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trends

## ones to watch

Keep an eye on these manufacturers in the coming months for their mix of talent, innovation, and design savvy

By Sofia Galadza

### Nurture by Steelcase

Being a follower isn't always a bad thing. When Alan Rheault, director of product development for Nurture by Steelcase, began research for this healthcare company, which launched this year at NeoCon®, his team spent months following doctors, nurses, and consenting patients at leading institutions including the Mayo Clinic and Massachusetts General.

Their day-in-the-life findings—which included thousands of snapshots—were considered when designing the first collection. The Opus™ line of modular casegoods comes with a compact 20-in.

footprint and smart features like sliding (rather than hinged) wardrobe doors. The intuitive Verge™ Stool emerged after countless observations of the way nurses use task seating. The Stand Up Table, an informal spot for caregivers' quick meetings, resulted from the team noting that sit-down meetings rarely occur. Complete with a foot ring around the base to support the worker and to encourage changes in posture, these tables are intended for use just off the main traffic areas.

Other Steelcase companies, including Details! and Brayton, supplement Nurture products. Michael Love, president of Nurture, has scheduled more research projects, including those in acute care, radiology, cancer/oncology environments, and outpatient clinics. "The industry can expect us to [continue] to provide better solutions for healthcare spaces," Love says, "by developing new products and forming alliances with other industry leaders in the effort to make it easier for healthcare facilities and architects and designers to find total, well thought out, evidence-based solutions."



Learn more at [nurturebysteelcase.com](http://nurturebysteelcase.com)