

# vitra.



HOME  
DYNAMICS

As where and how we work changes, it is Vitra's intention to provide you with the latest insights and learnings to help guide you through this process. We draw on the knowledge of our network of thought leaders, experts, scientists, designers, architects and customers – and on our own findings gained from the implementation of projects with our partners and clients, in our showrooms and workplaces and on the Vitra Campus. The permanent impact on our work patterns is still unknown, but we learn more every day. Our papers about the future of shared spaces present the most recent findings. You can find all issues at [vitra.com/professionals](https://vitra.com/professionals).

Status April 2021

Stay in the know and get our latest insights on our social media channels.

The e-paper on home dynamics is interactive. Make sure to use Adobe Acrobat Reader to have full access to the information. Try it out!

To get our future publications delivered straight to your inbox, make sure to subscribe to our newsletter at [vitra.com/newsletter](https://vitra.com/newsletter)

Concept, art direction and design: Studio AKFB  
Illustrations: Max Guther

© Vitra International AG  
Klünenfeldstrasse 22  
CH-4127 Birsfelden



With most public venues and offices closed for much of the past year, we have all become housebound. Forced into running our lives from within our own four walls, we turned our homes into places of work and learning, into gyms, playgrounds, cinemas and more. After recognising its shortcomings, we began to make our home into a personalised habitat, investing in ways to optimise it. Some of us took home improvement as far as moving to a different city or part of the world – an option made possible by remote work. A crisis as severe as the one we are currently living through has an impact on people and on the environments that surround us. The Spanish flu and tuberculosis gave way to modern architecture – with its wide open spaces, daylight, linear forms and clean materials. Many homes and lives will remain uprooted and transformed, even after things eventually return to more normal conditions. Conservative figures from the US show that **over 50% of workers consider the home office a permanent solution** for at least part of their work week. Homes large and small must adapt. Search terms such as ‘home extension’ and ‘room dividers’ are hitting record highs on search engines. Start-ups founded over the past months offer ready-made, freestanding workspaces that can be installed in a garden or backyard.

In the last two decades, we have observed how offices became more home-like. Sofas entered the workspace, and soft materials and textiles created a more casual, relaxed environment. Now we are seeing signs of work and productivity entering the home with height-adjustable tables and task chairs. Still, there appears to be potential for improving high cognitive performance at home: research conducted on elite chess players competing from home during the lockdown showed a significant decrease in performance.

In the last economic recession – the financial crisis of 2008 – environmental concerns quickly went out the window, taking a back seat to worries about job losses and other existential fears, but this has not occurred during the current pandemic. Now concerns for the environment are driving consumption habits – and while the related individual decisions are not always rational, the overall movement is. People use the power of their wallets and governments use the power of legislation. For example, on the 1st of January all single-use plastics, including balloons, became illegal in Mexico. For us at Vitra, in addition to continuing our ecological research and adapting the materials in our products, this means changing how we package our products and furthering our investment in sustainability over their entire lifecycle.

According to a survey from September 2020, 12% of the adult population in the UK had moved back in with parents as a result of the pandemic. With universities going online and companies offering remote working, more than two-thirds of those questioned are not planning to move out again anytime soon, considering this their permanent, ‘frugal-chic’ living setup. The moving-back-home trend of the younger generation also applies to grandparents. With nursing homes becoming the epicentre of the health crisis, families have brought their elders back into their homes. Thus, former empty nests are now turning into multi-generational habitats – and the families seem to enjoy it. 82% of multigenerational households in the US report that living together has enhanced their bond. Larger families require home adaptations: more dining chairs, larger sofas, more lounge chairs, and products that can sustain heavier use.

We are now housing several generations who work and learn under the same roof. If the boom of home gym gear, cooking and baking tools are any indication, then new rituals must be accommodated. How our residences are adapting to serve these new functions is covered in this e-paper titled ‘Home Dynamics’.

Nora Fehlbaum  
CEO, Vitra

# Contents

06	Contributors	22	<b>The value of hybrid work</b>
07	<b>Spatial scarcity</b>	23	Remote working and the productivity paradox
08	'Our homes are a mirror of our lives' A conversation between Mateo Kries and Oona Horx-Strathern	24	High cognitive performance is linked to conducive workspaces
09	'Maximising the use of limited spaces' Insights by Monica Khemsurov	25	Working from home for part of the week can be offered as a benefit to employees
12	<b>Social isolation &amp; mental health</b>	27	<b>Sustainable investments</b>
13	Social Isolation while working from home	28	'When material scarcity sparks innovation' The only all-wood chair by Jean Prouvé
14	Burnout in lockdown	30	'Designing a sustainable chair' An interview with Christian Grosen about Tip Ton RE made from local upcycled household waste
16	'The psychological impact of digital connectivity while working from home' Handy tips for a healthy mind by psychotherapist Esther Perel	32	Sustainability as an attitude
18	<b>Physical health &amp; well-being</b>	33	<b>New Dynamics in the home</b>
19	A lockdown-induced health crisis	34	Ergonomic home office corner
20	'Healthy at home' Rituals to stay active within our own four walls by Samantha Clarke	40	Flexible dining
		46	Multifunctional-living



# Executive summary

## SPATIAL SCARCITY

The pandemic saw public life retreat behind the closed doors of the home, with domestic spaces challenged to support all aspects of their inhabitants' lives. As the world now opens up, it's time to reflect on what the lessons of the past year mean for the design of our homes moving forward.

**Insights by Mateo Kries, Oona Horx-Strathern and Monica Khemsurov**

## SOCIAL ISOLATION & MENTAL HEALTH

A new study has found that 20 percent of remote workers struggle with loneliness and have difficulty communicating with their colleagues when working from home. While remote working brings many advantages, new approaches and ideas are needed to care for our mental health away from the office.

