

akt[®]

BY MOORECO

active | kinetic | tectonic

“ Now the importance is the human being, the importance is the student, the importance is Generation Z. They are the nucleus of society. Their space needs to respond to their needs now. Not just the need of information, but the physical needs, the mental needs, and the need for stability and flexibility.”

Sylvia Kowalk
Director of Interior Design, Legat Architects



Akt Lounge Loveseat



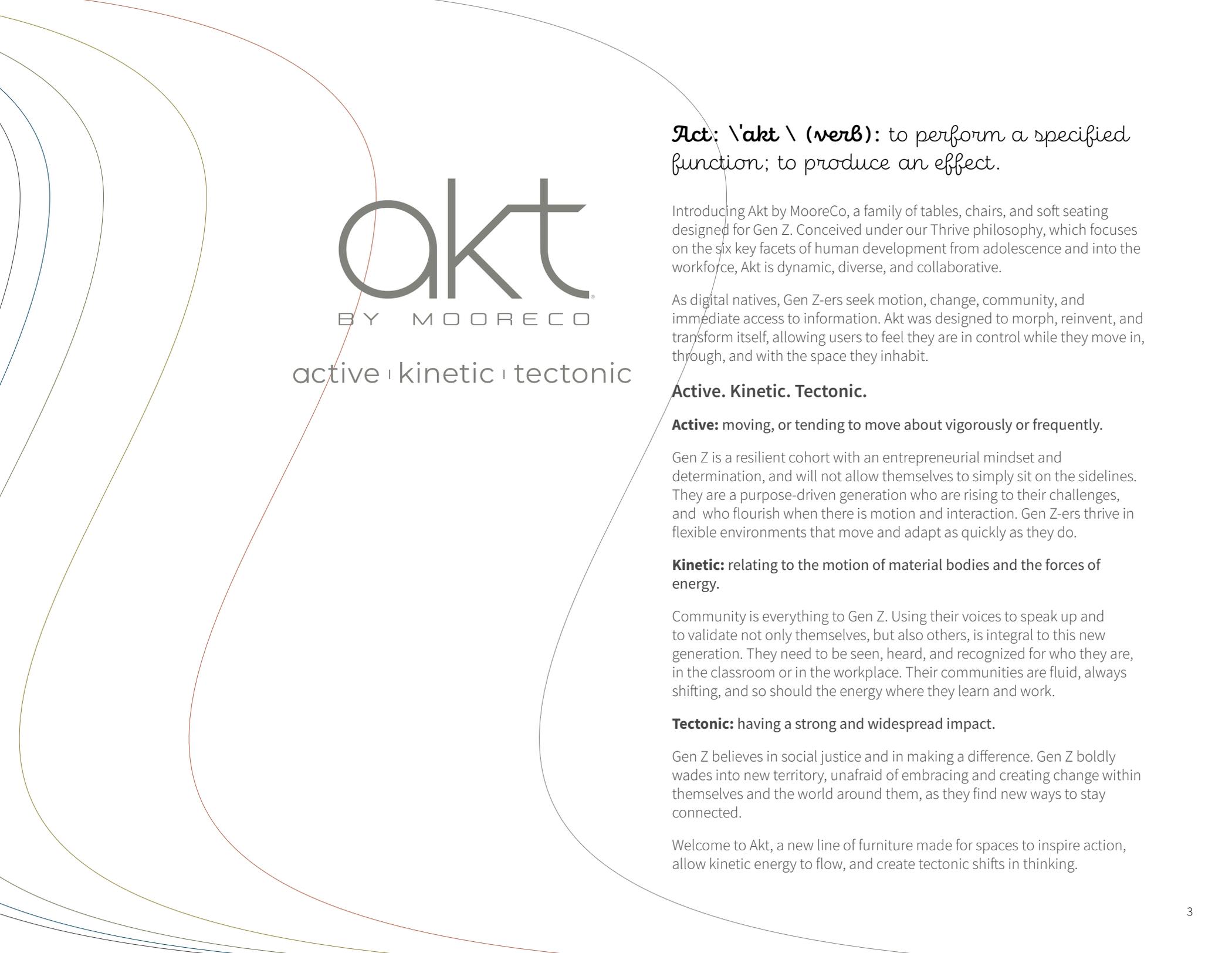
Akt Lounge Corner Chair



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Act: \ˈakt \ (verb): to perform a specified function; to produce an effect.

Introducing Akt by MooreCo, a family of tables, chairs, and soft seating designed for Gen Z. Conceived under our Thrive philosophy, which focuses on the six key facets of human development from adolescence and into the workforce, Akt is dynamic, diverse, and collaborative.

As digital natives, Gen Z-ers seek motion, change, community, and immediate access to information. Akt was designed to morph, reinvent, and transform itself, allowing users to feel they are in control while they move in, through, and with the space they inhabit.

Active. Kinetic. Tectonic.

Active: moving, or tending to move about vigorously or frequently.

Gen Z is a resilient cohort with an entrepreneurial mindset and determination, and will not allow themselves to simply sit on the sidelines. They are a purpose-driven generation who are rising to their challenges, and who flourish when there is motion and interaction. Gen Z-ers thrive in flexible environments that move and adapt as quickly as they do.

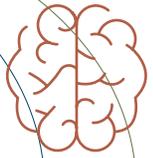
Kinetic: relating to the motion of material bodies and the forces of energy.

Community is everything to Gen Z. Using their voices to speak up and to validate not only themselves, but also others, is integral to this new generation. They need to be seen, heard, and recognized for who they are, in the classroom or in the workplace. Their communities are fluid, always shifting, and so should the energy where they learn and work.

Tectonic: having a strong and widespread impact.

Gen Z believes in social justice and in making a difference. Gen Z boldly wades into new territory, unafraid of embracing and creating change within themselves and the world around them, as they find new ways to stay connected.

Welcome to Akt, a new line of furniture made for spaces to inspire action, allow kinetic energy to flow, and create tectonic shifts in thinking.



Intellectual

Intellectual development refers to our ability to comprehend, reason, and make decisions. Each of us may thrive differently, depending on our specific needs, styles, and learning abilities. Experts suggest that balanced environments that provide both collaborative and individual space will help us expand our critical thinking and problem solving skills.



Social-Emotional

Social-emotional development is our burgeoning awareness of our own and others' emotions, feelings, and experiences. Being able to recognize, regulate, and move through emotions in school or the workplace can reduce conflict, and lead to a happier workplace or learning environment. When we are adept at social-emotional literacy, or the "soft skills", we demonstrate greater capacity for leadership through empathy, communication, and conflict resolution.



Psychological

Our psychological development evolves throughout a lifetime and can be affected by events and circumstances. Trauma, isolation, bullying, and inequity can all influence our ability to learn and grow optimally. When we are in tune with our emotional and mental state, we are better able to navigate the world around us. Experts suggest that we thrive in multi-functional spaces that blend traditional structure with independence and personal workspaces.



Spiritual

Spiritual development refers to our connection with the human spirit. Practices like mindful breathing, journaling, or meditation can lead to a sense of harmony and an awareness beyond ourselves. Design can influence this sense of harmony. Spaces centered around music, art, and meditation are essential to lifelong spiritual growth. Using color, natural lighting, biophilic design, and the arrangement of furniture, rooms can be made to help increase our sense of self-compassion and inner peace, even in schools or the workplace.



Moral

Moral development is not just our fundamental understanding of the difference between right and wrong. We all, from students to those in the workforce, confront the daily challenge of wanting to feel included and accepted, and to feel our values are supported and shared. From a design perspective, environments that foster inclusion come from providing space and accessibility for everyone, so that spaces are not only functional, but provide a supportive sense of belonging.



Physical

A body that is comfortable and can move as needed without undue strain is vital for our well-being in school or in the workplace. Physical development and variety of action and position is an important consideration for any space design. This includes ergonomically-sound furnishings that will help encourage our physical health, as well as tools that will adequately stimulate, support, and provide comfort to learners, educators, and workers with differing needs and abilities.





The Six Key Facets of Human Development

Success and happiness go hand in hand. This is what it means to thrive. Having the opportunity to learn, grow, achieve, and find community provides the foundation for lifelong fulfillment. The Thrive philosophy was created to show how the conscious design of environments can impact human happiness and health for all. And our Akt family brings that philosophy to life.

Considering the six stages of development in the crucial periods of formation and influence, the Thrive philosophy encapsulates thoughtful consideration of every space—where all are supported and encouraged. Akt gives us the tools to succeed and grow.



How To Create An “Akt-ive” Environment

With a focus on the developmental needs of humans, our Akt line is designed to evolve with each user, from high school to the workplace. We are turning our attention to the needs of higher education students and asking, “What does Generation Z need to thrive?” The Akt family is community-focused and flexible, informing a new generation of educational design for young adults.

Sylvia Kowalk of Legat Architects emphasizes that “the importance Generation Z, and whatever happens around them will enrich who they are. They are the nucleus of society. The space needs to respond to their needs now.” Akt is designed for action, creation, and facilitating big moves and movements. The newest generation of young adults are digital natives, used to hybrid learning, instant information, and creating lasting waves.

We created this family of products to match the energy and resourcefulness of the next generation. Akt is mobile, light, stackable, cleanable, and, most of all, stylish.

From collaboration to comfort and cleanliness, Akt is the perfect addition to any college campus or learning hall. As the world rapidly shifts, great environments bring people back together. And there’s never been a better time to Akt.

Cocoon Community Bench

Array Shelving

Sharewall

2

Keep everyone engaged by creating spaces for creativity and hands-on learning by using mobile furniture and community whiteboards.

