

The Business of Furniture | December 9, 2020

# BOF



**Uhuru Strengthens its  
Work from Home Offering**



# BoF

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December 9, 2020

## HIGHLIGHTS

### **08** KIRKBRIDE: Happy Weary Willie Day (and all the Other Holidays We Celebrate)

Weary Willie Day was named for the character made famous by Emmett Kelly, who was born on this day in 1898. Weary Willie Day celebrates the art of clowning and the impact it has had on our lives.

### **<20** Productivity, Less Stress, Better Health — It Starts with Sleep

Sleep is the body's most powerful way to restore, regenerate and reorganize itself.

### **28** Stephen Says I left Steelcase for RH and Never Looked Back; Is RH the Trader Joe's of Furniture?

### **30** Training & Development Leaps and Bounds

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7 | Hutch Industry Cartoon



10 | Upfront

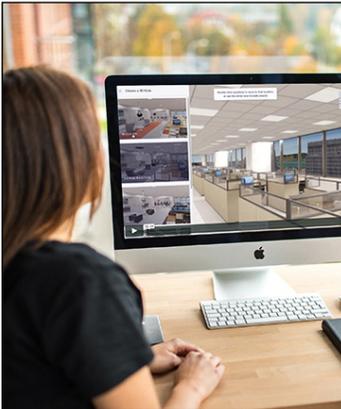


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**14 | CBRE's Office Ready Simplifies Office Fit-Outs**

By compressing the upfront planning process with pre-built design and materials options, Office Ready provides significant cost-savings and speed-to-market while also managing risk and suppliers for the client.



**16 | Workplace 2030 Launches World's First Epidemiologically-Guided Office of the Future Prototype** People are expecting to go back to a workplace that is more restrictive, but what about one that's more collaborative, welcoming, comfortable, while also advancing employee health and safety significantly?



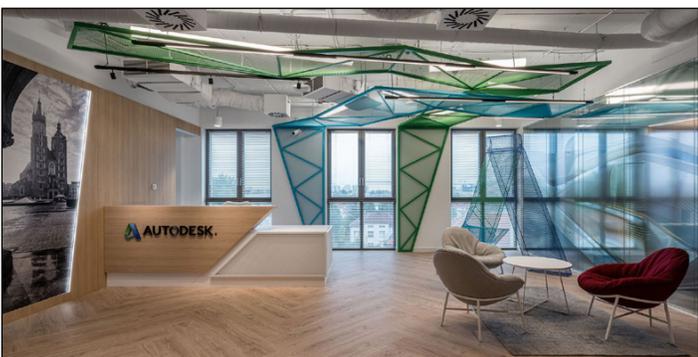
**36 | Mentoring the Next Generation of Designers ... Remotely**

To help bridge this interim gap, management must recognize some obvious limitations. For starters, millennials cannot learn if they don't have access to mentors.



**40 | Uhuru Strengthens its Work from Home Offering**

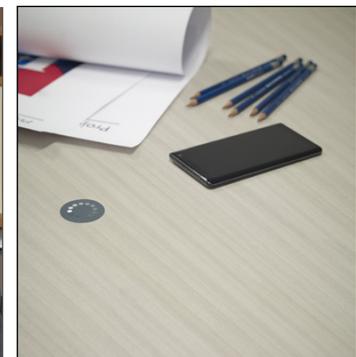
Though no one would hope for or could have predicted the COVID-19 pandemic, Uhuru's strategy is playing into the current work trends.