**Insights by Esther Perel**

## PHYSICAL HEALTH & WELL-BEING

The restrictions of the past year have severely limited many people's options for exercise. Early studies have found that weight gain under lockdown is common, while reduced physical movement has also been linked to diminished productivity. If the pandemic has made anything clear, it is that exercise is essential to both our bodily health and mental well-being.

**Insights by Samantha Clarke**

## THE VALUE OF HYBRID WORK

While lockdown has changed how the world works, companies now need to show flexibility as they search for the best long-term direction for their business and employees. Companies that can offer employees the option between working in the office and working from home will be those that attract and retain the top talent.

## SUSTAINABLE INVESTMENTS

Historically, times of crisis have seen environmental concerns sidelined in favour of rapid economic recovery. Yet the pandemic has bucked this trend and seen environmental consciousness grow. As people reassess their priorities, consumption patterns are changing for the better, with today's consumers more focussed than ever before on sustainability and ecological responsibility.

**Insights by Christian Grosen**

## NEW DYNAMICS IN THE HOME

Designing the dynamic home of tomorrow is a challenge, requiring a difficult balance between high functionality and the expression of a person's individuality and identity. To help with this, Till Weber, Vitra's Creative Director of Scenography, leads a masterclass in contemporary home design, presenting three case studies that explore some of the field's guiding principles.

# Contributors



Trend researcher, speaker and author **Oona Horx-Strathern** writes about building and living in the future. In addition to her work for the Zukunftsinstitut, she is a consultant for international firms such as Unilever, Beiersdorf, Philip Morris and Deutsche Bank. She also produces her annual 'Home Report' on the future of design, home living and architecture.



**Dr. Mateo Kries** is Director of the Vitra Design Museum. He studied art history and sociology at Berlin's Humboldt-University and has worked at the Vitra Design Museum since 1995. He is also a co-founder of the Berlin-based Designmai festival and regularly publishes articles and books on design and architecture.



Based in New York, **Monica Khemsurov** is an editor, curator, entrepreneur and co-founder of 'Sight Unseen', an online magazine that uncovers what's new and next in design and the visual arts. She is also a contributing editor for T magazine and the founder of Tetra, an accessories brand offering beautifully designed smoking objects.



A New York Times best-selling author, **Esther Perel** is one of today's most insightful and original voices on modern relationships. Perel has practised psychotherapy in New York City for more than 35 years, and is also host of the award-winning podcast 'Where Should We Begin?' Her new podcast, 'How's Work?', focusses on workplace dynamics.



**Samantha Clarke** helps individuals find growth and happiness at work, and empowers managers to create holistic environments that support their employees. She is a TEDx speaker, and the author of 'Love It or Leave It – How to be happy at work'. A faculty lecturer at the School of Life, she also facilitates workshops on career potential and building a portfolio career.



**Christian Grosen** is Chief Design Officer of Vitra. He is responsible for developing new products with contemporary designers and cultivating the heritage of Vitra's classics. He studied at the Aarhus School of Architecture and the Rietveld Academy, and previously served as Head of Design at Fritz Hansen and Director of Design & Product Development at Muuto.



**Till Weber** is Creative Director of Scenography at Vitra. After studying architecture, he worked in New York, Frankfurt and Zurich before joining Vitra in 2008.

# SPATIAL SCARCITY

Throughout the pandemic, the aspects of our lives that normally exist in the public realm were forced to retreat into the home. Our residential spaces transformed into offices and schools, playgrounds and gyms, restaurants and cinemas, with homes challenged like never before to provide full support for the well-being of their inhabitants. New types of domestic furniture and accessories have emerged to support hybrid life/work models, while couples, families and flatmates have cohabited 24/7 in spaces that were often not designed for this purpose. But with the world now opening up, what lessons can we take from this extraordinary period, and how will the events of the past shape the way in which we design and furnish our homes in the future?

# Our homes are a mirror of our lives

A conversation between Mateo Kries and Oona Horx-Strathern



The way we live has always been subject to change, but the pandemic has accelerated certain tendencies. Influencing factors such as sustainability, scarcity of urban living space, intergenerational shifts and much more will shape the way we live in the coming years. Vienna-based trend expert and futurist Oona Horx-Strathern delves into the underlying aspects of these issues. In her annual 'Home Report', she shares her take on these critical changes, from the home office – or 'Hoffice', as she calls it – to the rise of modular building methods and the changes we can expect to see in our cities.

Oona Horx-Strathern's own house is a testing ground for new modes of living. In 2010 she built the 'Future Evolution House', a new home for her family on the outskirts of Vienna. Contrary to expectations, the house is not a technological experiment or a showroom of digital gadgets, but instead is based on 'mindful living': the connection between human and nature, energy- and mobility-efficient, conscious material choices and human-centric technologies. Mateo Kries, Director of the Vitra Design Museum, joins her to discuss the changes we are now experiencing in our homes, and how we can adapt them to suit the shifts in our lifestyles.

# Maximising the use of limited spaces

Insights by Monica Khemsurov

The past few months have proven that homes with a flexible design have a clear advantage: they can easily be adapted to changing health considerations and work patterns. At the same time, new functions have been added to our domestic spaces. How is this translated into the architecture and interior design of our living environments?

**1 Rethinking the open plan:** With more of us spending an increasing amount of time at home — and working from home in particular — we need our interiors to provide structure and privacy. Residential architecture will need to veer away from open-plan living towards separate rooms with acoustic and visual barriers. In existing homes, we may look to temporary dividers instead.

**2 Improving the ambience:** The key to a comfortable, functional interior is ambience — creating the right mood for the right situation — and it's more important than ever. We'll see a growing presence of houseplants, which add warmth and colour to any room, and lighting that's been fine-tuned to specific functions like cooking, reading and conference calls.