Akt 42" Table

Akt 4-Leg Stool

Akt Lounge Corner Chair

Akt Large Ottoman

Akt Lounge Loveseat

Akt Lounge Chair

1

Prioritize mental well-being and by creating areas for relaxation that include soft seating to allow students to breathe, reflect, and take a brain break.

Cocoon Community Table

Akt Lounge High Back Chair

Akt Lounge Single Bench

Cocoon

4

Promote a sense of belonging. Accessible group and community furniture that encourages sharing will create a sense of openness.

Akt 4-Leg Stool

Akt 42" Table

3

Help individuals flourish by providing spaces that help eliminate distraction. Private areas and reading nooks allow them to learn and think alone.

Akt 29" Table

Akt 5-Star Chair

5

Create spaces for accelerated learning with configurable furniture for breakout groups that will foster both communication and teamwork.

Akt Stacking Chair



Moral: I Feel Empowered

Differences evaporate in spaces designed to encourage diversity of thought and collaboration. Empathetic growth can be achieved with inclusive furniture for accessibility and collaborative seating for open discourse: the tools that allow students to express themselves and hear one another.



Psychological: I Feel Safe

Balanced room design that includes spaces to recuperate alone or gather together provides a sense of belonging and safety. Optimal psychological development comes from allowing users the freedom to discover how they work best.



Physical: I Can Move

Ergonomic furniture that allows physical movement and easy positional changes, enabling proper posture and adequate stimulus, provides energy to engage and stimulate, while supporting high performance opportunities.



Social-Emotional: I Belong

Configurable work and rest environments where users can socialize, problem solve, and work together on common goals promote a sense of community and belonging, bolstering empathy, compassion, emotional intelligence, and self-confidence.

Designing with the Six Facets of Human Development

Creating a common space that encapsulates our six facets of human development requires flexible furniture, movable and comfortable pieces that allow self-expression and support different moods and styles of learning and collaboration. By providing colorful and modular furniture options, the Akt line enables you to create spaces that encourage joyful use, places where people are excited to sit, work, think, or rest.



Intellectual: I Can Learn

Flexible furniture and technology tools create a balanced environment to support all learning styles and abilities, to provide sensory stimulus, to improve focus, and to foster connectivity and collaboration.

Akt Lounge Chair

Cocoon Community Table

Schoolworks Bookcase

Akt Stacking Stool



Spiritual: I Can Breathe

Mindful spaces for breathing, reflection, and quiet introspection help provide opportunities for contemplative thinking. Overstimulated users benefit from calm moments, and may find balance in areas that provide moments of rest.

Akt Lounge Small Ottoman





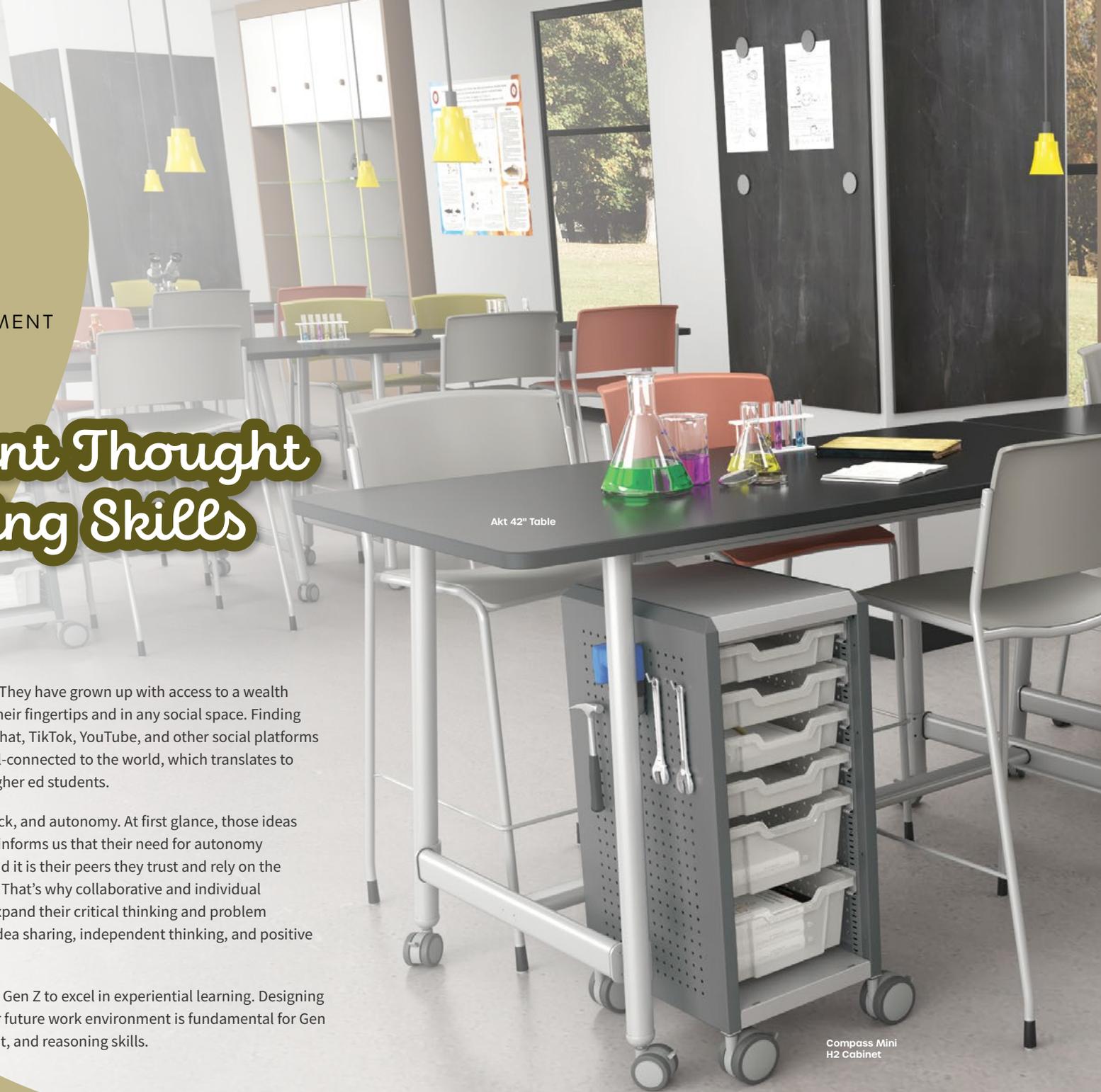
INTELLECTUAL DEVELOPMENT

Independent Thought & Reasoning Skills for Gen Z

Generation Z seeks constant motion. They have grown up with access to a wealth of information in seconds, right at their fingertips and in any social space. Finding their way through Instagram, Snapchat, TikTok, YouTube, and other social platforms comes second nature to them. Gen Z is well-connected to the world, which translates to education and the newest generation of higher ed students.

Gen Z wants two things: immediate feedback, and autonomy. At first glance, those ideas seem mutually exclusive, but a closer look informs us that their need for autonomy includes getting feedback on their work, and it is their peers they trust and rely on the most, according to Gen Z expert Mark Beal. That's why collaborative and individual educational environments help students expand their critical thinking and problem solving by encouraging group discussion, idea sharing, independent thinking, and positive reinforcement.

Community and collaborative spaces allow Gen Z to excel in experiential learning. Designing learning environments which emulate their future work environment is fundamental for Gen Z-ers to develop trust, independent thought, and reasoning skills.



Akt 42" Table

Compass Mini
H2 Cabinet



“ Having a project-based classroom where there are multiple avenues to accomplish a task helps prepare students to think more creatively.”

Thom Gibson
Robotics & STEM Teacher

Akt 4-Leg
Stool

Creative Thinking

Creative thinking involves being able to look at something from a different person's point of view, and is one of the most important qualities of a modern business leader. This often involves lateral thinking, or the ability to perceive patterns that are not always obvious. Leaders must have the courage to abandon traditional and rigid structures in favor of new ways of solving problems.

Creative people often devise out-of-the-box methods for completing tasks, solving problems, and meeting challenges. They bring a fresh and sometimes unorthodox perspective to their work that can be extremely valuable to their company. Creative thinking can help departments and organizations develop new strategies and grow in more productive directions. Creative leaders must also be able to facilitate tough conversations and question biases within

the workplace to create a more inclusive atmosphere.

There are several advantages to creative leadership within companies: problem-solving, mentoring, achieving growth, discovering new ideas and answers, and fostering a positive workplace mentality.

To design spaces that promote creative thinking, a designer must consider what elements make people creative. To some, creativity flourishes in messy and noisy areas. To others, creativity requires seclusion, privacy, and quiet. Many opt for movement in favor of traditional chairs and desks. Communal seating, sit and stand-up tables, wobble stools, and mobile furniture are flexible options to integrate movement in the workplace. Designers recommend adding graceful and geometric patterns or strong accent colors to spark imagination.



INTELLECTUAL DEVELOPMENT



Akt 4-Leg Chair



Elevate Wind
Quartile Bench

Tablet Side
Table

Akt 29"
Table

Akt Lounge
Loveseat

Elevate Wind
Round Ottomans

“The messaging that comes off of a building is telling our users, our clients, our parents, our investors, about the values and the beliefs that we hold, and that are intrinsic with our identity, and of course, health and wellness, vision, purpose, and spirit.”

