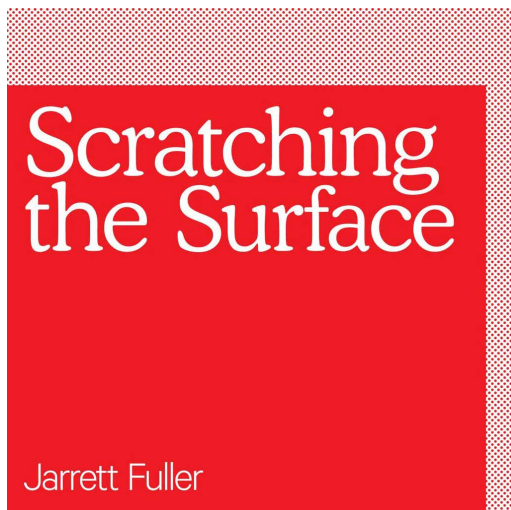
Hot off the press.

We've been reading *Inside, At Home with Great Designers*, a collection of the homes of sixty celebrated contemporary global designers and decorators.



Through the speakers.

Untitled (Black Is) by Sault, a British music collective that make a mixture of rhythm and blues, house, and disco.



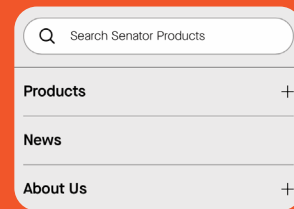
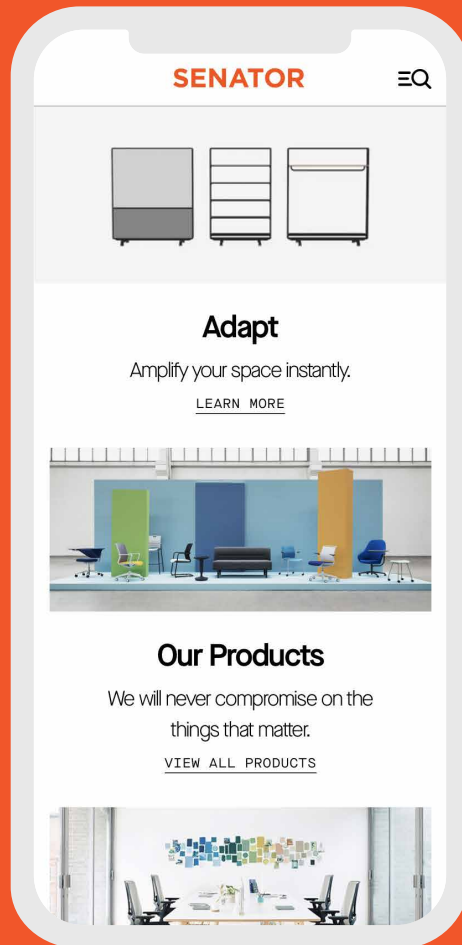
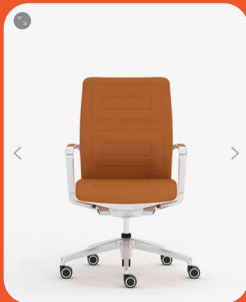
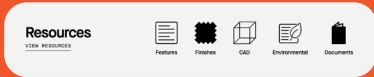
Through the headphones.

Scratching the Surface, a podcast about design, theory, and creative practice.



Best of the box sets.

Bad Sisters, a comedy thriller series streaming now on Apple TV+.



Introducing the new Senator website.

Easily discover every product, symbol, image or product specification, manuals, asset packs or graded fabric.