**3 Maximising efficiency:** If we can't have more space, we'll make our spaces do more. Our post-pandemic interiors will have more organised and better-hidden storage solutions, with no square footage that isn't put to good use.



# The Original



# ... is by Vitra



# SOCIAL ISOLATION & MENTAL HEALTH

Less commuting, more time spent with loved ones – it's easy to be caught up in the advantages of working from home. But a new study from Buffer has found that 20 percent of remote workers report loneliness and difficulties with collaboration and communication as the greatest struggles in their working lives. As our professional and personal spheres blur, how can we help people unplug and draw firmer barriers between work and relaxation? What mental health exercises can help alleviate the strain of working from home and safeguard our mental health?

# Social isolation while working from home

If you have experienced working from home during the last year, then you likely fall into one of three categories:

- 1) You enjoyed the experience and are looking to extend it.
- 2) You greatly disliked the experience and are looking forward to going back to your office.
- 3) You or your company have decided that you will work from home on a part-time basis permanently and you need to get properly organised.

General questions to ask yourself when deciding on your personal work model:

Do you live close to the office, making the commute worthwhile?

Are in-person exchanges with colleagues important and enriching to you?

Have you been able to work productively without face-to-face contact with your colleagues?

Does your personal situation (family, living situation) allow you to permanently work from home?

Are you unwilling to go back to the workplace, but would stay in your current job if you could continue to work from home?

Can you make a hybrid model work, where you spend part of your week in the office and part at home?

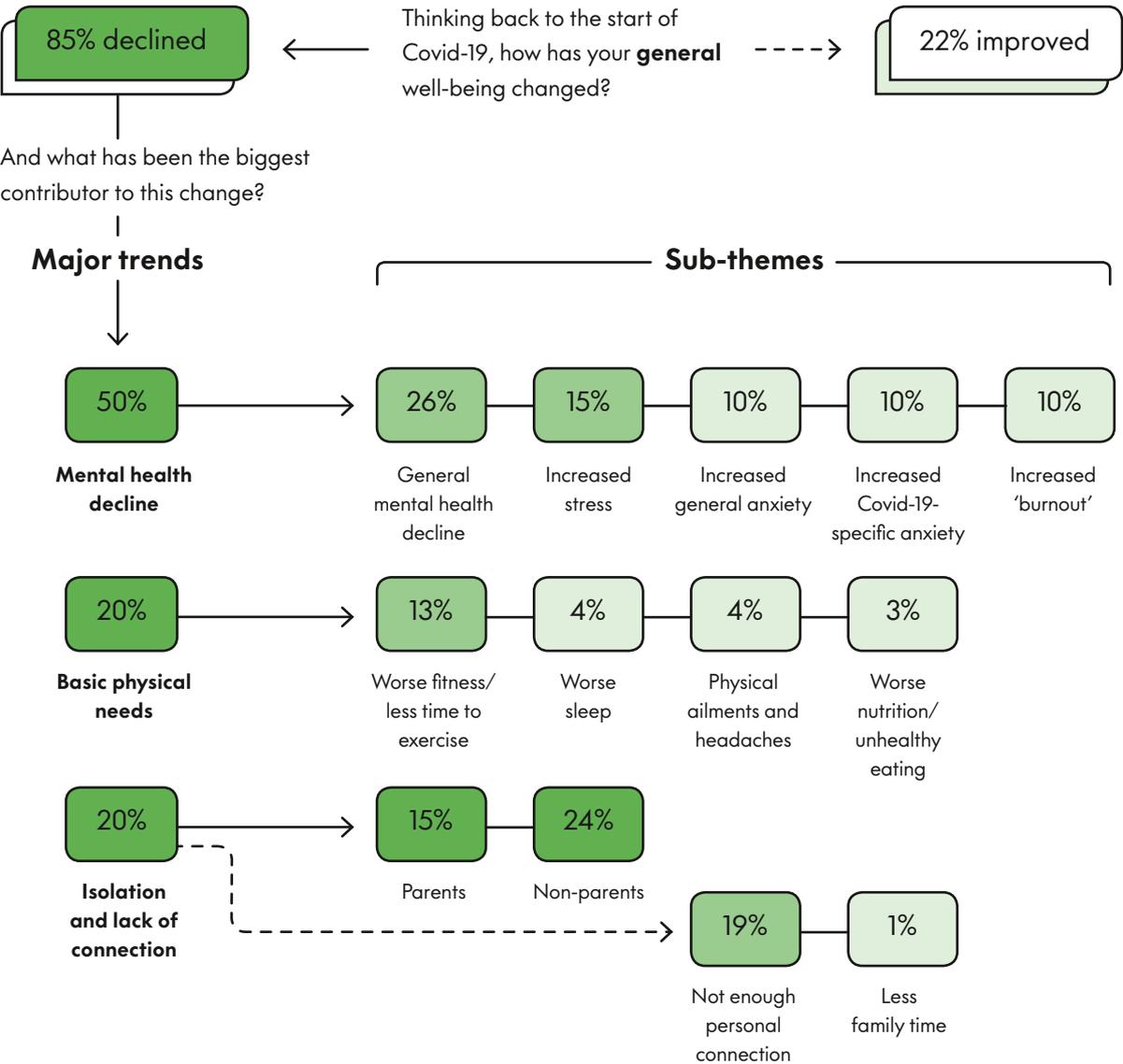
Do you have a separate room for WFH?

Does your company offer a corporate WFH scheme?

Would you be willing to forego part of your salary package if you moved to a different region or country?

# Burnout in lockdown

A new study by the Harvard Business Review has surveyed nearly 1500 people from 46 countries about their experiences during lockdown, and the findings make for troubling reading. According to the magazine, the vast majority of respondents reported struggling with general and work-related well-being during the pandemic, with many experiencing key predictors of burnout. Respondents described struggling with unsustainable workloads, the absence of supportive communities and a perceived lack of meaningful control over their lives and work. Overwhelmingly, the respondents indicated a decline in their mental health and an increase in loneliness and isolation, as well as difficulty meeting their basic needs amidst increased job demands and growing disengagement in their worklife.