Will LeStrange
Feng Shui Consultant



SOCIAL-EMOTIONAL DEVELOPMENT

The Power of Emotional Literacy

Social-emotional development refers to our awareness of our own and others' emotions, feelings, and personal experiences. Being able to recognize, regulate, and move through emotions in school or the workplace can reduce conflict and lead to a happier workplace or learning environment. When we are adept at social-emotional literacy, or the "soft skills", we demonstrate greater capacity for leadership through empathy, communication, and conflict resolution.

Cultivating social awareness and being introspective when approaching one's own emotional well-being are essential skills to exercise in the classroom. Social-emotional learning has shown to improve academic performance and to foster healthy relationships and mental wellness. Social-emotional learning can be a powerful tool in creating equitable, caring, and inclusive classrooms.

Dr. Maurice Elias, Professor of Psychology at Rutgers University and the Director of the Rutgers Social-Emotional and Character Development Lab, has been a valuable collaborator to our research on the value of social-emotional literacy. He believes that social-emotional skills are necessary for us to thrive. Some of the benefits of developing social-emotional skills include increasing a sense of inclusion, fostering collaboration, creating civil discourse, developing lifelong relational skills, and increased teacher and employee retention.



Akt Lounge Table

Akt Lounge Small Ottoman

Akt Lounge Chair



Akt Lounge
Sofa

Table Side
Table

Akt 29" Table

Cocoon Community
Table and Bench

Akt Lounge
Sofa

Akt Stacking
Chair

“For Generation Z, the social aspect and the inclusive aspect of design is crucial. Universal design, meaning the equity and the inclusion for everybody, being able to create spaces that will give the same opportunity to everybody to learn and be successful, are the major opportunities that colleges have right now.”

Sylvia Kowalk
Director of Interior Design, Legat Architects

“ Socialization needs to be intentional. We need that expansive space, so students really are intentional about socialization, and are connecting with the people that they need to, in person, and getting the resources that they need in order to thrive.”

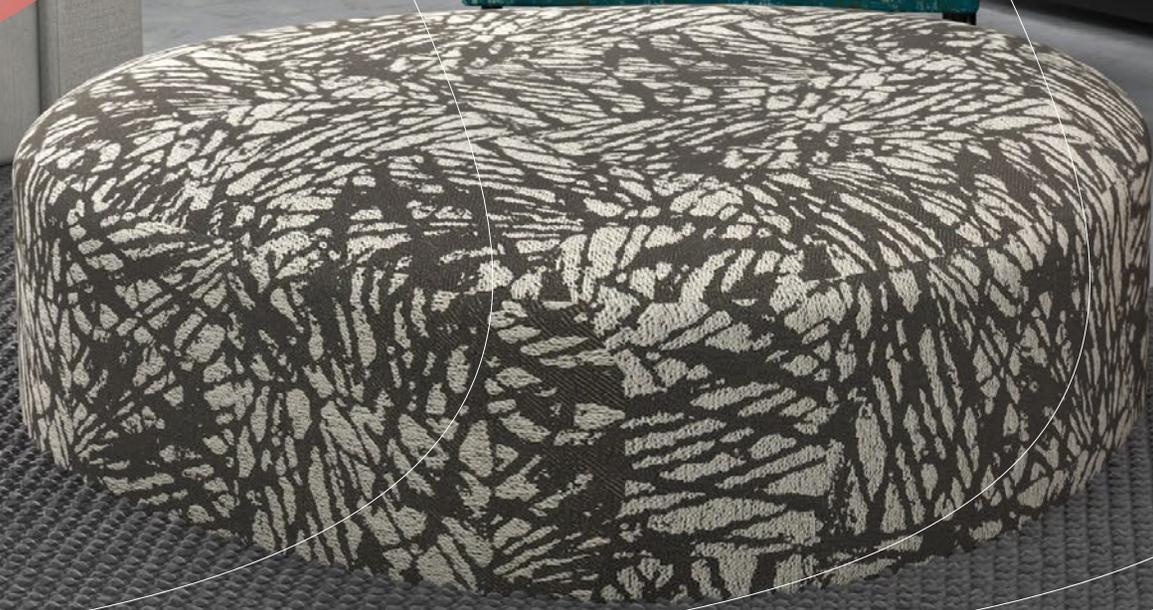
Robin Randall
Director of Pre K-12, Legat Architects



Elevate Wind
Quartile Chair



Akt Lounge
Large Ottoman





SOCIAL-EMOTIONAL DEVELOPMENT

Emotional Intelligence in Education

Generation Z is more aware of their mental health than previous generations. Many of them have now lived through two once-in-a-lifetime financial crises, a global pandemic, social unrest, and gun violence in the place where they should feel the safest. It is no surprise then that mental health plays an important role for higher education students.

Gen Z is currently playing a lot of catch-up. The Pew Research Center knows that “unlike the Millennials—who came of age during the Great Recession—this new generation was in line to inherit a strong economy with record-low unemployment. That has all changed now, as COVID-19 has reshaped the country’s social, political and economic landscape. Instead of looking ahead to a world of opportunities, Gen Z now peers into an uncertain future.”

Younger Gen Z-ers delayed college applications, unsure of what a post-pandemic future would look like. Older Gen Z-ers are leaving school without the resources they would have had pre-pandemic. So how can the design of learning environments help?

Design solutions should support inclusivity, for multiple learning and physical disorders, technology, and social interaction. Develop spaces where students and teachers may share their vulnerability while feeling safe, and set them up for future success. The modern idea of educational spaces gives students the freedom to explore their personal learning style and work in comfort, while establishing the emotional skills of empathy, respect, and collaboration.

Educators recognize the importance of positive peer interaction, as young adolescents possess a strong urge for belonging. Dr. Maurice Elias of Rutgers University’s Social-Emotional & Character Development Lab, provided several strategies to promote social-emotional learning, including peer opinion sharing, debating (respectful and empathetic), and plan problem solving. This leads to curiosity, experimentation, and dialogue between students. As much as students must engage in active learning, it is important that teachers also practice active listening.

Pouf Stool

Akt Lounge
Chair

Prioritizing Purpose in the Workplace

According to Generation Z Marketing Expert Mark Beal, Gen Z is the purpose generation, and the milestone events of recent years have expedited this focus. More so than other generations, Gen Z-ers expect corporations to care just as much about doing good for the world as they do.

A generation who puts purpose at the forefront of their decision making, Gen Z will research and communicate their research to their peers before buying into anything, including their workspace. Gen Z-ers are advocates for sustainability, charity, social justice and DEI in their place of employment and believe in putting people over profit.

Therefore, workplaces today must be carefully designed to promote emotional intelligence. Understand that workspaces today may include multiple generations: Gen Z, Millennials, Gen X, and even Baby Boomers. Designing environments that drive communication, interaction, active listening, team building, and creative thinking will foster diversity and inclusion for people of all ages and backgrounds. Open spaces, flexible seating, accessible visual communication tools, and separate meeting areas are all elements that foster comfort, inspiration, and trust in the workplace.

Generation Z is the most diverse generation of all time, and therefore the most inclusive. Mark Beal says they wear this as a badge of honor, and that “they are looking to join companies that prioritize diversity, inclusion, and what I like to call the ‘B’ word: belonging. That’s where they want to work. That’s where they want to go.”

Creating environments that reflect community, having flexible furniture which addresses multiple type of behaviors, and ensuring the use of sustainable materials will resonate with Gen Z. Because young workers are more attentive than ever to inclusion across race, ethnicity, sexual orientation, and gender identity, they will bring that diversity into the workplace and the workplace should reflect it back.



SOCIAL-
EMOTIONAL
DEVELOPMENT



Akt 5-Star Chair



Array Shelving

Akt High Back
Loveseat

Elate Electric Height
Adjustable Desk

“Gen Z is the purpose generation. And Gen Z-ers expect corporations to care just as much about doing good for the world as they do. This generation doesn't just talk the talk though, they walk the walk.”

Mark Beal
Generation Z Marketing Expert & Adjunct
Professor, Rutgers University

“Gen Z knows where they’re heading in life, and what they’re expecting in their college—health and wellness and life balance and everything that makes a human a human.”

Sylvia Kowalk
Director of Interior Design, Legat Architects

Akt Stacking Stool

Cocoon Community Table and Bench

Akt Stacking Chair

Frequency Table

Sharewall

Go Wolves!

∴

Welcome to Farris Hall

RA: Demetria Banks (Rm 204)

RA: Jeremy Ortiz (Rm 207)

Resident Meeting

Every Tuesday 8:00pm

Snacks & coffee included!

Akt Lounge
Sofa

Akt Lounge
Loveseat Bench

Identity Formation & Independence



PSYCHOLOGICAL
DEVELOPMENT

Generation Z is coming of age during an unprecedented time in history, with a pandemic and economic recession in their wake. The pandemic was formative for Generation Z, especially for those who turned 18 to 23 during those years, just like the Great Recession impacted Millennials. School shutdowns, high unemployment, social distancing, and quarantining had an immense impact on the way Generation Z sees and shapes their own futures. When the world changed, the way they decided to move through it changed also.

Generation Z marketing expert Mark Beal knows that “the pandemic had an impact on all of us, no matter what generation, no matter what age, but for Gen Z-ers, what we have to be mindful of is that it took place during their most formative years.” Gen Z is experiencing an increase in depression, expedited by academic pressure, high rates of perfectionism, and lack of adequate sleep. Dr. Alan Dennington performed a study on this new generation and found that 91% of Gen Z-ers experienced physical or emotional symptoms of mental health stress last year.

