

MARTELA SILENCE

THE ACTIVITY BASED OFFICE GETS PERSONAL

Companies are investing dedication and money to create the perfect offices. But how can they ensure pay off? At Stockholm Furniture Fair, Martela presents its vision for future workplaces. Martela Silence is a new concept for more effective offices – with the opportunity to measure occupancy.

As information technology and wireless networks create freedom at work, a new way of office planning has quickly become popular within public interiors. "The activity based office" offers inspiring and effective workspaces outside the traditional four-walled office. Open plan solutions, combined with isles of privacy, allow co-workers to move free. Work can be executed everywhere: at a temporary workstation, in a conference room or in an informal meeting room...

"Employee efficiency increases, while the use of expensive office space can be optimized", explains Anders Olsson, CEO of Martela Sweden.

At the Stockholm Furniture Fair the company shows its large scale "Silence"-concept. The concept covers innovative solutions for activity based offices, designed to facilitate the new ways of working and communicate. It's a range of cutting edge products, stimulating creativity and efficiency in a dynamic and constantly shifting environment. By preventing involuntary disruption, they give silence to the mind.

In Stockholm Martela also presents its vision for the future: integration of information technology with furniture. Supported by a new technical innovation, the vision allows customer unique system solutions in which software applications are embedded in furniture, interacting.

"Given a personal ID and check in-card, every co-worker can shift between different available workspaces. Whatever worktable chosen, the table and the connected equipment automatically adapt to the users preferences", says Anders Olsson.

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"This could add important functionality. The activity based office can sometimes be perceived as impersonal, it is in the nature of things. But now it gets personal, and employees can feel at home. At the same time, customers can evaluate utilization for planning and optimizing the operations in a more effective way".

At the fair Martelas architects, customers and users are invited as test pilots.

"Our customer's opinions come first and based on this we'll develop new, exciting solutions for the future office."

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