

PRODUCT STORY

Mural was designed in collaboration with customers to create a workplace ecosystem solution that enables workspace planning through flexible boundaries, interesting materials, and playful accessories. Mural **reimagines the grid** with a flexible kit-of-parts featuring an easy-to-adjust fence and flexible connector that allows the layout to flex, bend, and re-form with workers' changing needs. Rather than planning in the standard grid, **plan in neighborhoods** utilizing linear or organic setups. Multiple neighborhoods within the cohesive floorplan create the workplace community, where each space has a function, every element has a purpose. With Mural's wide range of screen materials, companies can **express their brand** and teams can own their space, whether it's refined and sophisticated, fun and playful, or edgy and progressive.

KEY MESSAGE

Mural offers a new way of space planning individual and collaborative zones utilizing a movable base structure that accommodates quick repurposing or full reconfiguration. Mobile and static privacy solutions provide the desired intent and function for each workspace while combining unique combinations of surface materials. Integrated or freestanding worksurfaces dynamically adjust, allowing users to change workstyles throughout the day for comfort and productivity. The result is a system that lets you plan in neighborhoods, with built-in features for a user-friendly vibe and scale.

PRODUCT BACKGROUND

Designed in collaboration with Bernard Brucha from MASHstudios as a workplace planning alternative to the typical systems product.



MARKET TRENDS

- Flexible workspace design that can adapt with the evolving needs of an organization
- Neighborhood planning through integration of solo and team spaces
- Psychological worker safety through permeable privacy in solo workspaces
- Humanized residential elements to soften traditionally "corporate-like" environments



CUSTOMER CONVERSATIONS

- We're focused on worker well-being, so height-adjustability is a must.
- I'm looking for a systems solution where collaborative team space is integrated within the overall design.
- I'd like the option for "light reconfiguration" that doesn't involve a total redesign.
- Typical panel systems are blocky. A light-scale design with softer edges is more appealing.

- It's one thing to create collaborative areas, but the right accessories are needed to make these spaces work.
- I'd like a wide range of surface material choices to create an interesting, on-brand aesthetic.
- Providing residential-like elements, such as open shelving and planters, makes workspaces more appealing for users.

PRODUCT DIFFERENTIATORS

- Flexible connector: Flex, bend, and evolve with needs
- Pivoting feet integrate under fence when not needed for support for a cleaner aesthetic
- Integrated height-adjustable worksurface: 2-stage and 3-stage operation
- Breadth of unique privacy solutions with numerous surface material choices



COMPETITIVE

Herman Miller Product: Canvas Vista

- Post + beam design
- Progressive design elements, including integrated beam lighting and collaborative board
- Freestanding desks only

Watson Product: Edison

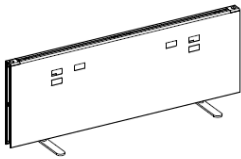
- Frame + tile design
- Flexible connector
- Progressive design elements, including integrated planter and lighting
- Freestanding height-adjustable tables only
- Laminate and perforated steel tiles
- Upholstered gallery panels

See the internal presentation for additional competitive information.

STATEMENT OF LINE

A more detailed statement of line and specification information are available in the Mural price & specification guide.

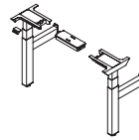
Fence + Power



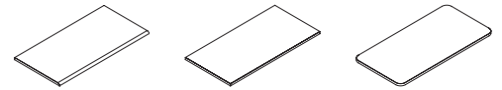
Flex Connector



2- & 3-Stage Integrated
Height-Adjustability



Worksurfaces



Enhanced Connectors



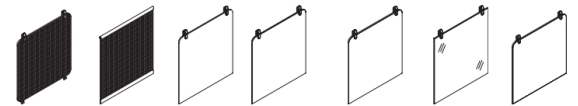
Simple Connectors



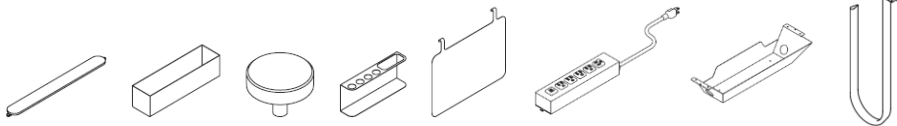
Screen Frame



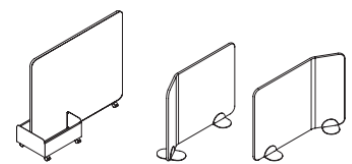
Hanging Screens



Accessories



Freestanding Screens



KEY APPLICATIONS

Open-plan workstations, benching, ancillary boundaries



CONTACT

Product: Madeleine Tigges tiggesm@hniworkplacefurnishings.com or Zhas Amirov amirovz@hniworkplacefurnishings.com