

Success Story

APPALACHIAN STATE UNIVERSITY

Hickory, North Carolina / 15,000 sq. ft.

BRANDS INCLUDED

Kimball
National
Etc.



“We are more than pleased with our solutions from Kimball International. It was a bold move introducing new furniture concepts, such as pods, to our new campus but it’s paying off! Hickory’s success is already opening design potential across the University. My goal is that this project reinforces the importance of thoughtful, intentional, and impactful design to the greater university community.”

- Jacki McGuire, University Interior Designer, ASU

Nestled in North Carolina’s Blue Ridge Mountains, Appalachian State University is one of 17 campuses in the University of North Carolina System, and one of the largest with over 20,000 students enrolled each year. Fall of 2023 proved to be a record-breaking semester for the University, enrolling the largest first-year and online student populations in App State’s 124-year history, with the most diverse student body to date. Perhaps the most notable contributing factor to App State’s student body increase was the opening of its brand-new campus in the city of Hickory, expanding access to higher education further into the western North Carolina region.

App State has had an educational presence in Hickory, North Carolina, for many years, offering several courses at local community colleges. However, as formerly the largest metropolitan area in the state without a public university campus, the community’s and school system’s desire to establish a permanent presence in the city had become a priority. In late 2021, Appalachian State University purchased a six-story former company headquarters a few miles from Hickory’s downtown to serve as the new campus, with additional funding arriving in 2022 for renovation. Design efforts began right away to allow for a fall 2023 semester move-in.

PRODUCTS SHOWN

Grin® Seating / Dock® Tables / Fringe® Lounge / Whimsy® Ottomans / EverySpace® Benching / Melora® Seating



The focus was placed on completing renovations to the building's first floor to meet the tight move-in deadline, with the remaining floors to be completed at a later date. Fully furnished classrooms and private offices on the floor's perimeter allowed furnishing efforts to be focused on the entryway and common areas. For help with furniture selection, App State chose to partner with local dealer

WJ Office due to their long-standing partnership with the University and knowledge of furniture manufacturers that could meet the project's design and timeline needs. Kimball International's family of brands was recommended due to quick lead times, durability of product, and trustworthy partnership with the University in previous projects.



PRODUCTS SHOWN

EverySpace® Benching / Melora™ Seating / Jewel™ Seating / Nate & Natty™ Seating



PRODUCTS SHOWN

ByDesign Dock Table / Nate & Natty™ Stools



The opening of Hickory's campus came at a time of transition for App State with a heavy reevaluation of university culture and future focus. Expansion into Hickory allowed an opportunity to experiment with new strategies and a campus design that hadn't been tried on the main campus. The goal was for the Hickory campus to complement and connect to App State's main campus in neighboring Boone, NC, but not become a direct copy, offering its own unique feel that would appeal to local Hickory residents. The new campus also required flexibility and the opportunity for space types to grow as the school grows, welcoming students into a new community that would drive excitement and increase enrollment in future years.

With those focuses top of mind, App State and WJ Office chose to steer away from a traditional institutional feel and selected bold textiles to coordinate with App State colors. They created common areas with soft seating to encourage interaction between students and staff, and also offered touchdown spaces and pods for privacy. To create this new space, they selected a variety of products including Fringe, Jovalie, Kolo Pods, Om Pods, and Lochlyn from the National brand, EverySpace, Tyba, and Whittaker by Kimball, Lehr and Vernita from Etc., and much more.

PRODUCTS SHOWN

Lochlyn® Shelving / Tyba® Lounge

With doors opening to Hickory for the first time on August 21, 2023, the excitement from students, staff, and the surrounding community was more than expected. Right away, students and staff gravitated to the common areas, intuitively making the spaces their own by dropping into lounge pieces and plugging in or hopping into

Pods to study or join a virtual class. The Kolo Pod ADA-Compliant model was even in use on the very first day by a student using a wheelchair! The appreciation for thoughtful, student-centered design was obvious, and has encouraged App State to expand design potential across the greater University.



PRODUCTS SHOWN

Kolo Pod



PRODUCTS SHOWN

Kolo Pod / Joelle® Lounge / Mariben® Tables



PRODUCTS SHOWN

Pairings® Perch Lounge / Theo™ Tables / Whimsy® Ottomans



PRODUCTS SHOWN

Whittaker™ Lounge / Idara® Lounge



PRODUCTS SHOWN

Fringe® Lounge / Dock® Tables / Whimsy® Ottomans



PRODUCTS SHOWN

Jovalie® Lounge / Dock® Tables / EverySpace® Power Beam / Kolo ADA Pod / Jewel™ Seating



PRODUCTS SHOWN

Nate & Natty™ Lounge / Strassa® Table / Jewel™ Seating



PRODUCTS SHOWN

Om Stand Pods / Irma Stools



PRODUCTS SHOWN

Hobsen® Lounge / Lehr Table



PRODUCTS SHOWN

Kolo ADA Pod / Jewel™ Seating / Footings® Table

Success Story Product Listing

Kimball

Dock®
EverySpace®
Joelle®
Melora™
Nate & Natty™
Pairings®
Theo™
Tyba®
Whittaker™
ByDesign Dock Table

NATIONAL

Footings®
Fringe®
Grin®
Hobsen®
Idara®
Jovalie®
Jewel™
Kolo Pod
Lochlyn®
Om Stand Pod
Mariben®
Strassa®
Swift™
Whimsy®

Etc.

Irma
Lehr