Dr. Chris Fagundes, a professor of psychology at Rice University, has expertise in psychological development in the adolescent brain. His work emphasizes the importance of the conditions and environments that help young adults flourish as individuals, and his research shows the importance of spaces that encourage students to find their own best way to work. Meditation and quiet areas, collaborative learning setups, personal areas for individual work, and engaging rooms for the arts and extracurricular activities will help students grow optimally.

Dr. Fagundes acknowledges that Gen Z-ers thrive finding a sense of community with others, but that the need to socialize must be balanced with the opportunity to retreat and spend time alone. Design that fosters psychological development provides options that create the pathway to independence and self-awareness, as well as allowing group interaction.

Sylvia Kowalk of Legat Architects emphasizes the need for flexible furniture, sensory cues like natural light and colors, and technology tools for Gen Z-ers to feel and perform at their best in their learning environments. “What I love about Akt are the clear lines,” Kowalk says. “The simplicity of the lines transforms to an open palette for us to dream and for students to create.”

Corporate Culture

Defining a strong and positive corporate culture always helps employees to feel and perform their best. Positive company culture can have a far-reaching impact on recruitment, employee loyalty, job satisfaction, collaboration, work performance, employee morale, and overall stress levels. Since Generation Z is the future of the workplace, defining a strong and positive corporate culture must be based on their needs.

The pandemic has influenced Gen Z's views, perspectives, and impact on society, which has changed their expectations of the workplace. One in four Gen Z-ers anticipate a competitive salary and benefits, with many suggesting a four-day work week and hybrid set-ups. A workplace that encourages open communication and problem solving is attractive to Gen Z because it strengthens morale and builds community. As Gen Z enters the workforce, there will be even more of an emphasis on creating optimal work and life balance.

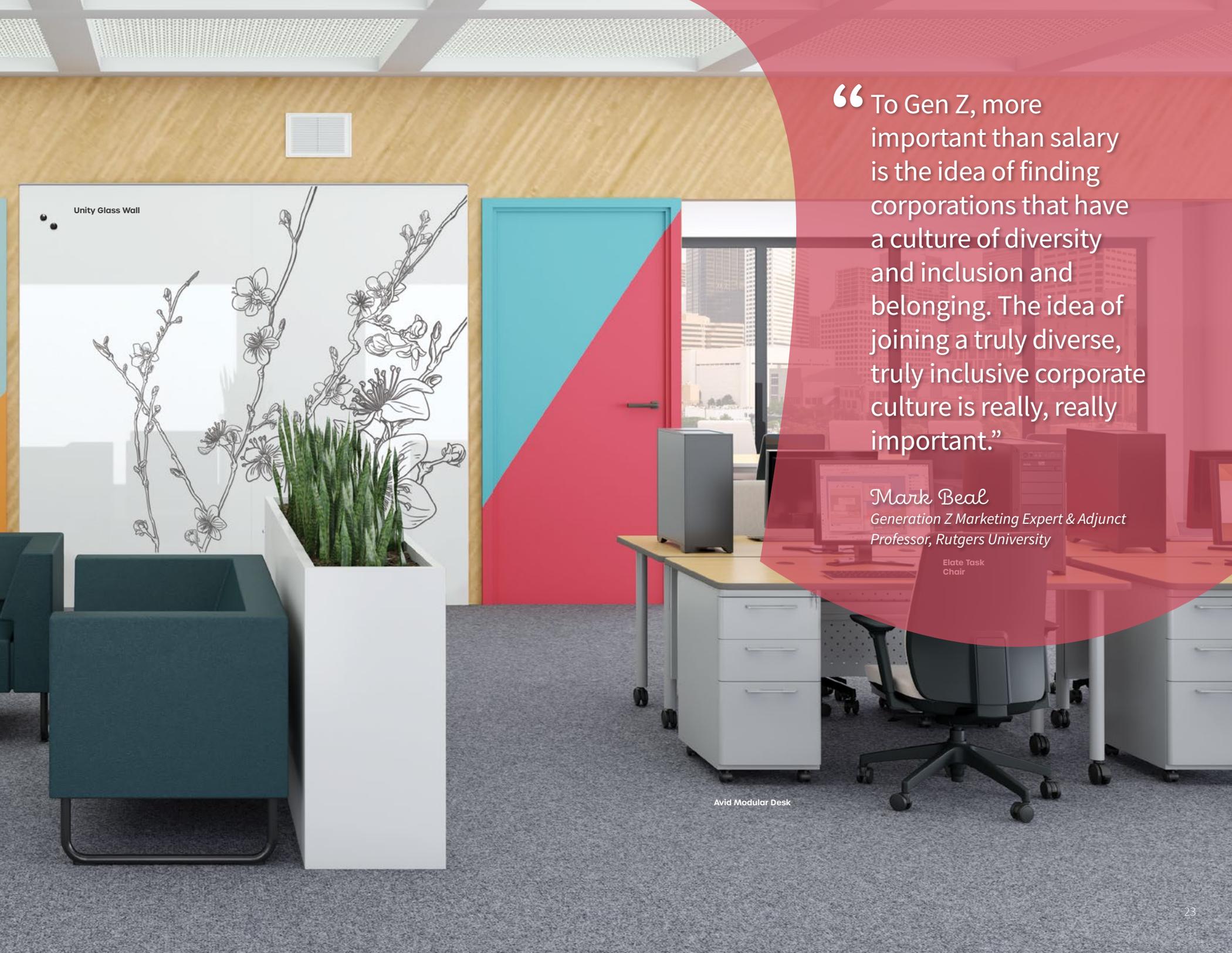
With 34% of Gen Z-ers saying that diversity, equity, and inclusion are the top characteristics they are seeking in a future employer, the workplace should follow a welcoming, open design. Generation Z is already being introduced to spaces that promote collaboration, dialogue, and technology integration. It is only natural for them to perform their best in environments designed to maximize their performance as they transition into the workplace.



PSYCHOLOGICAL
DEVELOPMENT



Akt Lounge
Loveseat



Unity Glass Wall

“To Gen Z, more important than salary is the idea of finding corporations that have a culture of diversity and inclusion and belonging. The idea of joining a truly diverse, truly inclusive corporate culture is really, really important.”

Mark Beal
Generation Z Marketing Expert & Adjunct
Professor, Rutgers University

Elate Task
Chair

Avid Modular Desk



Human Connection & Personal Growth

“We can see that all of these elements, our emotions, our physical, our socio-cultural, financial, our spiritual, our intellectual lives, are interconnected and they contribute to our overall state of wellness. We need to think about this when we're designing spaces. It's absolutely critical.”

*Will LeStrange
Feng Shui Consultant*

Spiritual development is the act of finding harmony with one's spirit and self and our learned awareness that we are all a part of something larger than ourselves. Spiritual needs are met when we feel welcome to inhabit our fullest selves in the spaces in which we learn and work, creating a clear path for us to thrive.

Students should be encouraged to reflect on their own beliefs and perspectives, and to have interest in and respect for other people's faiths and values. Imagination, creativity, and a willingness to reflect on what they've learned are all essential to spiritual growth. Spaces that cultivate goodness, truth, and beauty through design elements like natural lighting, calming color, and even furniture arrangement can inspire lifelong spiritual growth.

Feng shui consultant Will LeStrange collaborated with MooreCo's design team to share his knowledge on harmonious design and his insights on spiritual growth and understanding, learned through his studies in China and working with the Dalai Lama. Will believes in the importance of balancing energies in design, and that spaces centered around music, art, and meditation all foster spiritual growth by encouraging contemplative thinking.

To attain balanced design means understanding the value of polarities in nature and in ourselves. He used the example of Yin and Yang to demonstrate

the importance of giving equal attention to both energies in design: the potential and the realized. The benefits

of designing for spiritual harmony provide restful, calm spaces that create solitude and introspection, and spaces that facilitate energetic collaboration as the need arises.

Start Them Young

Anxiety is one of the leading mental health issues among today's youth. Adolescents and young adults (known as Generation Z) are struggling with mental health more than previous generations. Because of this, it is important to prioritize mental, physical, and emotional health as early as possible.

Educators, parents, and school designers would be remiss to discount the benefits of investing in students' spiritual development when creating spaces and schedules for student health. This doesn't mean subscribing to a certain system of belief. It can be as simple as integrating space for silence, breathing, and reflection. Biophilic design and outdoor areas can also act as a respite from daily stress.

Educators are adopting a holistic approach to help students cope with anxiety. Mindfulness techniques like breathing exercises and guided meditations are quickly being integrated into daily curriculum. Research finds that practicing mindfulness can increase attention, improve interpersonal relationships, and strengthen compassion.

Design for mindfulness requires thoughtful spaces where individuals can easily access tools to help them relax. Quiet spaces, decompression areas, calming corners, and furniture that allows moderate movement, like rocking chairs, will help users auto-regulate stress. The benefits of mindfulness in education include stress and anxiety management, increased compassion and resilience, empathy development, and heightened cognitive attention, as well as helping students develop the ability to listen to their own needs.



Purpose



Today
Unit 3:
Basics on Color Correction

* Photography projects due
in 2 weeks!



Liso Glass Wall

iTeach Spider
Flat Panel Cart



Akt Corner Chair

Akt Loveseat

Akt Lounge Table

Akt Lounge
Chair

Enroll Tablet
Chair

Akt 42" Table

Akt 29" Table

Akt 5-Star
Chair

Mindfulness in the Workplace

Corporations today are investing in opportunities where their employees can exercise mindfulness in the workplace. Stress placed on workers has led to varied work situations such as flex schedules and the ability to work from home. It's now more important than ever to consider the holistic health of Gen Z as they enter the workforce to ensure they are maintaining a healthy work-life balance.

