



**USM**

# Magazine

Issue

# N° 2

## Dear Reader,

The versatility of USM Modular Furniture is particularly evident when we visit our customers. It's inspiring to see how imaginatively, pragmatically and stylishly USM is being used in studios, offices, libraries and homes.

On the following pages, we'll show you over 30 different applications. We celebrate the freedom of ideas that inspires this wealth of creativity, the inspiration that USM is time and time again. And we will take you on a trip: From the EuroAirport in Mulhouse to the Johanson family in Drammen; from the Creative Lab in Bologna to a rehabilitation clinic in Okinawa. All over the world, people connect to something special in USM: poetic functionality, practical beauty, strong colors, clear shapes.

This versatility creates a wonderful feeling. It shows that, even after more than 50 years, the solutions from USM are future-proof. At a time when office, residential and public spaces are changing and merging and we wonder how long the traditional office will continue to exist as a place of work and how these developments are changing people and the way they live their lives. One thing is certain: Change keeps on coming – and we're looking forward to it!

Discover some marvelous changes – and enjoy!  
Sincerely,  
The USM Team

P.S. At [usm.com/homework](https://www.usm.com/homework), we are discussing the increasingly blurring boundaries between work and personal life. Join the discussion!

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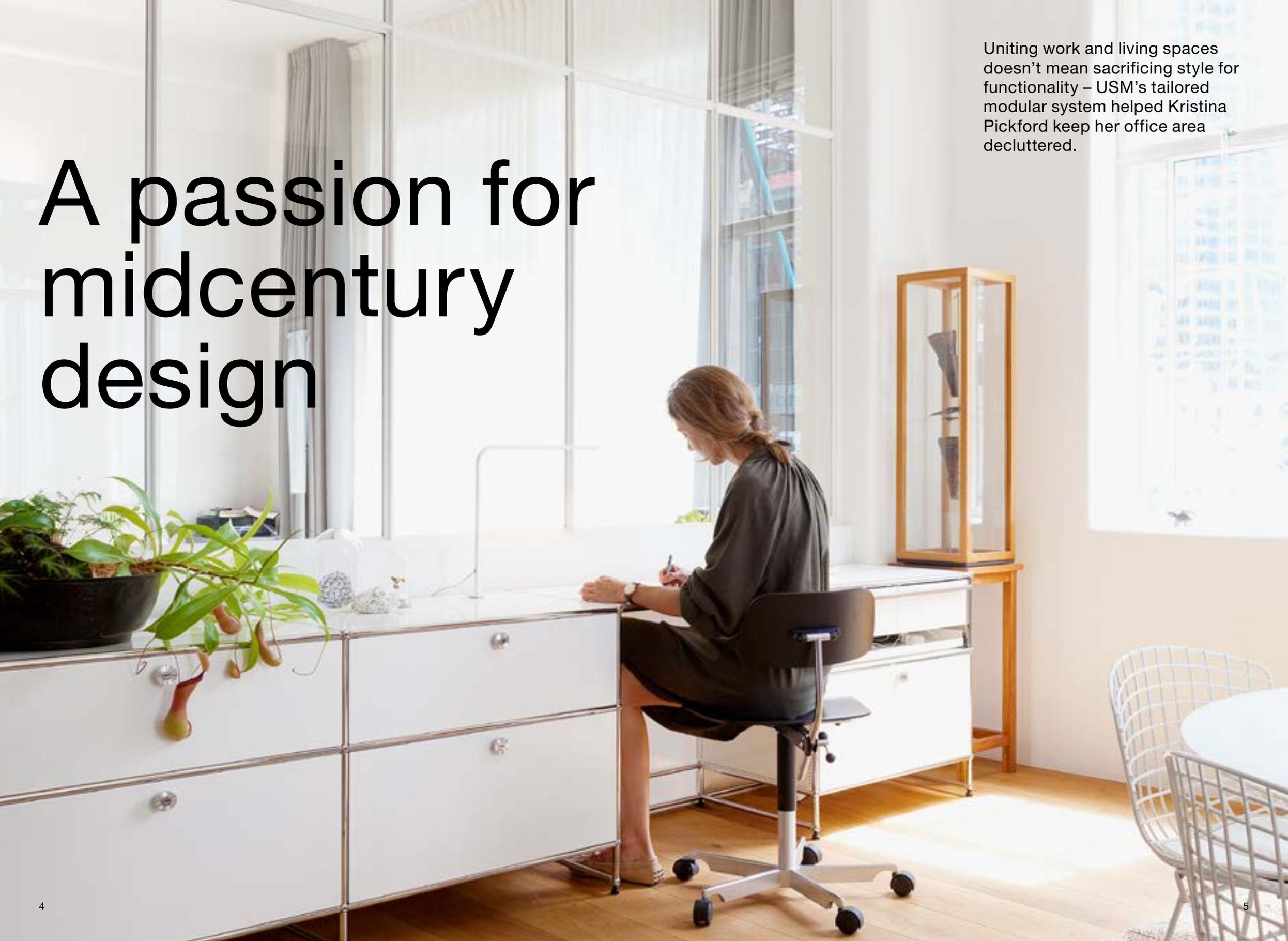
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# A passion for midcentury design

Uniting work and living spaces doesn't mean sacrificing style for functionality – USM's tailored modular system helped Kristina Pickford keep her office area decluttered.