**vitra.**

**Panton Chair Classic**  
Verner Panton  
1959

# The psychological impact of digital connectivity while working from home

Handy tips for a healthy mind by psychotherapist Esther Perel

How did the way we experience our home environment change in a year of repeated lockdowns? Where can we find new energy and inspiration to counteract protracted fatigue and discouragement? And how did our relationships with our family, friends and colleagues change? Alongside an analysis of our behaviour, internationally renowned psychotherapist Esther Perel offers inspirational tips and tricks on how to maintain our psychological well-being and serenity at home.

## 1) The first step in stress regulation is our ability to identify and articulate our feelings, whether it's to ourselves, our diaries or our loved ones.

- Don't just say 'I'm stressed!' Try to put your feelings into words.
- Otherwise it makes you more stressed and contributes to a state of empathic distress—if you are not aware and accepting of your own feelings, then you won't connect with the feelings of the people around you. You may even shut them down because you don't allow your own. When we're living on top of each other 24/7, empathic distress is especially harmful.
- Identify your stress triggers and check in with each emotion: guilt, shame, helplessness, despair, irritation, anger, inadequacy, confusion, disconnection, loneliness, ambivalence as well as gratitude, love, respect and compassion.

## 2) Do small, rapid interventions.

- Pay attention to what you're paying attention to: news, arguments and otherwise.
- Get outside as much as possible.
- Short-term strategies start in your body; a bodied-up ritual involving breathing and stretching will help you relax and rejuvenate.
- Reassure yourself that you are okay right now.
- Focus on taking one breath at a time.
- Know that thriving doesn't always mean being productive, even if our current lack of boundaries between work and home obscure that truth.



### 3) Create boundaries, routines and rituals.

- Build boundaries into your calendar.
- Try to stick to a standard work schedule as best as you can and block off time for specific personal activities like family dinner, a daily walk outside, or morning yoga.
- This helps establish boundaries AND create routines, which has a calming, stabilising effect.
- Make the creation of physical boundaries in your home into a ritual.
- A ritual is a routine elevated by intention and creativity and imbued with meaning.
- So... take the paper and laptop off the kitchen table and set the table in a way that enhances the delicious meal. Try lighting candles. Set an aim for the evening. Pick a specific night each week to make it extra special.

### 5) Remember, freedom in confinement comes from the

- Just as a child can turn a box into a boat or a castle, we can turn our homes into more than just the place where many of us have been locked down for a year.
- Through your imagination, the kitchen can become your favourite bistro.
- The bathroom can be transformed into a spa.
- We can turn our home into a place we'll actually miss once we're ready to go back out again.

### 4) Cultivate an attitude of 'tragic optimism', a term coined by Viktor Frankl, a Holocaust survivor and psychiatrist from Vienna.

- The ability to maintain hope and find meaning in crisis.
- Lawrence Calhoun (UNC Charlotte) uses the term 'post-traumatic growth' to describe the best possible outcome of engaging in 'tragic optimism'.
- Positive psychology calls this 'benefit finding', but I like how Viktor Frankl described it: 'the human capacity to creatively turn life's negative aspects into something positive or constructive.'

# PHYSICAL HEALTH & WELL-BEING

Global lockdowns have confined people to their homes, dramatically limiting our options for outdoor activities. Under these restrictions, more hours spent at home have also meant less exercise for the body and less space for the mind. A series of early studies found that many people have gained weight over the course of the pandemic, and also that the reduced physical movement caused by lockdown has led to diminished productivity. Of the many lessons learned during the pandemic, the importance of exercise for our physical health and mental well-being has never been clearer.