An emphasis on physical and mental health in the workplace is attractive to Gen Z, and conveniently common in top-performing companies. Studies show that mindful teams experience fewer interpersonal conflicts and are more results oriented. Mindfulness in corporations is used to counterbalance the speed of Gen Z's digital autonomy and to keep them present.

Creating intentional mindfulness in the workplace starts with restorative design. Robin Randall of Legat Architects informed us that commercial design is already thinking ahead to what the workplace will look like led by Gen Z. Common questions surround work-life balance, collaborative spaces, and how furniture can support all of it. Workplace design is becoming more collaborative, and flexibility is essential.

An abundance of natural light is favored to support mental well-being by using large scale windows and glass doors. Incorporating biophilic design through natural elements that encourage the human tendency to interact with one another aligns with Gen Z's need to collaborate and form community. Research shows that biophilic design enhances productivity, creativity, and performance.



SPIRITUAL DEVELOPMENT



Akt 5-Star Chair with arms



“ We can set environments up to help us become more mindful. Places where meditation can be accessed without distraction, where we can relax—we don't even have to formally meditate—we just need to contemplate, be alive, have time to reflect on an inner level.”

*Will LeStrange
Feng Shui Consultant*

Desktop Privacy Panel

Elate LED Desk Lamp

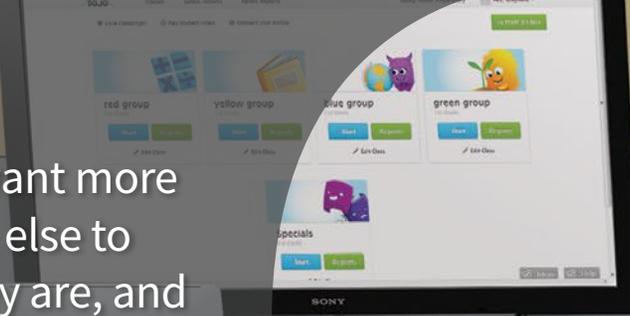
Elate Electric Height Adjustable Desk

Akt 5-Star Chair with arms

Avid File Cabinet

“Adolescents want more than anything else to know who they are, and therefore, when they start figuring that out, they want to express who they are through the environment that they create for themselves.”

Dr. Chris Fagundes
Associate Professor of Psychology, Rice University



Hierarchy Visionary Glass Board



Akt Stacking Stool



Hierarchy CogNitiv Table



Hierarchy Activity
Table + Standing
Height Legs

Akt
Stacking
Chair



MORAL DEVELOPMENT

Principled Choices & Value Definition

Moral development is near to spiritual growth in one's own ability to separate right from wrong. As students encounter ethical dilemmas in the classroom and beyond, they start cultivating ideas of what fairness and justice looks like. If the classroom is a place where those values are upheld, students begin to build trust in each other and find the courage to stand up for what they believe. Creating a sense of belonging in the classroom through intentional design and community building can enhance moral development to create a more holistic society. Students who experience moral growth develop skills like respect, curiosity, and how to thrive in periods of discomfort.

For further insight, we consulted with Cara Biasucci, a member of the governing board of the National Ethics Project and part of the Center for Leadership and Ethics at the University of Texas at Austin. We learned that the importance of ethics education in higher education and the workplace come from learning to be aware of our own motivations and biases. Because we now know that the brain isn't fully formed until around the age of 24, it is vital to support the physical and psychological needs of users, and to make sure a strong sense of ethics and values is patterned, so everyone feels heard, supported, and in harmony internally and externally.



MORAL DEVELOPMENT

Compassionate Design:

DESIGNING WITH EMPATHY IN MIND

Gen Z has experienced exceptional collective trauma, and although many have come out stronger, a high percentage of our youth is currently struggling. The escalation of substance abuse, overdose, self-harm, violence, anxiety, and depression are signs of this struggle. Scarlet Peters, a high school student in Austin, Texas, shared with us: “Sandy Hook happened when I was in kindergarten. I am 16 and Uvalde happened last week. My entire school career has been around school shootings. When I walk into the building I sometimes wonder if our school is next.”

This is where design with empathy becomes crucial. It takes awareness to a much higher level. It makes Scarlet your daughter, cousin, niece, or best friend’s daughter. It brings it close to home. Designing with empathy should push conversations forward, transcending the budgets, styles, and trends. It becomes a responsibility and a commitment to truly understand the emotional, physical, and psychological needs of the people who will be using the space. It represents addressing as many of those needs as possible, so teachers, students, and workers can feel safe, motivated, comfortable, and inspired.

Unlike traditional design, social design supports relationships and addresses the needs of whole communities. Contemporary and casual furnishing help to create a relaxed ambiance in an otherwise less comfortable space. Incorporating seating options such as bar stools, booth seating, and communal tables boost the overall experience in dining, lounging, and personal spaces.

Robin Randall of Legat Architects sees an upsurge in social-emotional concerns among Gen Z. She says that “We are learning now that students need a place to take a break. We need places that create quiet and kindness.” Lobbies, common areas, transaction spaces, and dining spaces are now viewed as comforting amenities, particularly for those spending extended periods of time in a particular space.

Adding plants or having pets in the classroom or workspace helps foster the ability to nurture. It promotes the sense of taking care of and acting with kindness towards the environment we are in and to those who are sharing it with us.



Cocoon
Community
Table

Akt 4-Leg
Stool



“ We need places that create quiet and kindness. We're in the midst of research around how buildings teach kindness and we know that spaces need to have that comfort, that therapeutic kind of environment.”

Robin Randall
Director of Pre K-12, Legat Architects

High back loveseat

Akt 29" Table

Akt 4-Leg Chair

Akt 29" Table

Akt Stacking Chair

Akt Stacking Stool

Cocoon Community Table



PHYSICAL DEVELOPMENT

Bodily Growth & Sensory Awareness

A body that is comfortable and can move as needed without undue strain is vital for our well-being in school or in the workplace. Physical development and variety of action and position is an important consideration for any space design. This includes ergonomically-sound furnishings that will help encourage our physical health, as well as tools that will adequately stimulate, support, and provide comfort to learners, educators, and workers with differing needs and abilities.

Meeting physical needs can mean allowing rest whenever necessary while encouraging movement throughout the day. Seating should be ergonomically sound, comfortable, and flexible first, but should also stimulate and support learners of all needs and abilities. Benefits of a physically active environment include increased concentration, behavior, and self-confidence, allowing users to thrive at their own pace.

Creating environments for optimal physical development requires a multi-tiered approach. Ergonomic furniture that supports the health of the musculoskeletal system and helps prevent injury is required. In addition, attention must be given to vestibular and nervous system support, to meet the stimulus needs of each user.

The 4 Sensory Aspects

Dr. Amy Rohnsner, PT, and Dr. Lisa Harris, OT, co-owners of Healthworks Ergonomics in Austin, Texas, provided in-depth insight to MooreCo on stimulating different sensory styles. They break down sensory styles into four general aspects, each requiring specific and different accommodations for adequate focus and learning: Seekers, Bystanders, Avoiders, and Sensors. These individualized needs can be met with flexible and active furniture and seating options that balance a need for alone time and group learning.

4

Sensors: Low Threshold + Low Activity

Sensors react more quickly and more intensely than others. They are easily overwhelmed by sensory-rich environments, which can make them unable to focus. Give Sensors a private option where they can tune out external stimuli, such as our Akt High Back Seat.

Akt Single Bench

Akt 4-Leg Chair

Akt 29" Table

1

Seekers: High Threshold + High Activity

Seekers are busier than the average person, more engaged in the sensory experience of their spaces, acting to manage sensory input. Wobble stools are ideal to eliminate the extra energy without distracting others in the same environment.



3

Avoiders: Low Threshold + High Activity

Avoiders have a more passive response and are more likely to retreat from unfamiliar situations. They are highly aware of their surroundings but less likely to take action. Active furniture, such as rocking chairs that allow moderate movement, are ideal for avoiders.

Akt High Back
Loveseat

Akt 5-Star Stool

Soft Sway
Rocker Chair

Akt Stacking
Chair

Akt 29" Table

Hierarchy Grow
Stool

Akt 29" Table

2

Bystanders: High Threshold + Low Activity

A Bystander misses more sensory cues, and allows sensory experiences to happen and then will react. These are people who can focus in a distracting environment. Place them in areas with furniture that permits direct interaction, such as Akt tables.



Akt 29" Table

Akt 5-Star Chair

Akt Lounge Chair

Akt Lounge Loveseat

Akt Lounge Table

Divvy D.O.C. Room Dividers

Elate Electric Height Adjustable Desk

Elate Task Chair



Akt 4-Leg Chair

“Having furniture that is movable and adaptable with different patterns and colors is important. The more opportunities that we can provide for people to self-select, the more we can meet different people's needs.”

Dr. Lisa Harris, OT
Healthworks Ergonomics



PHYSICAL
DEVELOPMENT

Importance of the 4 Sensory Aspects in the Workplace

To accommodate sensory needs in the workplace, offices can be set up to balance out the need for more and less stimulus, according to type.

1. Seekers thrive in environments that are busier and more stimulating. Furniture that moves with them will release excess tension by creating rhythmic micro-movements. An ideal working environment for a seeker is a swivel or rocking chair, a sit-to-stand desk, and collaborative areas where they may cowork with others.

2. Bystanders thrive in areas with more stimulation. Bright visual cues will help draw and maintain their focus and attention. Colorful furniture and mobile visual communication boards aid in focus retention. An ideal working environment for a bystander is a bright area with plenty of light, color, and collaborative space to hear and see others.