Name:  
Kristina Pickford  
Profession:  
Interior designer  
Location:  
Auckland,  
New Zealand  
Owns USM since:  
2017



When interior designer Kristina Pickford opted for a change of scenery, she knew her new urban home had to reflect her idea of timeless and flexible design with an understated twist. Exchanging her suburban, midcentury Christchurch home for an indoor-only living space in cosmopolitan Auckland, Pickford's background in heritage and contemporary art came in handy: Immersing herself in the personal project, her choice of furniture characterizes a mix of styles, eras and levels of formality while surface textures interact with different qualities of light.

Moreover, Pickford only purchases furniture that she thinks she will enjoy indefinitely – such as USM Haller. Aiming to repeat a streamlined

aesthetic in the bedroom and living room, Pickford selected the matching modular pieces, which she thinks can look relaxed as well as sophisticated, depending on the context. "I really like the asymmetry of this piece with that little, quirky drawer in there," she says as she points to her bookshelves. "The fact that it's possible to customize the pieces lifts it out of the ordinary. It's playful but at the same time restrained and understated." Also, she sees USM's softness in it: "It's something about the powder-coated steel with the chrome which manages not to look harsh. There's just the right amount of detailing."



“I select things that I think we will love and enjoy for the rest of our lifetimes, things that will endure and stand the test of time.”



Aiming to produce “poetic functionality,” architect and designer Santos Bregaña creates meaningful and nostalgic designs to inspire culinary encounters.



# The art of storytelling





Name:  
Santos Bregaña  
Profession:  
Designer  
Location:  
San Sebastián,  
Spain  
Company:  
Restaurant Huarte,  
University of  
Navarra's Museum,  
Pamplona, Spain  
Owns USM since:  
2015



Inspired by nature, Santos Bregaña strives to tell stories that convey food's ability to create ritualistic and anthropological environments: "We aspire to have the restaurant patrons perceive a sense of harmony around them – things have meaning here, even if it can't be described with words." Juxtaposing imagination and functionality, along with storytelling, his interior design is also always practically feasible.

The brainchild of Santos' San Sebastian-based studio, Huarte, the University of Navarra's art museum's on-site restaurant in Pamplona, impressively encapsulates the museum's collection. Revolving around a maritime theme, many of the restaurant's features convey a multitude of stories – according to the designer,

behind an official story, you'll always find a secret one. Yet, more important, they serve a functional purpose. Huarte presents a smorgasbord of USM's signature pieces with the USM Modular Furniture Haller taking center stage. Embodying the brand's timelessness, the shelving unit stores cutlery, table linens, and glassware and features two removable carts. At the same time, it tastefully divides the interior spaces, separating the more informal waiting area from the dining room.

"For me, USM is a gold standard that always yields positive results. There's something in its construction and in its finish that clients are enamored with."



# Floral

# poetry

Furniture is an important part of floral arrangements for a haute couture florist. Comprised of horizontal and vertical lines, USM Haller enhances the organic forms of natural flowers.

Company:  
ZAZA  
Industry:  
Floristry  
Location:  
Hiroshima City, Hiroshima Prefecture  
Owns USM since:  
2015



In 2016, ZAZA took an exciting new step as a flower boutique. Located in a basement space in Hiroshima's Nakamichi district in Naka Ward, the store does not sell one flower at a time. Instead, it creates custom arrangements and bouquets and displays them like works of art in a gallery behind a huge sliding door. This is where the furniture used to display the arrangements is important. USM Haller was chosen because it is not only functional but also enhances the floral confections.

USM Haller's slender frames make it easy to display arrangements, even giving an unobstructed view inside the store when tall flowers are used. The panels can be freely positioned to stash tools and other objects out of sight and at an easy-to-reach height. Heavy glass vases filled with water and ceramic pots

of dirt need furniture that can handle considerable weight. Despite the thinness of USM Haller's frames, they are up to the challenge. They're also adaptable: When a department store asked ZAZA to develop a pop-up store, the flower boutique created a display by bringing in USM Haller units that it rearranged to fit the available space.