SENATOR

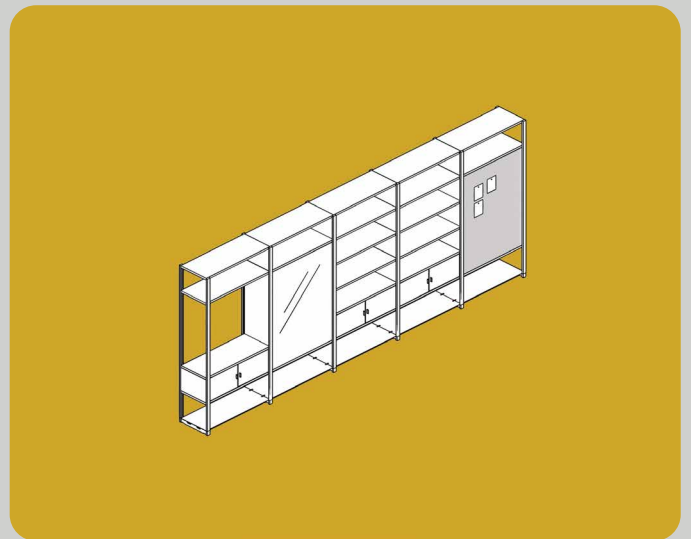
www.senator.online

Framed *by* **SENATOR**



Framed In Action Video

[Watch Now](#)



Framed Specification Video

[Watch Now](#)

Introducing Furow

by **Allermuir**

Furow makes adding plants to workplace and hospitality interiors easy. Use the circular planter to create a focal point in otherwise awkward spaces and soften strong linear architecture. The mobile rectangular planter effortlessly divides zones and provides a mood-boosting lush backdrop.







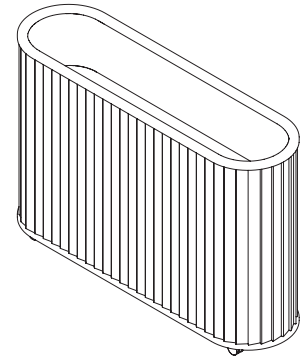


Styling your Furow

Style your Furow planter with dried grasses in autumnal shades and winter whites that will last and look good all year round.



Available in Black or White Steel, or Timber.



Furow

Design by Allermuir Design



Bastille Lounge, designed by Patrick Norguet, in Camira Regent Claridges.



Furow planter in white.



Scabiosa pods.



Various dried pampas grasses and Miscanthus.



Amaranthus.



Teasels.



Bull rushes.

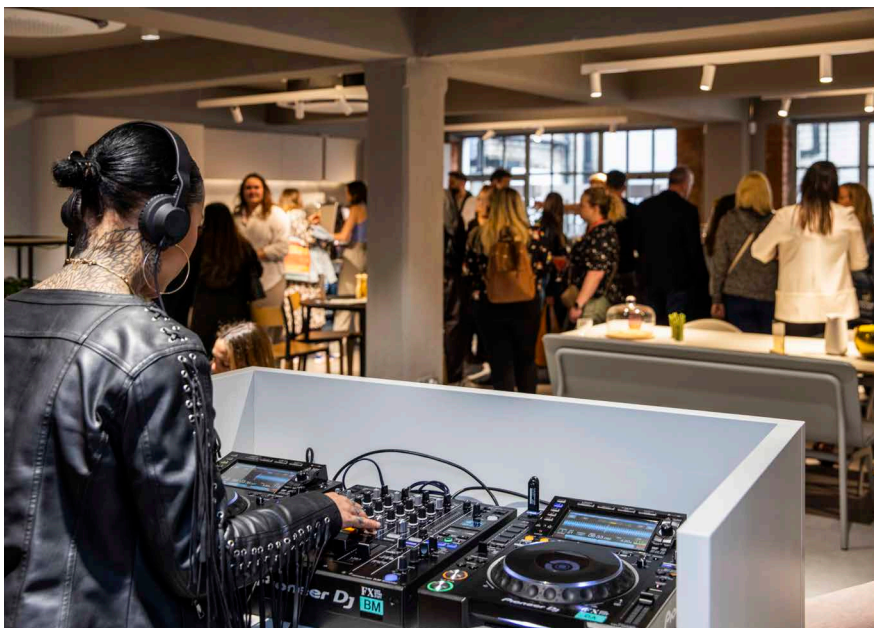


Spear palm leaves.