3. Avoiders thrive when in areas of low stimulus. They may become overwhelmed with too many visual or aural cues. The ideal working environment for an avoider is a privacy pod, a reading nook, a work-from-home station, or an outdoor bean bag to work alone in a serene, outdoor courtyard.

4. Sensors thrive with routine and a sense of structure. They respond easily to stimulus and may become agitated if overwhelmed. An ideal environment for a sensitive worker includes an easily organized desk system, visual communication tools that help them (and others) stay on task, and ergonomic executive chairs for all-day comfort.

MooreCo's Akt line of furniture was designed to accompany users on their journey of getting things done—through activity, motion, and construction.



Akt Table

Akt tables were designed to enable users to “Akt” with purpose and intention. The flexibility of movement gives Gen Z students that avenue to access new communities. Ideal for collaborative set ups, tables are available with a variety of different tabletop styles, from racetrack, wavy rectangles, to amoeba-shaped desks. Butcher block tables are a favored by designers for community and socialization.

Akt tables are a reconfigurable solution designed for dynamic and collaborative environments. Tables may be used for group work emphasizing team activities and socialization. They can also be used alone with plenty of space to spread out and get creative. Ideally suited for secondary learners, higher education students, and employees in the workforce.

Fixed height table tops are available in 29"H, 36"H, or 42"H models allowing users to sit, stand, and perch to support different styles of working or learning. The two taller sizes include an integrated footrest.

Laminate tops measure 1- $\frac{1}{8}$ " thick; butcher block tops measure 1- $\frac{1}{2}$ " thick. Standard and custom laminates and edge bands available.

Angled legs include casters, and are available in rectangular or round profiles, making it easy for Gen Z users to re-invent their space without wasting time. Sophisticated and sleek, the crossbar stabilizing the table is aluminum, chosen to reduce our carbon footprint.

[VIEW ONLINE](#)

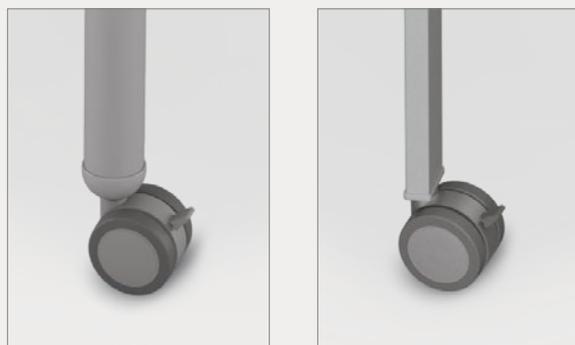


Akt Tables are designed to be customizable—choose a laminate top or upgrade to solid wood butcher block.

Akt Tables come standard with four locking casters for easy configuration and maneuverability.



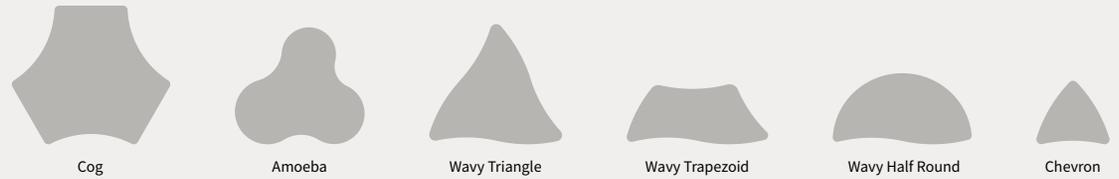
Available in three heights to work with any chair, stool, or while standing. Taller tables include integrated foot rest for comfort and structural stability.



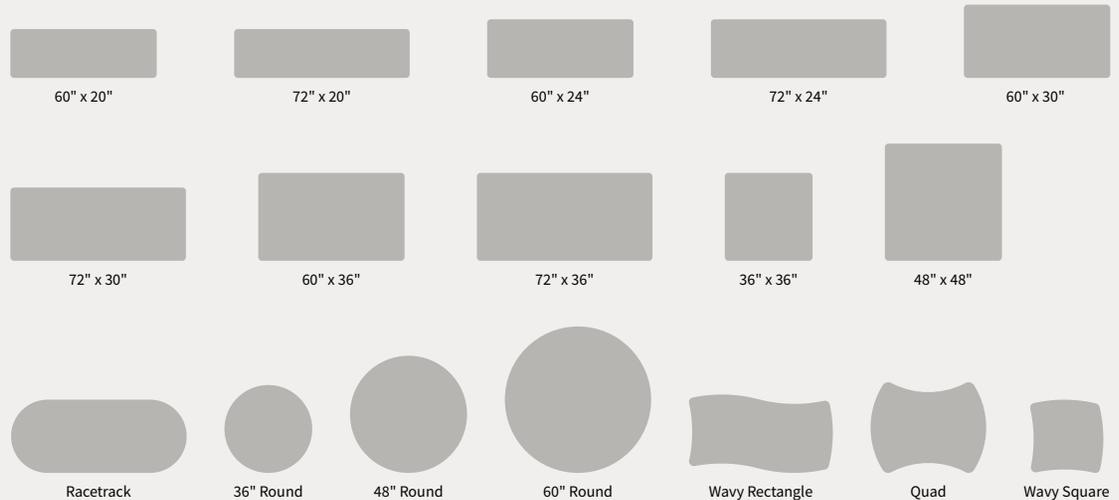
Choose the leg style that suits you and your space the best: round provides a more traditional style, while the rectangle leg is sleek and modern.

Akt Table Top Options:

Available in 29"H table only:



Available in any height:



Available with butcher block top (in any height):





Akt Seating

While Millennials were more likely to adopt the “style” of the era, Gen Z is embracing a new aesthetic every single day, constantly changing up their individual expression through fashion. Nothing is static in the world of Gen Z, which is why we created a line of chairs that allow movement while learning or working. In the mind of a creative people with a hopeful future, having the freedom to stay active enhances their learning experience.

Akt 4-leg chairs also come with glides or casters. Choose the caster chair to cultivate an active environment that takes work on-the-go. Stacking stools and chairs can stack up to ten high, promoting balance, and the glides include a metal stem that pushes in to keep them in place, unlike other manufacturers'.

Injection molded polypropylene shell available standard in six sophisticated colors. Custom colors available (MOQ applies).

Available with a stacking wire base (18" or 29-½" seat height), 4-leg base (18" or 29-½" seat height), and 5-star base in both chair and stool versions.

4-leg chair and 5-star chair and stool are available with hard casters, soft casters, or glides.

Optional arms available to fit 5-star chair and stool.

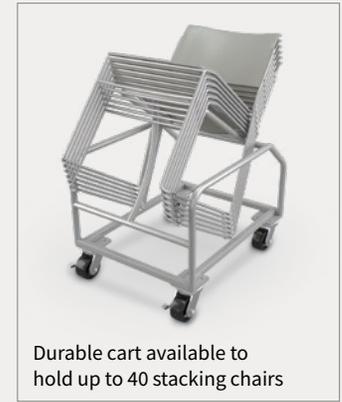
Cart available for easy transport of stacking chairs (for stacking chair only, holds up to 40).

“ Things that bring us together are going to make us be social. When students have that common language, that’s when socialization between them and between faculty is going to happen. Akt furniture can create these environments, 100 percent. Just by how you place furniture creates socialization.”

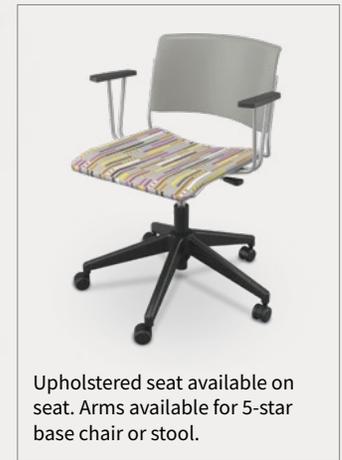
Sylvia Kowalk
Director of Interior Design,
Legat Architects



[VIEW ONLINE](#)



Durable cart available to hold up to 40 stacking chairs



Upholstered seat available on seat. Arms available for 5-star base chair or stool.

Unlike chairs from other manufacturers, our glides are held in place by a metal stem which won't fall out when stacking the chairs.



Stacking Chair



Stacking Stool



4-Leg Chair



4-Leg Caster Chair



4-Leg Stool



5-Star Chair



5-Star Stool



Akt Lounge

Akt Lounge Soft Seating

Both physical and mental health are extremely important to Gen Z. Since MooreCo serves across multi-channels, we took some healthcare soft seating principles and applied them into Akt Soft Seating. The sturdy construction of the frame includes an engineered webbing suspension, and seats are made of high density foam.

Akt soft seating is designed to facilitate easy and thorough cleaning by minimizing the spaces where debris can collect. Created with gaps between the back and seat, spacers are inserted to let crumbs and dirt fall to the ground where it can be easily vacuumed. Spacers are available in multiple colors to match multiple fabrics and the other members of the Akt family. The taller legs are raised 9" from the ground, allowing most vacuums to fit beneath.

