

LoOok
I N D U S T R I E S

In today's rapidly changing world people are more and more bombarded by continuous flows of disturbance. We have turned our backs on privacy, neglecting its peaceful solitude, and have morphed into the conspicuous "goldfish in the bowl". These noises and interferences in our worlds are ever increasing spreading like a grey vegetation, and is distracting us from the pure essence of life.

**PRIVACY IS A VIRTUE EVERYONE IS
ENTITLED TO. FROM TIME TO TIME
EVERYBODY MAY FEEL AS IF THEY WANT TO
HIDE, OR EVEN BECOME INVISIBLE.**

Company

It all started in the summer of 2009 somewhere in southwestern Finland. Two designers with a dream, homeless yet ambitious, were enjoying cocktails and philosophizing over the latest design trends at a local lounge. They suddenly realized they couldn't hear themselves thinking over all the noise and buzz in the place. Always working and constantly on the move, they were riled by the fact that privacy was becoming a rare luxury and a problem for almost everyone living a mobile lifestyle.

They decided to do something about this newly emerging problem, and the very next day, they started conceptualizing various privacy solutions. Their desire to offer the world new creative ways to work and relax, secluded from hectic and noisy surroundings, gave birth to Look Industries later that year.

Design

Look Industries designs creative privacy solutions for working environments and public spaces. In the design process, we focus on the new, constantly growing mobile generation and its needs for privacy.

The idea is to create totally new and awesome products, or at least ones that are better than something already available, and to offer an alternative to existing privacy solutions.

Our objective is to create elegant and innovative products by combining Scandinavian design traditions with our own unique style.

Concept

Look Industries designs and develops products for public spaces and working environments that provide their users visual, auditory and social privacy and secure their property.

Working environment

Open-plan offices are becoming more and more common. The transitions between individual work and teamwork are being simplified, resulting in new types of social interaction and new ways to communicate. The mobility and freedom people experience in open-plan offices usually comes at a high price. People's need for privacy is easily ignored or forgotten.

Continuous noise and sudden movement contaminate these new types of working environments, and people have little or no control over how they interact with others. People's need for privacy can be seen in actions such as putting on headphones, or standing in a corner making phone calls, trying to isolate themselves. People's need to rest and relax at the workplace is also often forgotten.

Public Space

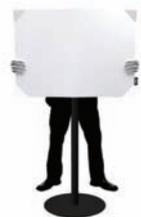
There is usually no expectation of privacy in a public space. That does not mean privacy is not wanted or needed. People have a strong sense of personal space and will for example often seat themselves as far away as possible from others already sitting in that space.

There are very limited possibilities to find a quiet and visually secluded private space for resting, relaxing or working in a public environment. Many public spaces have furniture intended for resting and relaxing, but these are often placed with spatial efficiency in mind rather than peoples need for privacy. The furniture does not provide enough protection from other people as well as from distracting elements such as noise. Successful public spaces are places where people can find privacy whenever wanted and at the same time have the possibility to different types of social interaction. Successful public spaces are places where people can enjoy themselves.

Look Industries designs products that can respond and adapt to the changing needs in these environments.

MAGAZONE

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

Magazone is a Stop & Go work space that allows you to perform short tasks while out and about.

This work area has a unique design, and a person standing behind it gives the appearance of someone reading a large newspaper. The sound absorbing material on the inside of the screen ensures your privacy when working on your laptop, at the same time functioning as a modern telephone booth. Magazone also offers privacy for a quick meeting for two.

Magazone is brandable. Brand it with your company logo or use it as an eye-catching and innovative marketing space.

Material

Screen in compression molded birch. Hands in casted aluminum. Tabletop in lacquered MDF. Base in lacquered steel.

Standard Colors

Screen in RAL 9003 (signal white) with Base in RAL 9005 Black effect. Hands in polished aluminum.

Screen in RAL 9004 (signal black) with Base in RAL 9005 Black effect. Hands in polished aluminum.

Dimensions

Height	1670 mm
Width	1050 mm
Depth	490 mm
Tabletop height	1040 mm

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THE BOX LOUNGER

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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THE BOX LOUNGER

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

The Box Lounger is a cozy box with a soft sound absorbing material on the inside that dampens outside sounds. It is the perfect place for you to make a phone call, work on your laptop or just relax. The Box Lounger can also be used as a room divider and is available in different colors to match your interior.

The Box Lounger provides a quiet and visually secluded cover from the surrounding noise and movement. Generally this problem can be found in open-space offices and public spaces.

The Box Lounger is brandable. Brand it with your company logo or use it as an eye-catching and innovative marketing space.

The Box Lounger has two different base options.

Material

Frame in compression moulded birch. Inner frame in high quality foam upholstered in fabric. Base in lacquered tubular steel or wooden legs.

Standard Colors

Frame in RAL 9003 (signal white) with Base in RAL 9003 (signal white)

Frame in RAL 9004 (signal black) with Base in RAL 9004 (signal black)

Dimensions

Height	1520 mm
Width	800 mm
Depth	800 mm
Seat height	440 mm
Seat width	710 mm
Seat depth	480 mm

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THE BOX SOFA

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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THE BOX SOFA

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

The Box Sofa provides a quiet and visually secluded cover from the surrounding noise and movement. Generally this problem can be found in open-space offices and public spaces.

The Box Sofa can also be used as a room divider and is available in different colors to match your interior. When two sofas are used face to face it creates a "room inside a room", use this possibility to maximize the teamwork between your co-workers. Be creative, think inside the box.

The Box Sofa is brandable. Brand it with your company logo or use it as an eye-catching and innovative marketing space.

The Box Sofa has two different base options.