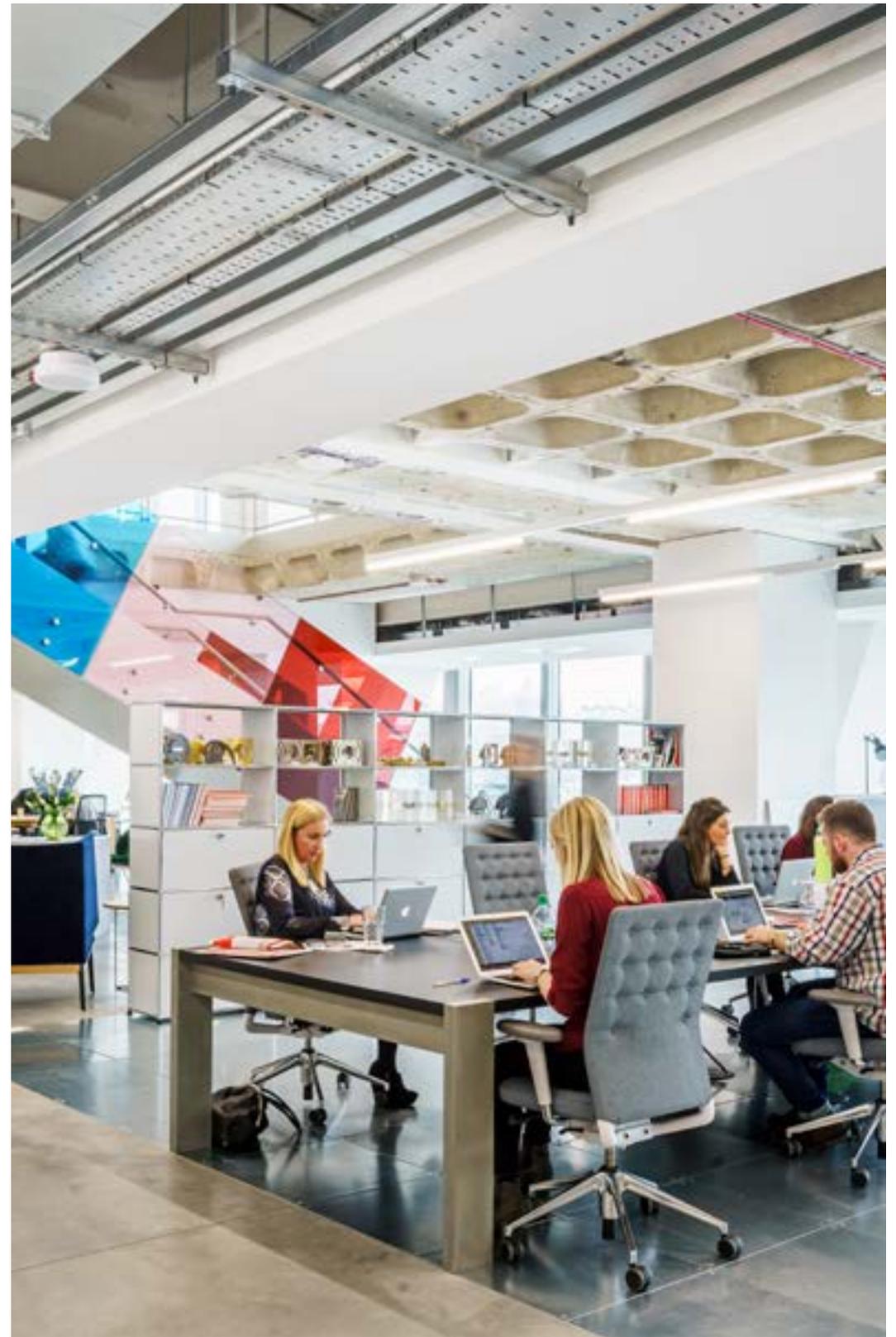


“Not just offices and houses. Occasional moments of beauty and grace with flowers.”



# Creativity comes from exploration

The new HQ for Ogilvy Group, located on London's Creative Mile on the Southbank, fuses a creative culture with a functional workspace.



“When people thrive, the organization thrives too. This is a workplace created to unleash its inhabitants to be at their very best, personally and professionally.”