# A lockdown-induced health crisis

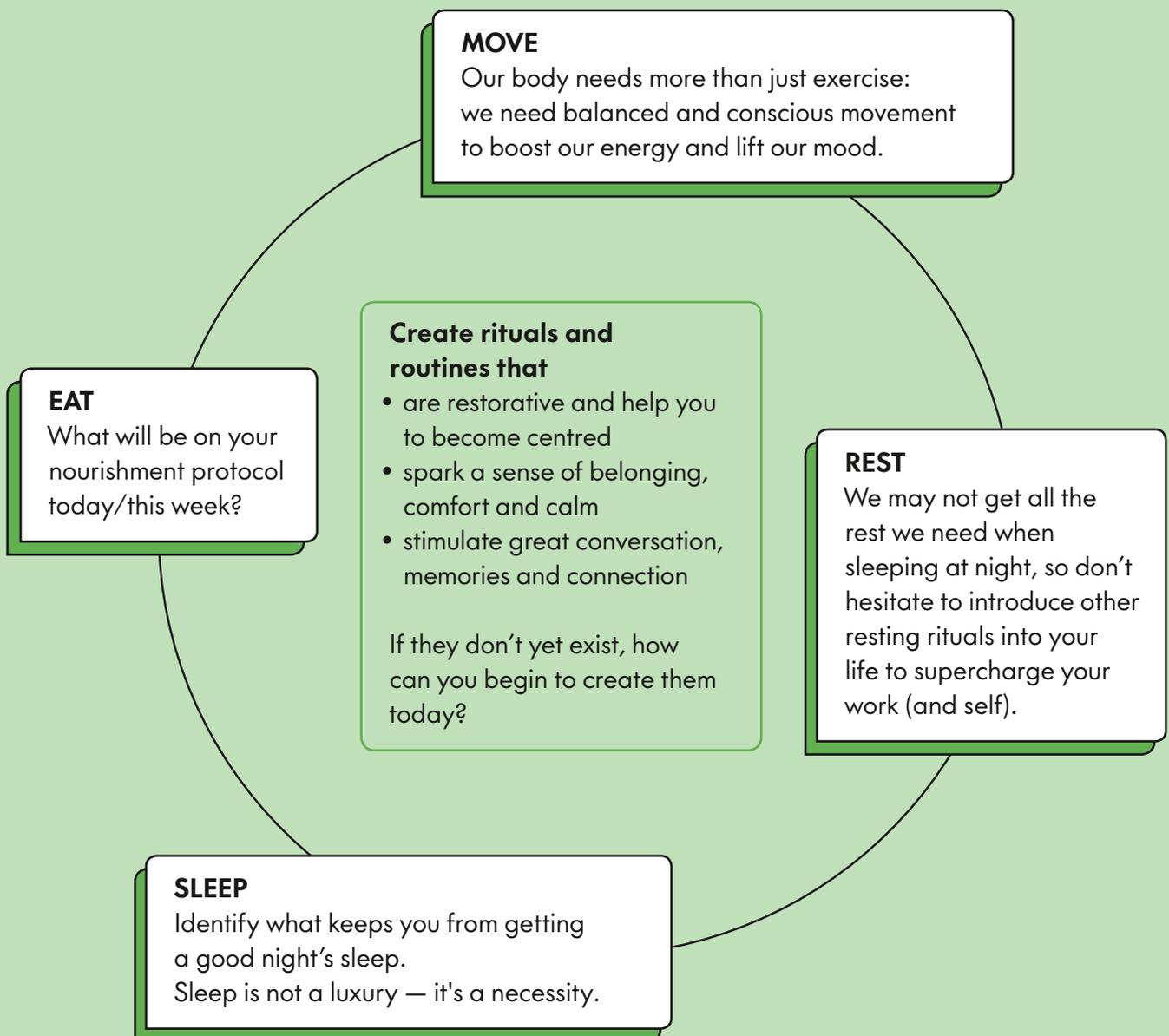
Alongside the medical risks associated with contracting the coronavirus, this past year has triggered additional health anxieties. As daily commutes to work have been replaced by conference calls, and leisure activities with Netflix series, many people have reported concerns over weight gain during lockdown. Now a small study conducted by the University of California, San Francisco, has attempted to provide some concrete data to illuminate the situation. Based on a sample of 269 Americans, the study used weight measurements from Bluetooth-connected smart scales to find that adults under shelter-in-place orders gained, on average, more than 0.5 pounds every 10 days. That translates to nearly 2 pounds a month, said Dr Gregory M. Marcus, senior author of the research paper, published in March in the peer-reviewed JAMA Network Open. Americans who kept up their lockdown habits, Dr Marcus added, could easily gain 20 pounds over the course of a year.



# Healthy at home

Rituals to stay active within our own four walls by Samantha Clarke

Which spaces in your home can be carved out to serve as zones for gaining clarity, finding inner calm and reinvigorating your creative energy? You need these designated spaces to cope with the ever-changing landscape of work and life, and to obtain the necessary levels of resilience and emotional flexibility.



**vitra.**



**Rookie**  
Konstantin Grcic  
2018

# THE VALUE OF HYBRID WORK

Over the past year, the needs of workers have changed rapidly. Multiple reports have indicated increased productivity during lockdown, for example, but questions remain over whether effects like this are long-term and under what conditions they occur. One thing is certain, however: the solution moving forward won't be black and white, and the companies that react flexibly will be those that reap the rewards. As the world opens up, letting employees choose between working in the office and working from home can give companies a clear competitive advantage.

# Remote working and the productivity paradox

## Employees and managers have different views on the productivity outcomes of working from home (WFH)

Many workers reported they were being more productive working from home during the pandemic than they were on business premises prior to lockdown. However, many of these reports are mostly based on the subjective self-assessment of the employees. On the other hand, surveys conducted at company level in 2020 show that business owners and managers overwhelmingly perceive productivity to have been lower during the pandemic. Assessments of WFH productivity during the pandemic are only partially applicable to future scenarios, as social factors like school closures and pandemic-related stress have a significant effect on the results.

## Increases in productivity while WFH seem to be often linked to longer working hours and fewer breaks

To get a better understanding of the impact of working from home on productivity levels, we must look at earlier studies, such as one conducted at a Chinese call centre back in 2010. In fact, far from shirking, home workers improved their performance by 13 percent, of which 9 percent came from working more minutes per shift (home workers took fewer breaks and sick days) and 4 percent from making more calls per minute, an outcome attributed to a calmer, more beneficial working environment. Home workers also reported improved work satisfaction and their attrition rate halved. On the negative side, in spite of their improved performance, their promotion rate fell as they were less frequently considered for possible career opportunities, due to the smaller number of in-person interactions with their supervisors. A more recent study conducted in 2020 by the Harvard Business School confirms the finding that employees working remotely put in longer hours. By examining e-mail and meeting data on thousands of firms in 16 major international cities, the study shows that employees working from home attend more (but shorter) meetings per day, send and receive more emails, and experience a lengthening of the workday by almost an hour.

# High cognitive performance is linked to conducive workspaces

## Cognitive performance decreases amongst elite chess players when WFH

On the other hand, findings suggest that lockdown had a negative effect on performance in the creative fields. Research conducted on elite chess players competing from home during the pandemic showed a significant decrease in performance. An explanation is that WFH is less conducive to peak performance in cognitively demanding tasks.