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# The Business of Furniture



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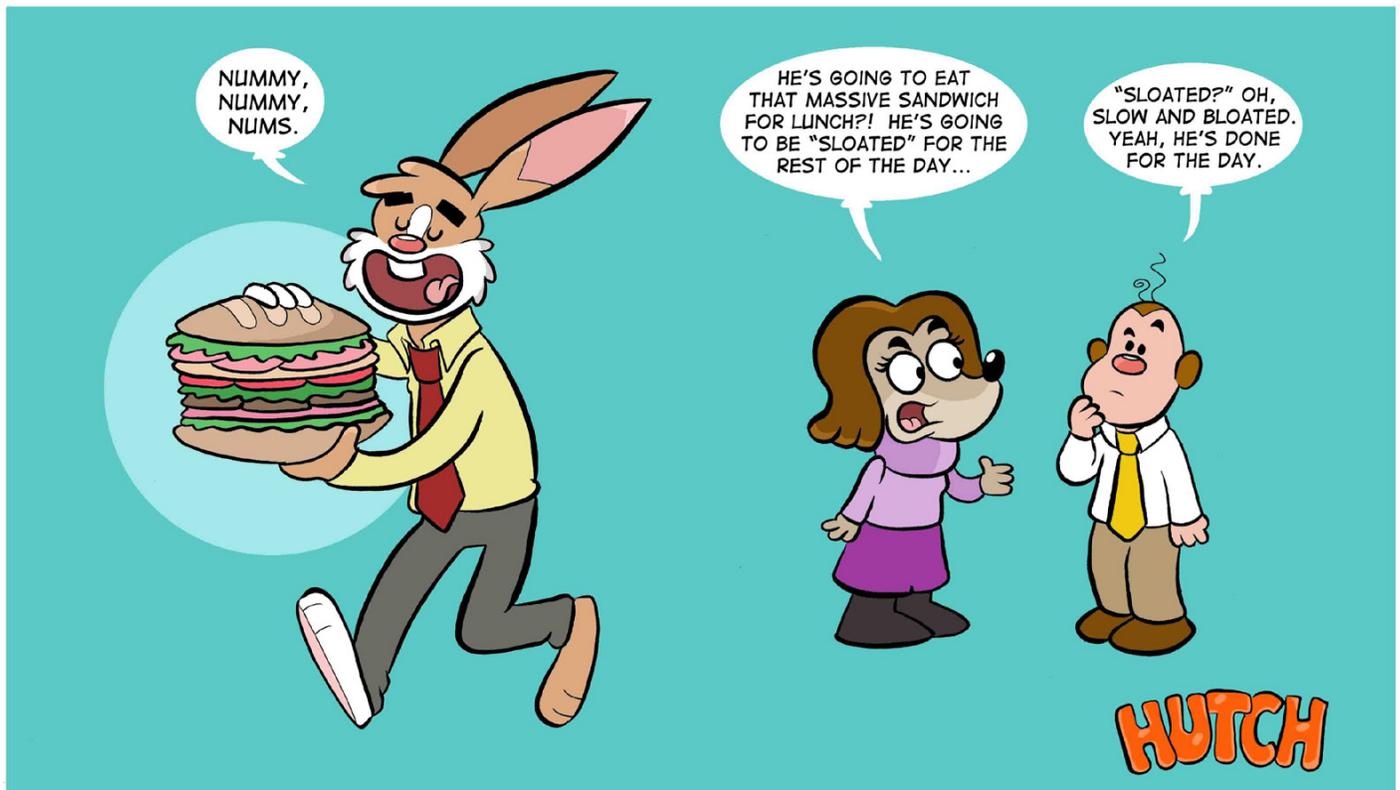