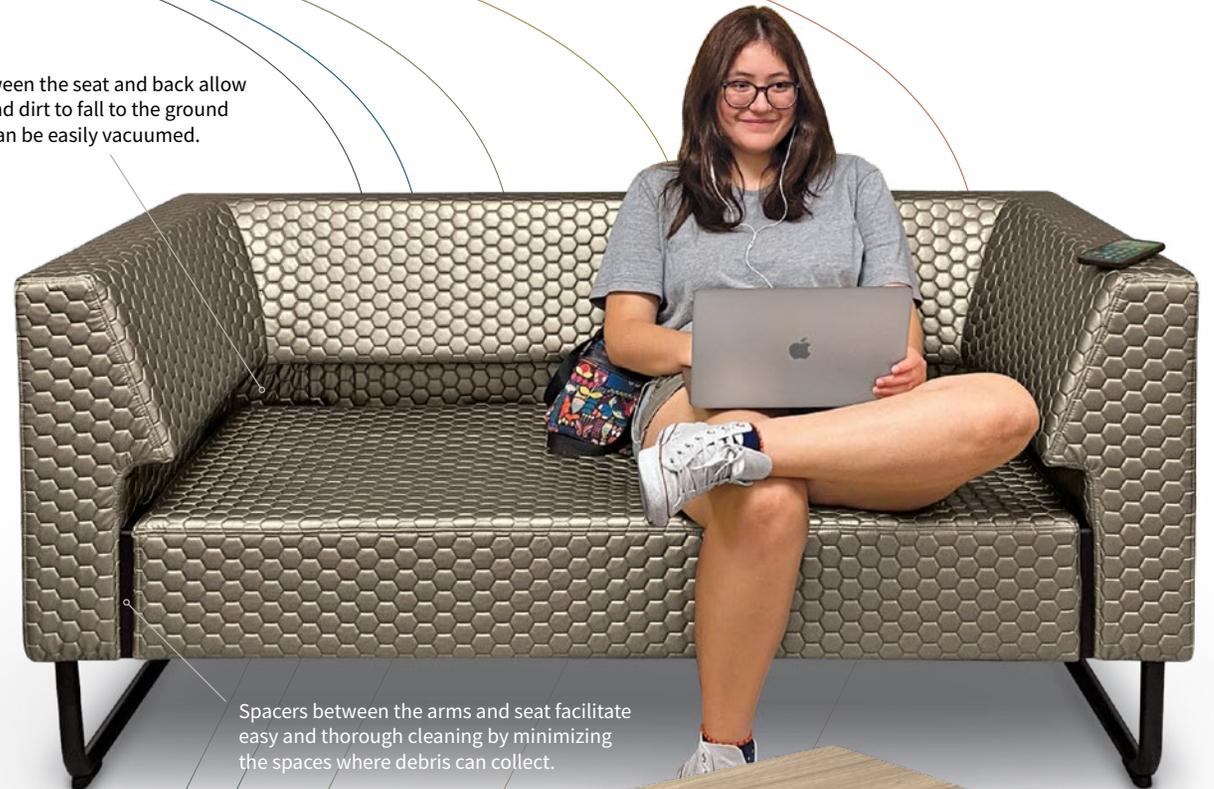
Top stitched sewing details in upholstery. Textiles available through graded-in fabric program, or COM by approval. Includes powder-coated steel legs. Available with optional integrated electrical USB and 110v outlets.

Akt Soft Seating is also configurable, so you can fit multiple styles together, keep them apart, and change it up the next day. Corner chairs, sofas with or without arms, loveseats with or without arms, and double or single wide ottomans are available in standard fabric options or custom patterns and styles that match your aesthetic.

Akt Lounge Tables

With sophistication and sleek style, Akt Lounge Tables are an ideal addition to individual work areas, collaborative spaces, or other team environments. Available in three sizes: single, loveseat, or sofa width. Customizable with your choice of laminates and edge bands. Includes black powder-coated steel frame.

Gaps between the seat and back allow crumbs and dirt to fall to the ground where it can be easily vacuumed.



Spacers between the arms and seat facilitate easy and thorough cleaning by minimizing the spaces where debris can collect.



Generous 9" clearance for easy access with a vacuum or mop.

“Generation Z is very concerned about their health and their safety, so any environment that we’re creating right now for higher education needs to have that as a checkmark.”

Sylvia Kowalk
Director of Interior Design, Legat Architects

VIEW ONLINE

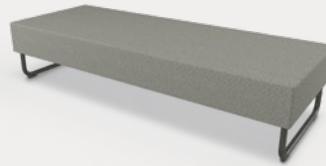
Akt Lounge Soft Seating:



Akt Lounge Single Bench



Akt Lounge Loveseat Bench



Akt Lounge Sofa Bench



Akt Lounge Chair - Armless



Akt Lounge Chair



Akt Lounge Loveseat - Armless



Akt Lounge Loveseat



Akt Lounge Sofa - Armless



Akt Lounge Sofa



Akt Lounge Corner Chair



Akt Lounge High Back Chair



Akt Lounge High Back Loveseat



Akt Lounge Small Ottoman



Akt Lounge Large Ottoman

Akt Lounge Tables:



Akt Lounge Single Table



Akt Lounge Loveseat Table



Akt Lounge Sofa Table

Sources:

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Who is Gen Z? How to Communicate With, Reach, and Support Young Adults in Learning Environments

Mark Beal, Adjunct Professor, Rutgers University

What College Students Need to Thrive: Meeting Physical and Sensory Needs in Every Space

Dr. Amy Rohsner, PT, Healthworks Ergonomics

Dr. Lisa Harris, OT, Healthworks Ergonomics

Campus of Tomorrow Tour: Creating a Space for Students to Thrive

Robin Randall, Director of Pre K–12 Education, Legat Architects

Sylvia Kowalk, Director of Interior Design, Legat Architects

Creating Authentic Spaces with MooreCo: Tools to Act, Move, and Thrive in Higher Learning

Greg Moore, CEO, MooreCo

Polly Moore, VP of Marketing, MooreCo

Ryan Haase, VP of Product Development, MooreCo

Thrive Forward: Creating Environments for Optimal Health and Well-Being (Spring 2021 Design Conference from MooreCo)

Physical Development: The Power of Posture and Movement for Creative Thinking and Positive Mood

Dr. Amy Rohsner, PT, Healthworks Ergonomics

Dr. Lisa Harris, OT, Healthworks Ergonomics

Intellectual Development: Teens and Teamwork – Power of Peers on Brain Development

Dr. Jessica Church-Lang, Head, Texas Learning Disabilities Research Center, University of Texas

Using Six Human Development Principles to Inform Design Choices

Robin Randall, Director of Pre K–12 Education, Legat Architects

Sylvia Kowalk, Director of Interior Design, Legat Architects

Psychological Development: Self Confidence, Identity, and How the Senses Perceive Environment

Dr. Chris Fagundes, Associate Professor of Psychology, Rice University

Moral Development: Behavioral Ethics and Empathy in Schools and Corporate Culture

Cara Biasucci, MFA, Director of Ethics Education, University of Texas

Social-Emotional Development: Emotional Intelligence and Student Leadership

Dr. Maurice Elias, Ph.D., Professor of Psychology & Director of Rutgers Social-Emotional & Character Development Lab, Rutgers University

Spiritual Development: Design for Mindfulness and Spaces that Encourage Harmony

Will LeStrange, Feng Shui Consultant, Louisville KY

Thrive Together: Creating the Classrooms of Tomorrow (Fall 2020 Design Conference from MooreCo)
What Comes Next? Predicting Classroom Design After 2020

Angie Stutsman, Interior Design Project Manager, Sr. Associate at Corgan

Chloe Hosid, Corgan

Dissecting the Needs of Students and Teachers: Equity, Diversity, and Inclusion in 2020 Classrooms

Dr. Mark Anthony Gooden, PhD, Professor of Education Leadership at Columbia University

Dr. Tom Leonard, Superintendent of Eanes ISD in Austin, Texas

Collaborating the Dream: Designing the Ideal STEM Classroom

Robin Randall, Director of Pre K–12 Education, Legat Architects

Sylvia Kowalk, Director of Interior Design, Legat Architects

Creating Educational Environments: We're Adding the Fifth "C" of Learning for Every Student