## Workspaces must be designed for productive outcomes

A significant implication of the productivity increase experienced during lockdown is the need for high-quality office space. Many employees report that their pre-lockdown office spaces did not enable them to achieve their optimal work performance. Scientific evidence from the 2010 case study at a Chinese call centre relates the immediate, dramatic increase in the productivity of the call centre's home-based workers to shortcomings in their company's workspace. The study suggests that their traditional workplace was not the best setting for professional interactions and activities, possibly being overcrowded and too noisy. Rather than simply sending workers home, employers must address the workplace itself, a process that requires the consideration of multiple factors including not only design, but also location and scale. There are many potential benefits when a proportion of the workforce operates at home part of the time. In order to reap those benefits to the fullest, employers and employees need to learn from experience and embrace choice and hybrid solutions.

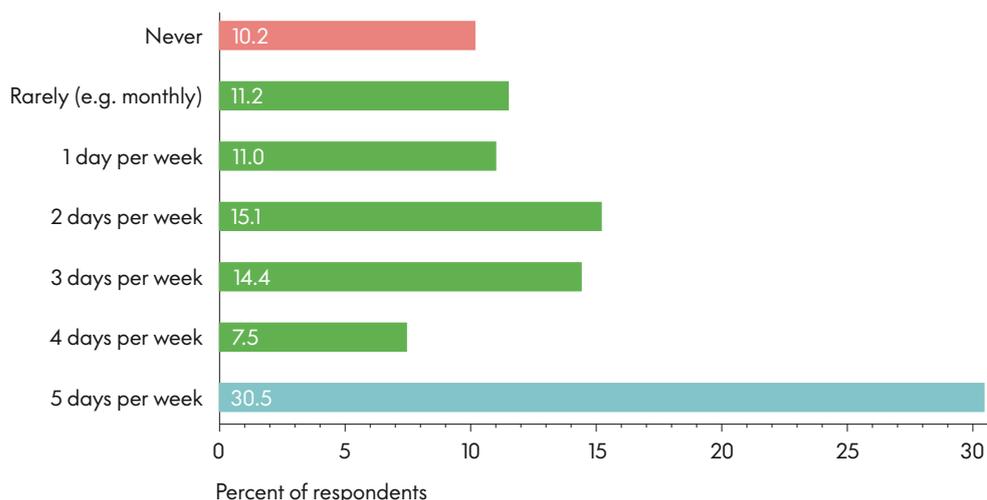


# Working from home for part of the week can be offered as a benefit to employees

## The WFH opportunity is valued as highly as an 8 percent pay rise

Workers value the opportunity to work from home as a perk. In fact, evidence from a study co-authored by Stanford University shows that the benefit of working from home for a couple of days per week is valued as highly as an 8 percent pay rise by employees.

## Desired amount of paid work-from-home days

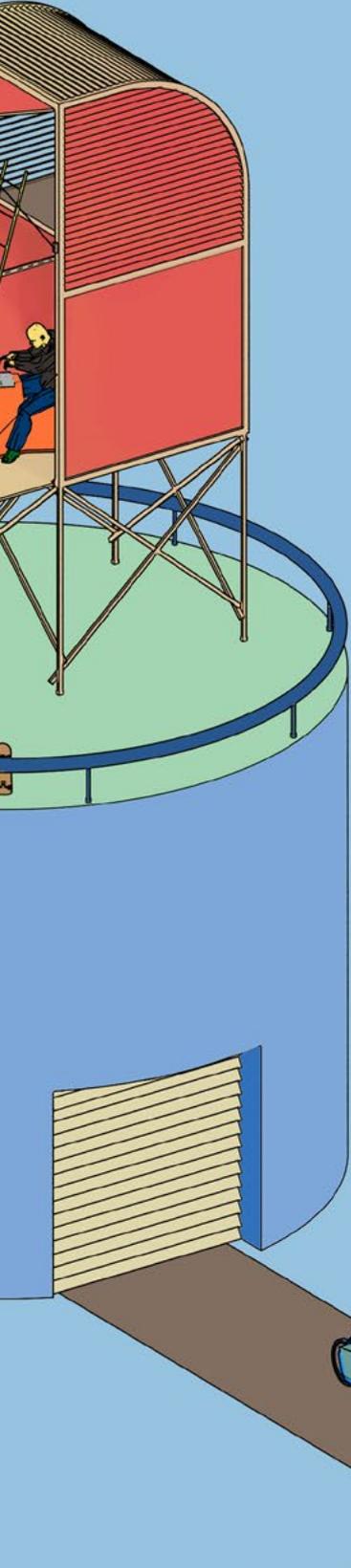
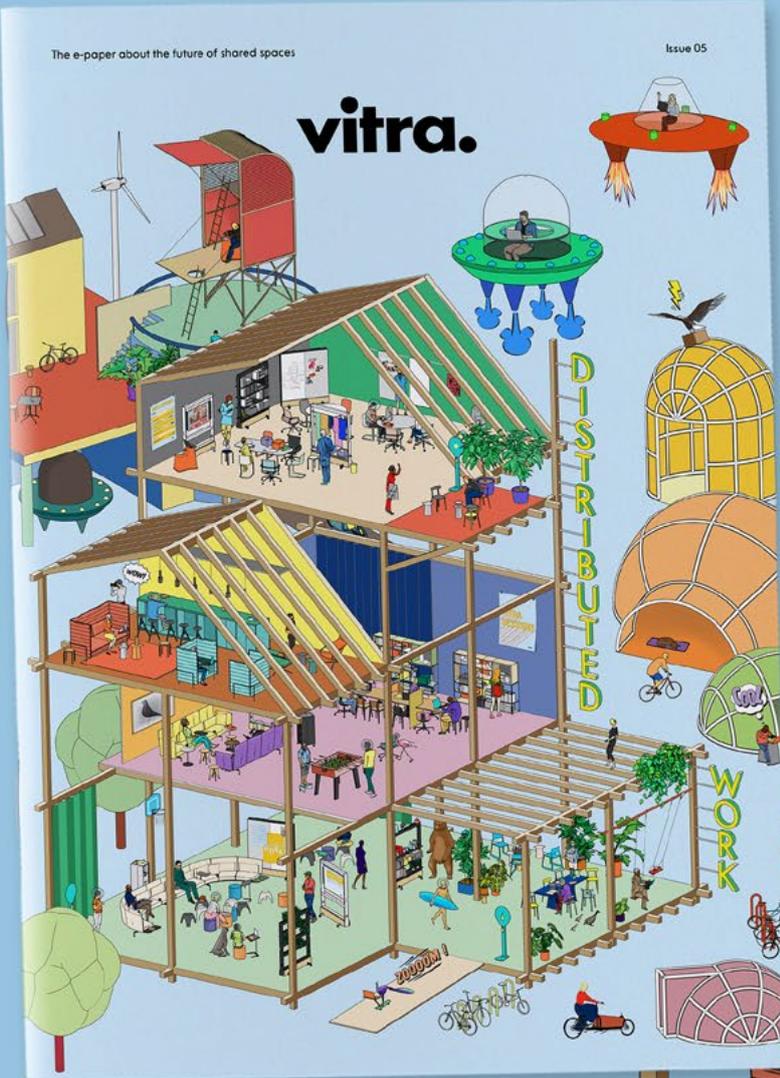


