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CLOUD9 - BENDING SPACE TO PEOPLE

Launching a new workstation for the open plan, Chicago, NeoCon 2019

POULSBORO, WA. (May 27, 2019) – Watson, a Pacific Northwest manufacturer recognized as a leader in innovative furniture design, announces the introduction of the Cloud9 system to be featured in their showroom at this year’s NeoCon. Watson took a hard look at the open plan office and found that privacy, focus and collaboration are diminished. The findings from a recent Harvard Business School study (Bernstein & Turban, 2018) showed a 70% decrease in face-to-face communication in the open office. Instead of offering people a place to escape the open office, Watson looked to improve the place where people really work, their workstation. Cloud9 departs from the restrictions of traditional linear planning - bending space, improving sightlines and helping people to flow more organically.

The patent pending system creates a new landscape topography by bending at increments of varying degrees – opening up the possibilities for bespoke workspaces previously not possible. Cloud9 lets designers and planners create unique layouts tailored to the specific needs of a given individual, team or facility. These workspace pods can be mirrored, daisy-chained, flipped, rotated and repeated to create office environments that feel familiar, yet distinctly different.

“We need a new set of tools targeted toward fixing the issues at the heart of the open office - tools that will help every individual focus, produce, and collaborate. Cloud9 is all about building a more human office” as Cloud9 systems designer, Ethan Pearl, put it. “Cloud9 adapts to people, buildings and organizational culture.”

About Watson

Watson is a thriving Pacific Northwest manufacturer of furniture solutions for the commercial workplace. Our products are ingredient-driven and designed with a modern environmental sensibility so that future generations may also thrive.

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Images:

<https://watsonfg.box.com/s/8e7vyc2usse3wq2teglpn3k4v940z8mf>

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