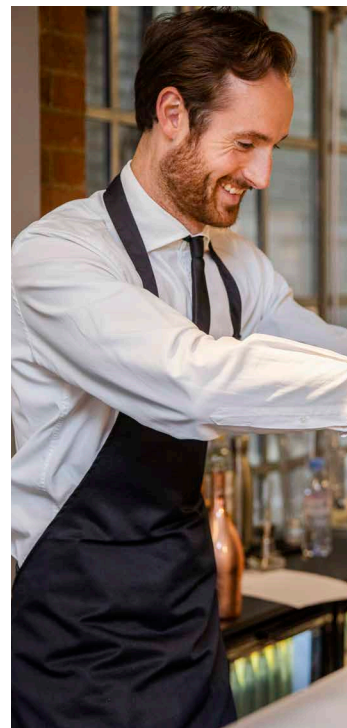
Clerkenwell Design Trail, London.



Around the World. 2022 Global Recap.



Clerkenwell Design Week, London.



**NeoCon,
Chicago.**



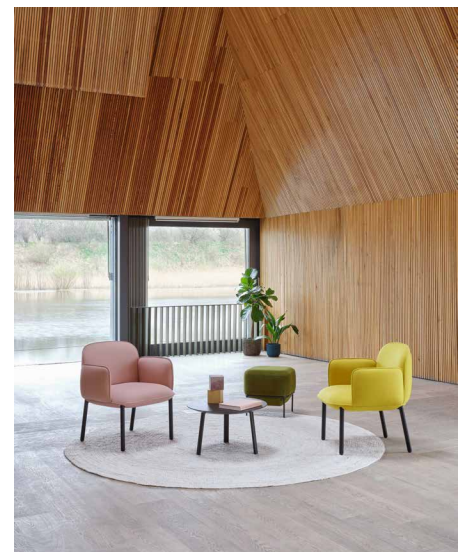
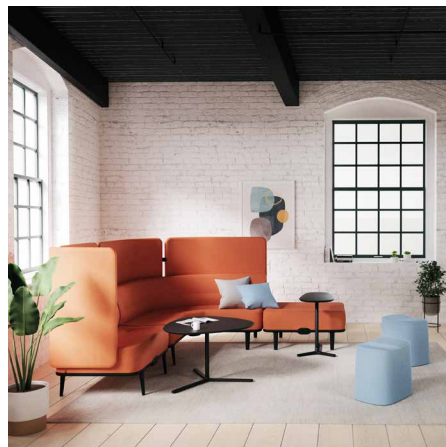
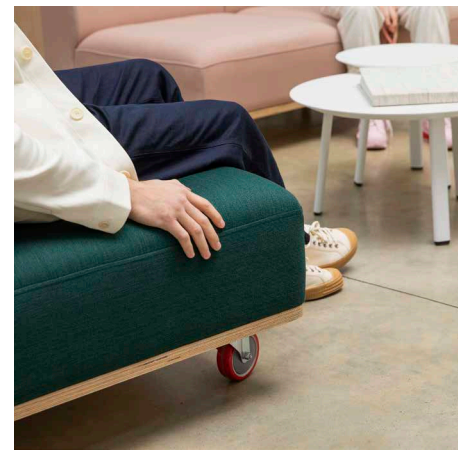
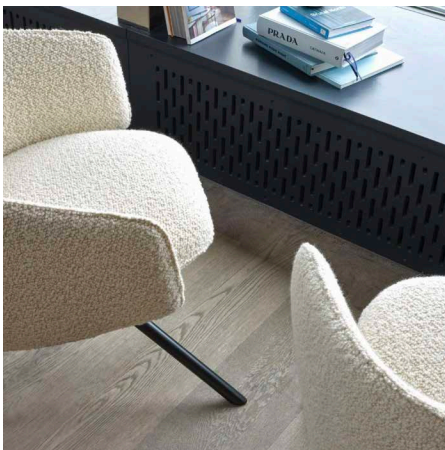
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What is Sketch?

Sketch is a forum to showcase new ideas, trends, opinions, and products from both the Senator and Allermuir brands. Two completely different brands but with one same vision to create innovative products for the workplace.

The Senator Group

Senator and Allermuir brands are part of the The Senator Group.

