

OFAS newsletter

OFFICE FURNITURE ADVISORY SERVICE

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w: www.ofas.org.uk

issue 47 (Winter '07/'08)

the death of an old friend

how McDonalds killed the Egg Chair



by Simon Pole

I've had a close relationship with the Egg Chair since my University training. No, it wasn't that I had such a lonely time in my education that I grew attached to piece of furniture. Rather, the Egg Chair became an inspiration to me. It was there that I grew to learn why she is so amazing. Yes, the Egg Chair has always been a she to me, a woman of her moment (the 1960s: she was created in 1958 by Arne Jacobsen): always dressed beautifully, whether in a tanned leather outfit hugging her lines or in a more relaxed summer look with linen styling, and sporting beautiful curves and a slender stem. Every detail carefully considered, she is a traditional Scandinavian beauty. Think Anita Ekberg in *La Dolce Vita* (who, like the Egg Chair, has also suffered the indignity of being considered an American by the terminally ignorant).

I became something of a missionary for the lovely Egg. My obsession travelled with me whilst I worked in Asia. I introduced her to a few select, close clients, and they

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comment

As usual, the editor is waiting for me to pen my bit before signing off this edition. But I've just been so busy! And how many times have we heard that remark whilst collecting the other contributions for this newsletter? If only we could all catch up with the backlog, return calls quickly, meet deadlines and – just occasionally – do something without being asked several times, how much less busy we should all be! I feel a possible New Year Resolution coming on.

My euphoria in the last issue on the letters we had received was premature. Not a single note has been penned this quarter; ah well, perhaps Christmas came even earlier this year. Come on readers, there must be something relevant that has amused or exercised you – good or bad, funny or sad, exhilarating or depressing. The Champagne and book tokens remain on offer and I look forward to a great response – or at least one letter!

Thank you very much indeed to everyone who sent us a Christmas card; their presence did cheer the office immensely. Once again we decided to send no cards this year, but to donate a like sum to our favourite charity – Small Steps. We wish them well in 2008 and great success with all of the young pupils – and their parents.

And for you – our members, supporters and readers, we hope that 2008 delivers all of your hopes and aspirations.

margaret haynes,
director, ofas



triumph

efficient storage : effective spaces

Triumph, Britain's leading manufacturer of steel furniture for business, reported today that it recently completed a major storage project for **IPC Media Ltd** for its new signature headquarters in the Blue Fin Building, on London's South Bank behind the Tate Modern. IPC Media's move to the Blue Fin Building is one of the biggest office relocation projects currently in the UK. It involved moving 4,000 IPC Media staff, from three different locations around the capital, into one new state-of-the-art facility over 12 floors. Triumph,

working closely with the project designers, Bennett Interior Design, produced not only the full range of regular storage units, but also originated and developed a series of specific new products needed by IPC Media Ltd for their particular storage purposes. The final programme called for the supply of nearly 3,200 cupboards, 3,100 pedestals, 1,000 bays of special storage racking, and 50 custom designed flat planning units. Commenting on the completion Tony Hendrick, Triumph's Director of Sales and Marketing, said, "IPC Media had to have a range of specific products that did not exist at all before this project. We are very pleased to develop these items that could later become standards, and that our manufacturing plant could adapt so quickly to IPC Media's needs."

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