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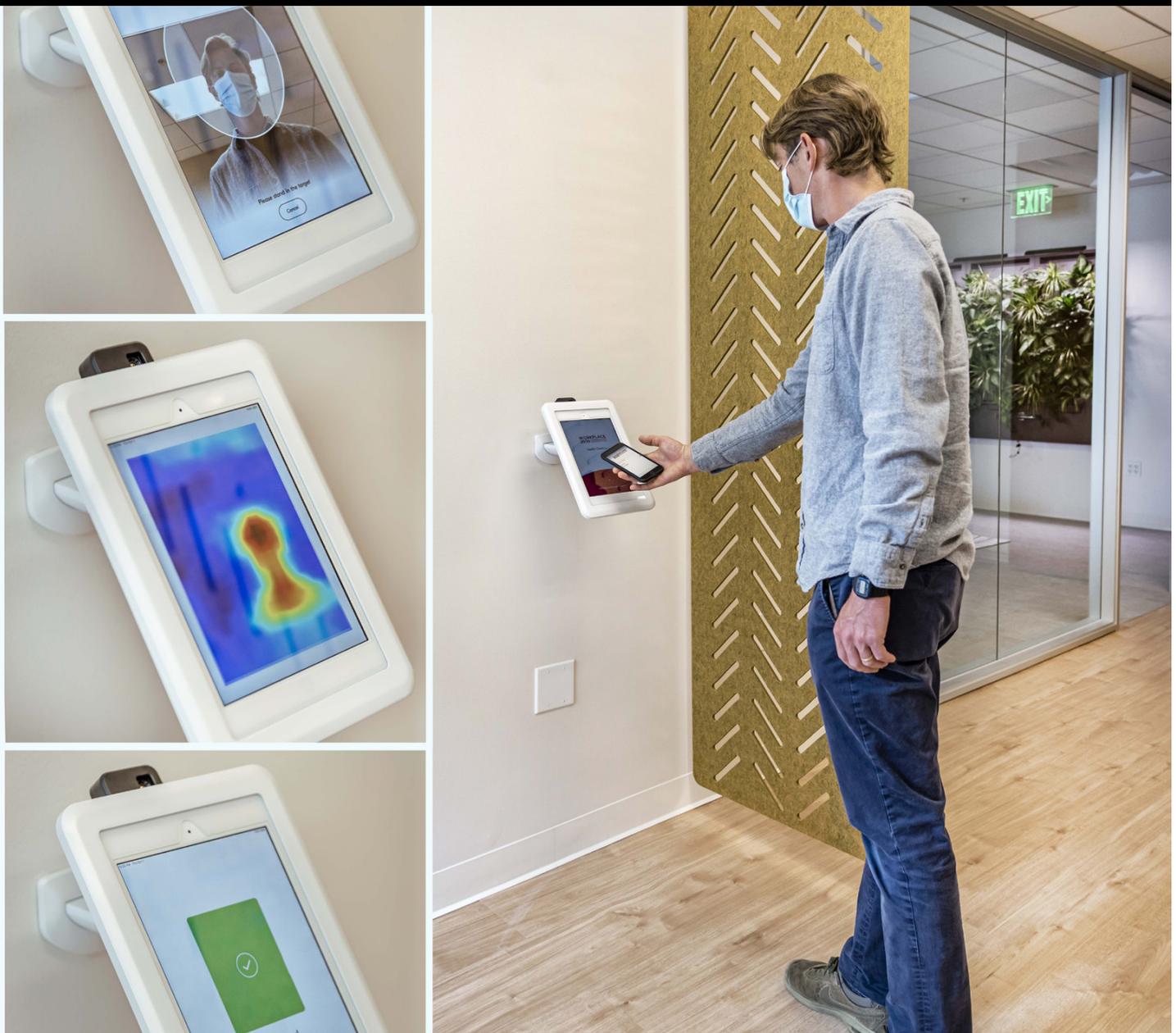
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*Business of Furniture* and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.