Material

Frame in compression moulded birch. Inner frame in high quality foam upholstered in fabric. Base in lacquered tubular steel or wooden legs.

Standard Colors

Frame in RAL 9003 (signal white) with Base in RAL 9003 (signal white)

Frame in RAL 9004 (signal black) with Base in RAL 9004 (signal black)

Dimensions

Height	1520 mm
Width	1510 mm
Depth	800 mm
Seat height	440 mm
Seat width	1420 mm
Seat depth	480 mm

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SPACE CHICKEN

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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SPACE CHICKEN

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

Space Chicken is a small laptop table that is available in various colors. The table is ideal for lounges, offices and public spaces. Of course, it works perfectly well at home too. Space Chicken is height adjustable and allows you to maintain a comfortable and ergonomic working posture that enables productivity from all types of chairs and sofas.

A version of Space Chicken with fixed height is also available

Material

Table base in lacquered steel. Tabletop in 10 mm compact laminate.

Standard Colors

Base in RAL 9003 (White)

Base in RAL 9004 (Black)

Base in RAL 2008 (Orange)

Base in RAL 4010 (Pink)

Base in RAL 5015 (Blue)

Base in RAL 6018 (Green)

Dimensions

Height Adjustable

Height	570-770 mm
Width	480 mm
Depth	330 mm

Fixed Height

Height	570 mm
Width	480 mm
Depth	330 mm

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SIGNS

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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Signs is a modular seating system for public spaces, waiting areas and offices. Signs can be ordered in different configurations and sizes to meet different environments and interior's needs.

Signs consists of seven units, the basic piece, a square shaped one seater, two round one seaters of different heights, a two seater, a three seater and a corner piece. The units can be used individually or linked together to form different shapes and compositions, from just a few units for a small office to enormous shapes for a large public space. The composition possibilities are almost endless. You can also create your own unique expression with the help of different colours, fabrics and contrast stitching.

Material

High quality foam on a plywood frame, plastic glides.

Dimensions

Basic piece

Height 430 mm
Width 1200 mm
Depth 1200 mm

Corner piece

Height 430 mm
Width 1000 mm
Depth 1000 mm

Square piece

Height 430 mm
Width 500 mm
Depth 500 mm

Round piece high

Height 630 mm
Width 800 mm
Depth 800 mm

Round piece low

Height 430 mm
Width 800 mm
Depth 800 mm

2-Seater / 3-Seater

Height 430 mm / 430 mm
Width 1000 mm / 1500 mm
Depth 500 mm / 500 mm

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WOODLAND

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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WOODLAND

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

Woodland is a freestanding space divider with excellent sound-absorbing features. This playful screen provides visual protection while improving the acoustics and functionality of a public space. Woodland is available in two different heights and is ideal for creating secluded privacy areas in lounges, offices and public spaces.

Material

Sound-absorbing screen in 100% biodegradable Ecolin. Base in lacquered steel.

Standard Colors

Base in RAL 9003 (White)

Base in RAL 9004 (Black)

Dimensions

Woodland Low

Height	1350 mm
Width	1200 mm
Depth	550 mm

Woodland High

Height	1850 mm
Width	1200 mm
Depth	550 mm

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BULLDOG

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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BULLDOG

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

Bulldog is a big comfortable chair for cosy lounging. This soft little giant makes a statement in chill-out areas, lounges and other locations that need some spicing up. Lean back in this majestic creation with a drink in your hand and feel like royalty. Remember that sometimes, just sometimes, size matters.

Material

Frame in steel and wood. Moulded polyurethane foam upholstered in fabric. Base in lacquered steel.

Standard Colors

Base in RAL 9003 (signal white)

Base in RAL 9004 (signal black)

Dimensions

Height	675 mm
Width	1200 mm
Depth	900 mm
Seat height	390 mm
Seat width	450 mm
Seat depth	500 mm

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DAYWALKER

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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DAYWALKER

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

Daywalker is a playful, yet stylish coffee table designed for environments such as break out areas and lounges. The table comes in two sizes and can be combined with various types of sofas and armchairs. Choose between six different table leg colors to give the table an even more distinctive look. The big Daywalker table should easily hold at least 20 mojitos, a chain saw and a small dog.

Material

Table base in lacquered steel. Tabletop in laquered MDF. Plastic glides.

Standard Colors

Base in RAL 9003 (White)

Base in RAL 9004 (Black)

Base in RAL 2008 (Orange)

Base in RAL 4010 (Pink)

Base in RAL 5015 (Blue)

Base in RAL 6018 (Green)

Tabletop and base in white (RAL 9003) or black (RAL 9004).

Dimensions

Small

Height 500 mm
Ø 550 mm

Big

Height 500 mm
Ø 750 mm

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MR. SNUG

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN



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MR. SNUG

DESIGN BY IVAR GESTRANIUS & KEVIN LAHTINEN

Mr. Snug is available in a high back and a low back version. Two high back models can be placed opposite each other to create private, screened-off areas where people can interact with each other or just re-charge for a while.

The slightly more discreet low back model has a nice retro look and is perfect for chilling and socializing. It also goes really nicely with its high back friend. Combine both high and low back models to create stylish, versatile and functional seating areas in public spaces and office environments.

Material

Wooden frame with high quality foam upholstered in fabric. Base in lacquered steel. Plastic glides.

Standard Colors

Base in RAL 9003 (signal white) or RAL 9004 (signal black)

Dimensions

High		Low	
Height	1360 mm	Height	840 mm
Width	1450 mm	Width	1450 mm
Depth	800 mm	Depth	800 mm
Seat height	440 mm	Seat height	440 mm
Seat width	1150 mm	Seat width	1150 mm
Seat depth	500 mm	Seat depth	500 mm

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