## Most employees opt for hybrid working modes when given the choice

Giving employees choices – and allowing them to change their minds – is crucial to the successful implementation of a distributed working model. Forty-eight percent of employees opt for part-time WFH – ranging from rare occasions to four days per week. Having options and a sense of control can dramatically improve employee satisfaction and productivity. Also vital are structures that allow home workers to connect with their colleagues both professionally and socially.

# E-Paper on Distributed Work

For a deeper insight into the impact of remote work on individuals and organisations, download our free e-paper on distributed work.



# SUSTAINABLE INVESTMENTS

During the financial crisis of 2008, environmental concerns went out the window, taking a back seat to fears over job losses and economic recovery. But the pandemic has bucked this trend, with environmental consciousness growing throughout the year as people discover what they can do without and reflect on their priorities. Today, our consumption is increasingly shaped by environmental concerns. Consumers are investing in double glazing and smart thermostats to limit their energy footprint, with others are opting for new builds to take advantage of environmental advances in the construction industry. While there is still some way to go, the general pattern is clear: environmentally conscious consumption is here to stay.

# When material scarcity sparks innovation

The only all-wood chair by Jean Prouvé



Jean Prouvé's home in Nancy, built in 1954. View of the living room with a version of the Chaise Tout Bois around the dining table. Photo from 1955; Agence Photographique de la Réunion des musées nationaux / © RMN and ProLitteris

Chaise Tout Bois is the only chair by the French 'constructeur' and designer Jean Prouvé that is made entirely out of wood. The design is very similar to Prouvé's famous Standard chair, but wood was substituted for the metal base due to the scarcity of metal during the Second World War. The form of the Chaise Tout Bois articulates Prouvé's intention to provide added strength at the transition point between the seat and backrest, where the load weight of the human anatomy is greatest. The profile of the rear frame section – back legs and backrest support – makes reference to this load transfer and is a typical characteristic of Prouvé's designs for both furniture and architecture. For Jean Prouvé, the most important aspect of design was a hands-on approach. As a trained metal artisan, he was talented in his use of materials and knew exactly how to deal with their strengths and weaknesses, especially when working with metal, solid wood and plywood.

**vitra.**

**Chaise Tout Bois**

Jean Prouvé

1941



# Designing a sustainable chair

An interview with Christian Grosen about Tip Ton RE made from local upcycled household waste



Manufacturing long-lasting products has been Vitra's primary contribution to sustainability since the company's beginnings. This holistic approach was actively expanded in the mid-1980s by reducing energy usage and investing in renewables in Vitra's factories and offices. Raw materials have been assessed to exclude those that depend on hazardous or overly energy-intensive processes. Ninety percent of the aluminium used in Vitra products is recycled, and leather and cork are sourced from like-minded partners in Europe.

In regard to plastics, we have relied on the logic that using materials of the best quality helps to keep the resulting objects at the apex of the value chain. The first product developed in collaboration with a designer was the Panton Chair, which depends on the unique strength of a synthetic polymer for the sinuous cantilevered form that made it an iconic design of the 1960s. Years later, we are issuing our first recycled plastic chair: a version of the Tip Ton model designed in 2011 by Edward Barber and Jay Osgerby. Tip Ton is renowned for incorporating a feature in its moulded form that other manufacturers had only been able to offer through complex mechanisms: allowing users to change the seat angle for better task concentration. Tip Ton RE uses 3.6 kg of recycled polypropylene. To coincide with the chair's launch, Chief Design Officer Christian Grosen shares some of the thinking behind Tip Ton RE.

**vitra.**



**Tip Ton RE**  
Edward Barber &  
Jay Osgerby  
2011/2020

# Sustainability as an attitude



Vitra practises a culture of care and diligence. As an integral element of this, sustainability is neither a project nor a company goal, but a corporate attitude that finds expression in every aspect of Vitra's work.

This is evident in Vitra's hiring policy, and in how it supports its employees. It is visible in the design and public accessibility of the company campus. It is manifested in how Vitra develops and manufactures its products, where it sources raw materials and how it organises its supply chain. It is attested by the manner in which Vitra operates its buildings and regards the latest insights into the impact of corporate action as opportunities for further development.

More on the Vitra approach can be found in the 2020 Sustainability Report.

# NEW DYNAMICS IN THE HOME

In creating the dynamic home of tomorrow, architects and designers are challenged to devise highly functional environments that can still ensure their inhabitants' well-being. Often working within tight urban spaces, they are being asked to create homes that feel expansive and versatile, while also accounting for individual tastes and preferences. It is a difficult task and one that requires expertise and imagination. Till Weber, Vitra's Creative Director of Scenography, explains the new challenges facing designers, setting out three approaches that explore the use of colour, material and product design in contemporary homes.