Greg Moore, CEO, MooreCo

Polly Moore, VP of Marketing, MooreCo

Ryan Haase, VP of Product Development, MooreCo

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Sharewall
Spline System



Akt 4-Leg
Stool



Akt Lounge
Loveseat



Akt Lounge
Table



Akt Lounge
Chair



Akt Lounge
Sofa

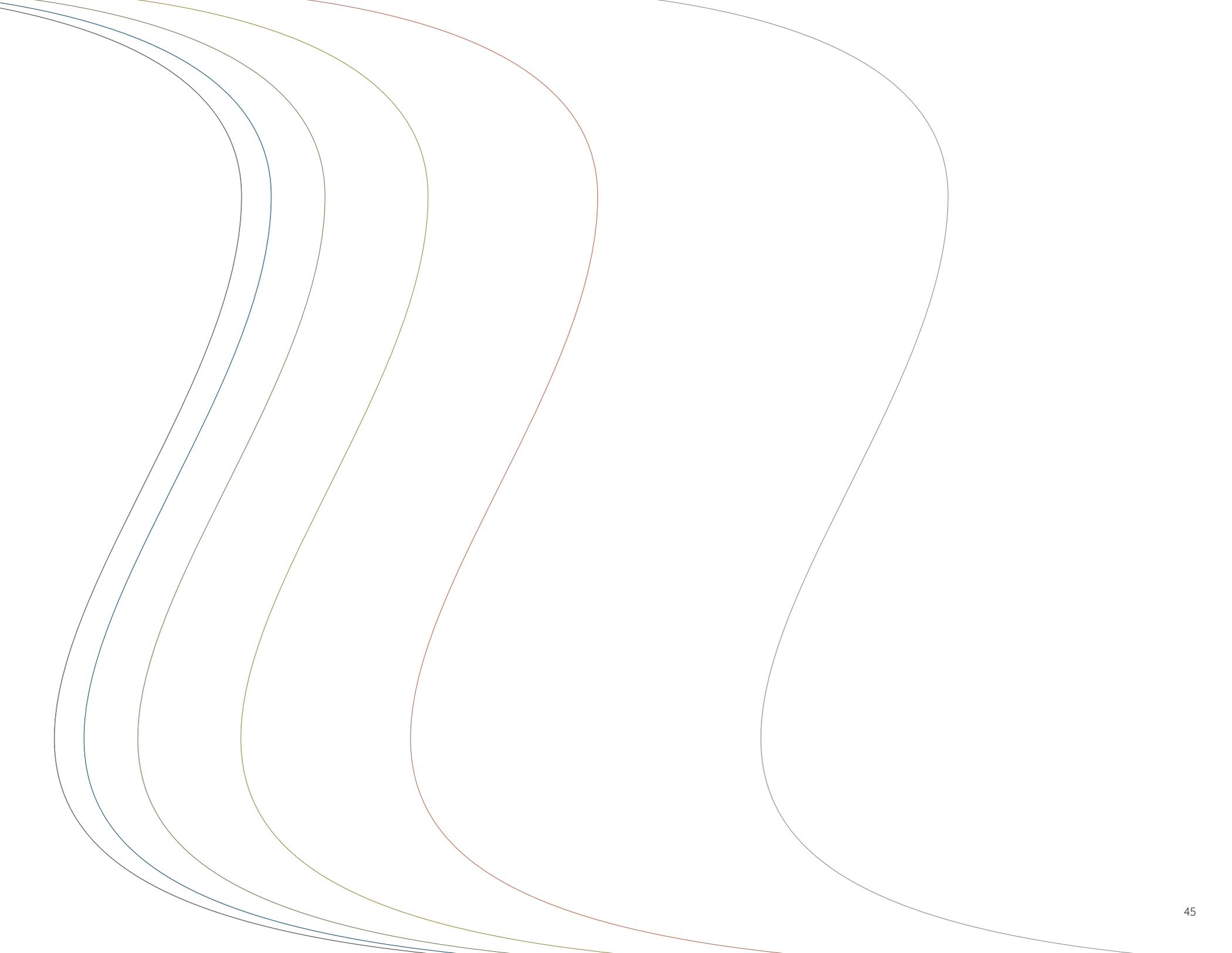


Appendix: Specified Fabrics & Finishes

Please note: fabrics and finishes are chosen for illustration purposes only and do not necessarily represent accurate scale, color, or best purpose of use. Please consult with our professional design team before selecting fabrics and finishes for your space.

| Page | Product | Fabric / Finish |
|------------------|-------------------------------------|--|
| 2 | Akt Lounge Loveseat | Refuge Honey |
| | Akt Lounge Loveseat | Molecule Stone |
| | Akt Lounge Corner Chair | Molecule Stone |
| 4-5 | Akt Tables (Cog, Amoeba, Rectangle) | Laminate: Monkeypod Wood / Edge Band: Platinum |
| | Akt Tables (Wavy Rectangle) | Laminate: HPL Whiteboard / Edge Band: Platinum |
| | Soft Sway Rocking Chair | Vivo Bali |
| | Soft Sway Rocking Chair | Weekender Cool Breeze |
| | Akt Lounge High Back Loveseat | Seats: Agora Pearl / Panels: Taza Deep |
| | Akt Lounge Single Bench | Vivo Bali |
| | Array Shelving | Black |
| 6-7 | Cocoon Community Bench | Laminate: Brushed Walnut / Fabric: Icon Sunny |
| | Cocoon Community Table | Brushed Walnut |
| | Akt Lounge Chair | Hemisphere Myan |
| | Akt Large Ottoman | Homage Lantern |
| | Akt Lounge Loveseat | Enhance Indigo |
| | Akt Lounge Corner Chair | Enhance Indigo |
| | Akt Lounge Single Bench | Hemisphere Myan |
| | Akt Lounge High Back Chair | Homage Lantern |
| | Cocoon | Brushed Walnut |
| | Akt 29" Table | Laminate: Carter Oak / Edge Band: Platinum |
| 8-9 | Schoolworks Bookcase | Putty |
| | Akt Lounge Chair | Soho Evergreen |
| | Akt Lounge Chair | Sensory Clove |
| | Akt Lounge Small Ottoman | Soho Koi |
| | Cocoon Community Table | Putty |
| 10-11 | Akt 29" Table | Laminate: Pinnacle Walnut / Edge Band: Moss |
| | Akt 42" Table | Laminate: Black / Edge Band: Black |
| | Akt Lounge Loveseat | Illumina Cirrus |
| 12-13 | Elevate Wind Round Ottoman 24" | Illumina Lyrical |
| | Elevate Wind Round Ottoman 20" | Illumina Cirrus |
| | Akt 29" Table | Laminate: Ashbee Oak / Edge Band: Bee |
| | Elevate Wind Quartile Bench | Kite Coastal |
| | Akt Lounge Chair | Felt Fusion |
| 14-15 | Akt Lounge Chair | Felt Spritz |
| | Akt Lounge Small Ottoman | Felt Spritz |
| | Akt Lounge Table | Laminate: Buka Bark / Edge Band: Morning Fog |
| | Akt Lounge Sofa | Felt Mineral |
| | Cocoon Community Table | North Sea |
| | Cocoon Community Bench | Laminate: North Sea / Fabric: Felt Fanfare |
| | Akt Lounge Sofa | Faux Mo Stone |
| | Akt Lounge Chair | Illumina Candy |
| 16-17 | Elevate Wind Quartile Chair | Illumina Swordfish |
| | Elevate Wind Quartile Chair | Illumina Gilt |
| | Akt Lounge Large Ottoman | Artistry Graphite |
| | Akt Lounge Chair | Grandeur Keppel |
| | Pouf Stool + Table Top | Fabric: Soho Amethyst / Laminate: White / Edge Band: White |
| Akt Lounge Chair | Illumina Candy | |

| Page | Product | Fabric / Finish |
|-------|---------------------------------------|---|
| 18-19 | Akt 5-Star Chair + Upholstered Seat | Ludwig Marzipan |
| | Akt Lounge High Back Loveseat | Seats: Taza Absinthe / Panels: Soho Mink |
| | Elate Electric Height Adjustable Desk | Laminate: Xanadu / Edge Band: Black |
| 20-21 | Array Shelving | Xanadu |
| | Cocoon Community Table | River Cherry |
| | Cocoon Community Bench | Laminate: River Cherry / Fabric: Bold Plaid Mixed Berries |
| | Akt Lounge Sofa | Back: Bold Plaid Mixed Berries / Seat: Boundless Midnight |
| | Akt Lounge Loveseat Bench | Boundless Lipstick |
| 22-23 | Akt Lounge Loveseat | Evo Baltic |
| | Avid Modular Desk | Laminate: Tan Echo / Edge Band: Platinum |
| | Elate Task Chair | Flock Demure |
| 24-25 | Akt Lounge Chair | Wilson Shadow |
| | Akt Lounge Corner Chair | Wilson Shadow |
| | Akt Lounge Loveseat | Wilson Shadow |
| 26-27 | Akt Lounge Table | Laminate: Lost Pine / Edge Band: Platinum |
| | Elate Electric Height Adjustable Desk | Laminate: Brown Tulipwood / Edge Band: Platinum |
| | Desktop Privacy Panel | Coalesce Champagne |
| | Avid File Cabinet | Laminate: Brown Tulipwood / Edge Band: Platinum |
| | Avid File Cabinet | Laminate: Brown Tulipwood / Edge Band: Platinum |
| 28-29 | Hierarchy Desks & Tables | Laminate: Natural Rift / Edge Band: Cayenne |
| | Akt Seating + Upholstered Seat | Jackpot Windfall |
| 30-31 | Cocoon Community Table | Carter Oak |
| | Akt 29" Table | Laminate: Edgegrain Breeze / Edge Band: Platinum |
| | High Back Loveseat | Backs: Archipelago Norse / Seats: Canter Chestnut |
| 32-33 | Akt Tables (Cog, Amoeba, Rectangle) | Laminate: Monkeypod Wood / Edge Band: Platinum |
| | Akt Tables (Wavy Rectangle) | Laminate: HPL Whiteboard / Edge Band: Platinum |
| | Soft Sway Rocking Chair | Vivo Bali |
| | Soft Sway Rocking Chair | Weekender Cool Breeze |
| | Akt Lounge High Back Loveseat | Seats: Agora Pearl / Panels: Taza Deep |
| 34-35 | Akt Lounge Single Bench | Vivo Bali |
| | Array Shelving | Black |
| | Elate Task Chair | Marathon Rain Storm |
| | Elate Electric Height Adjustable Desk | Laminate: Studio Teak / Edge Band: Platinum |
| | Akt Lounge Chair | Balen Morel |
| 42-43 | Akt Lounge Sofa | Cairo II Green Tea |
| | Akt Lounge Table | Laminate: Studio Teak / Edge Band: Platinum |
| | Akt Lounge Sofa | Tribeca CV Shell |
| | Akt Lounge Chair | Tag Artesian |
| | Akt Lounge Loveseat | Tribeca CV Hearth |
| 44-45 | Akt Lounge Loveseat | Tribeca CV Mariner |
| | Akt Lounge Table | Laminate: Grey Elm / Edge Band: Platinum |





“ [Gen Z-ers] love to collaborate, they love to connect, and they believe they can transform and innovate the way work gets done, the way school gets done, the way business gets done.”

Mark Beal
Generation Z Marketing Expert & Adjunct
Professor, Rutgers University



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