**ROB KIRKBRIDE, EDITOR-IN-CHIEF**



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# Workplace 2030 Launches World's First Epidemiologically-Guided Office of the Future Prototype to Help Businesses Safely Reopen when Possible

PEOPLE ARE EXPECTING TO GO BACK TO A WORKPLACE THAT IS MORE RESTRICTIVE, STERILE AND ISOLATING, BUT WE'VE ACTUALLY BUILT ONE THAT'S MORE COLLABORATIVE, WELCOMING, COMFORTABLE, WHILE ALSO ADVANCING EMPLOYEE HEALTH AND SAFETY SIGNIFICANTLY.

**W**orkplace 2030 - a not-for-profit initiative to reimagine the office, has opened to the public the world's first epidemiologically guided "office of the future" prototype in San Francisco, California. The prototype office is an interactive learning center where workplace leaders can experience firsthand the latest workplace designs, technologies and collaborations for workplace health, security, confidence and comfort in one, real-world space. The prototype is live in San Francisco through March 2021; New York and Chicago locales are planned.

More than 50 of the Bay Area's largest employers have toured the prototype workplace the last two months to experience the innovative concepts and technology, and the space is available to any company for complimentary, in-person (when permissible by local health

guidelines) and virtual tours.

Under the leadership of Brandon Cook, founder, executive director, and Dr. Maureen Miller, a leading infectious disease epidemiologist from Columbia University, Workplace 2030 aims to help protect the health of workers and drive economic recovery by enabling businesses to make informed and confident decisions on when and how to reopen their offices. Workplace 2030 assembled a panel of 10 leading workplace design and workplace technology experts to advise the initiative.

"Security, HR and facilities leaders are tasked with reopening their company's offices, yet no one has ever faced the current situation," Cook said. "By working hand-in-hand with an epidemiologist and experts, we will help clarify, from a scientific and prescriptive perspective, when and how to reopen, so as the vaccine becomes

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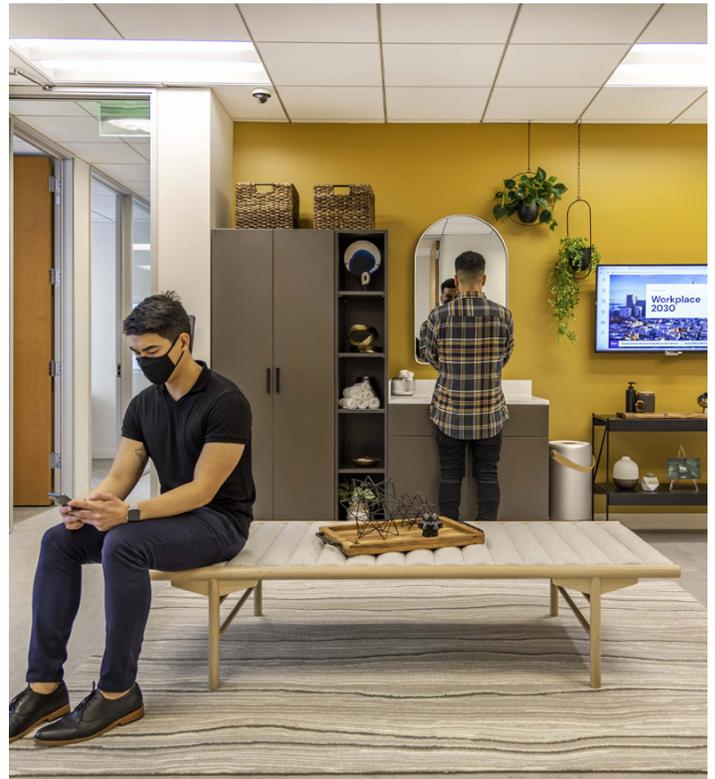
## BACK TO WORK



available and when infection rates decline, we can do so sooner and more safely than ever before.”

There are two tectonic shifts in how work is done today. First, all organizations must proactively protect employees against viral disease transmission for an indeterminate amount of time, likely well after a COVID-19 vaccine is available. Second, the majority of workplaces are permanently moving to a hybrid of remote and in-office work.

In four months and with more than one million dollars worth of donated goods and services, Workplace 2030 successfully built a functioning office of the future designed to demonstrate solutions to these unprecedented challenges. The prototype serves as an educational resource available at no cost for work-



## BACK TO WORK



place leaders evaluating how to deploy the latest technology and design to affordably upgrade their existing workplaces for enhanced safety and collaboration. The Workplace 2030 initiative also includes an online resource center with epidemiologically reviewed academic data sources and original content from expert advisors.

“Corporations and their employees are eager to return to a sense of normalcy,” Miller noted. “How to do that is not always obvious, so we are providing free, in-the-weeds, how-to information for the business people on the front lines of these office reopening projects.” Miller, who consults for the public and private sector worldwide, helps Workplace 2030 to distill the latest academic research and health and safety guidelines into pragmatic, evidence-based

recommendations. She advises on the development of all of the Workplace 2030 innovation use cases and provides expert guidance free of charge online in Workplace2030.org’s “Ask an Epidemiologist” section.

“People are expecting to go back to a workplace that is more restrictive, sterile and isolating, but we’ve actually built one that’s more collaborative, welcoming, comfortable, while also advancing employee health and safety significantly,” Cook said. “By building a real office we’ve been able to find and test the technology and designs that work in the real world and put them together in a way that make people actually want to go back to the office.”

Workplace 2030’s San Francisco showroom is at 100 Montgomery St. **BoF**