# Ergonomic home office corner

Working and learning from home brings with it a cognitive challenge: finding focus in chaos. Rooms and daily routines have to be rethought to maximise productivity. Is my workspace soundproof for online meetings? Does my chair facilitate ergonomic sitting for hours on end? Can I vary my working position during the day with a height-adjustable table or by relocating to different settings within the home?





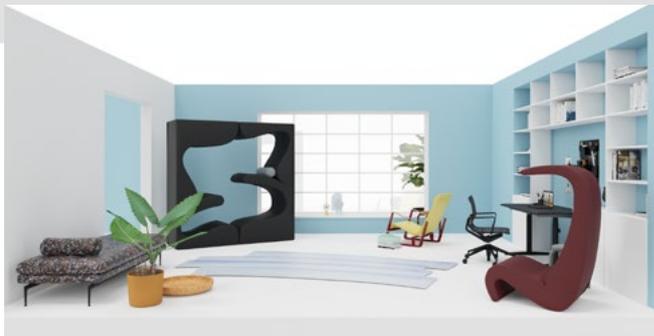


It is essential to feel calm and collected in the workspace, which is why the walls of this corner office have been painted a relaxing blue, complemented by pastel yellows. Sculptural elements provide structure to the room, while a height-adjustable Tyde desk is tucked into the built-in wall shelf. A cosy corner, this office doesn't take up much space, but provides plenty of stimulation with ample storage and a library, while Japanese red accents lend character to the overall space.



- (1) Tyde Workstations · Ronan & Erwan Bouroullec, 2012 (2) Physix · Alberto Meda, 2012  
(3) Cité · Jean Prouvé, 1930 (4) Living Tower · Verner Panton, 1969  
(5) Suita Daybed · Antonio Citterio, 2010/2019 (6) Amoebe Highback · Verner Panton, 1970





# Flexible dining

The dining table has become the focal point for domestic activities, work and learning: shared meals, playing, reading newspapers, engaging in long conversations, home schooling. With restaurants and bars subject to increased safety standards and capacity restrictions, we may host friends at home more frequently, adding more chairs to our table or expanding seating options in the living room. Our homes become a way of sharing our values and personal tastes with others.







A kitchen should be a happy place, and its design needs to feel fresh and cheerful to match this. Here, a Carrara marble table anchors the space, surrounded by chairs in shades of petrol, glacier blue, bottle green and light mint. These colours flow harmoniously into one another, set off against the pink and red accents that appear elsewhere. Finally, the room is tied together by the vibrant orange-cream striped textile from which the curtains have been cut, conveying joy and positivity to all who use the space.

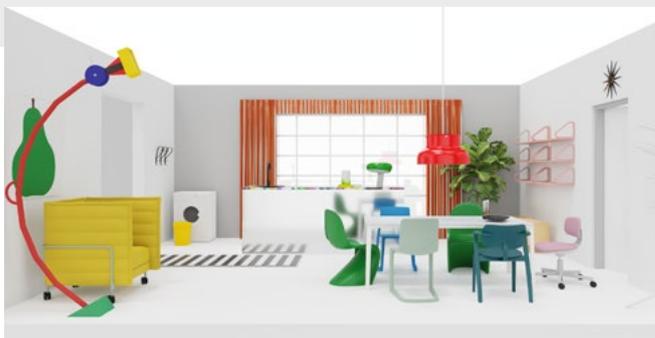


- (1) Plate Dining Table · Jasper Morrison, 2018 (2) Panton Chair Classic · Verner Panton, 1959  
(3) Tip Ton · Edward Barber & Jay Osgerby, 2011 (4) EVO-C · Jasper Morrison, 2020  
(5) Rookie · Konstantin Grcic, 2018 (6) Alcove Sofa · Ronan & Erwan Bouroullec, 2006/08

# Colours and materials



(1) Carrara marble, 50 (2) Plastic, 53 soft grey (3) Metal, 72 red (4) Plano, 15 pink/sierra grey  
(5) Plastic, 42 green (6) Plastic, 62 light mint (7) Plastic, 37 glacier blue (8) Checker fabric, 01 black/white



# Multi-functional living

The home has been our safest haven for weeks on end, sometimes even months. This experience of feeling safe at home has influenced what we are looking for in our domestic environment. After having been forced to stay within our four walls for so long, our living spaces are being repurposed to meet the requirements of an active home that functions as a gym, home cinema and playground for children – while still providing a domestic refuge for lounging, reading and cocooning.







A collage of 1940s wallpaper and contemporary furniture design, the living room is an intimate space that comes alive in tones of canary yellow, royal blue and blush pink. The yellow sofa provides the room's centrepiece and is framed as such by the window, but this tableau is enlivened by the surrounding colours of the Slow Chair and Cone Chair. Black elements provide a further graphic accent, while the liveliness of the wallpaper, in contrast to a white wall, creates a warm backdrop that enhances the furniture.



- (1) Soft Modular Sofa Three-seater · Jasper Morrison, 2016  
(2) Slow Chair · Ronan & Erwan Bouroullec, 2006 (3) Cone Chair · Verner Panton, 1958  
(4) Plate Table · Jasper Morrison, 2004 (5) NesTable · Jasper Morrison, 2007  
(6) Trapèze · Jean Prouvé, 1950/1954

# Colours and materials



- (1) Carrara marble, 50 (2) Cork, untreated (3) HPL, 30 black (smooth) (4) Artek, Zebra fabric  
(5) Solid wood, walnut (6) Aura, 06 canary (7) Tonus, 51 royal blue (8) Tricot - red/cream



# VITRA SESSIONS



10 JUNE 2021

STREAMING EVENT

[VITRA.COM/SESSIONS](https://vitra.com/sessions)

**vitra.**