Gill Parker, CEO by BDG architecture + design

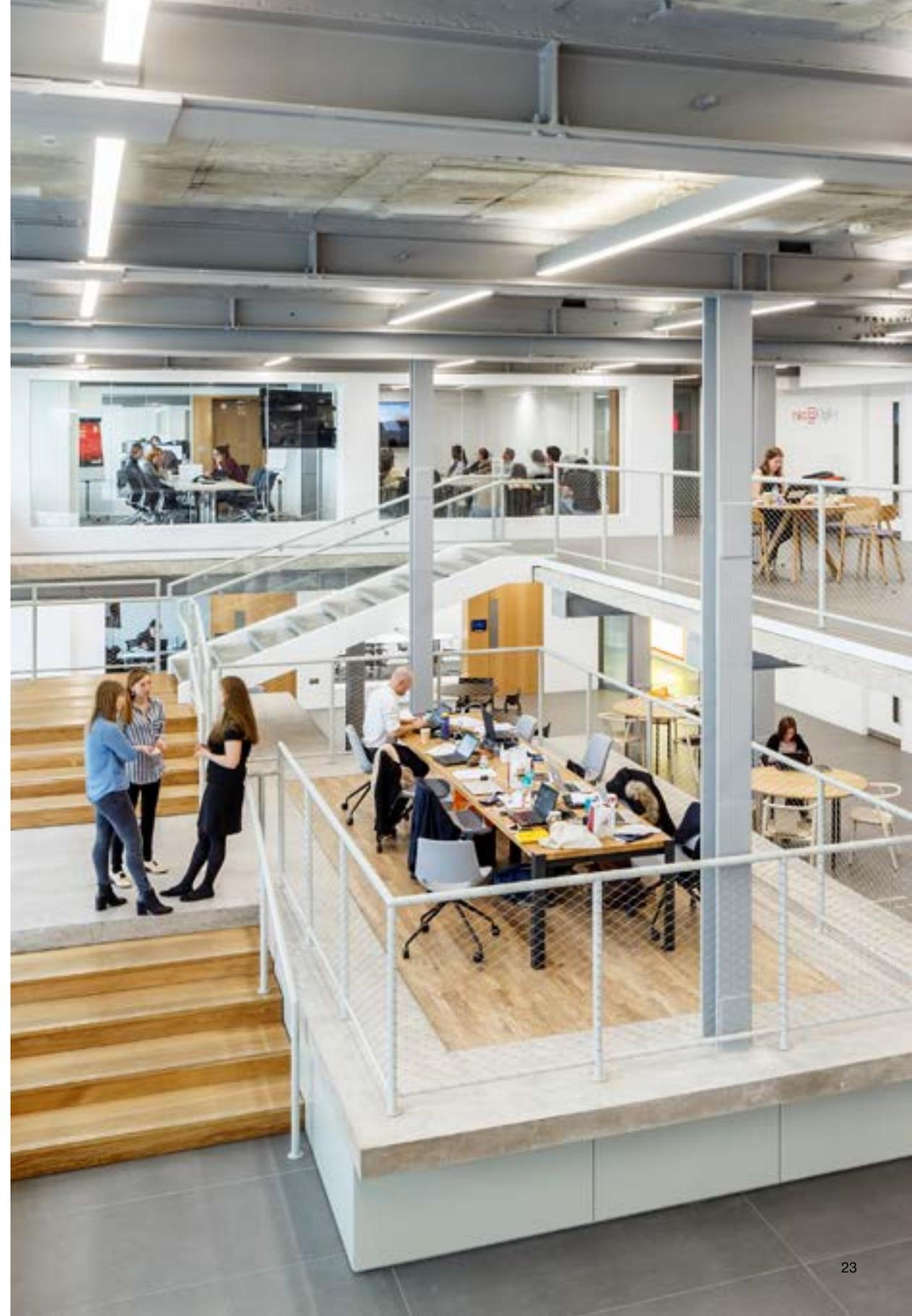
Company:  
Ogilvy & Mather  
Industry:  
Advertising  
Location:  
London,  
United Kingdom  
Owns USM since:  
2016  
Building:  
215,280 sq. ft.  
(20,000 sq. m.)



Imagine a workplace designed for interaction, where every floor offers up a new experience – an unexpected event or performance, some quiet space, a huge window, a ledge to perch on, a corner in which to think, a passing smile, artwork, tasty food or a great coffee. Imagine if your workday were fuel for your mind, body and soul, and that you could leave invigorated and inspired, not broken and exhausted.

Designed by London based BDG architecture + design, that’s exactly what the new HQ for Ogilvy Group is – a workplace where people choose to stay and socialize, one where day seamlessly turns to night and, no matter the

time, there’s an opportunity to work, to think, to rest, to play, to be yourself. Everyone talks about work-life balance, but the equation is simple: Take the dilapidated shell of a once-great building in a bold location and make a statement with it. Be brave enough to cut away floor plates and make dramatic changes to what constitutes an office. Design a place for the people who will use it every day, not in spite of them. Create spaces instead of a formal headquarters, present opportunity where normally workers find monotony. If your people thrive and are out there doing their best work, your company will thrive too.



# Entrez



Jérémy Tarian is a Parisian with wanderlust. He grew up close to the Jardin des Plantes before moving to the French capital's first arrondissement. After sojourns in Berlin and New York, he returned to Paris in 2012 and launched his own eyewear brand, Tarian.



“I gradually adapted, redesigned and customized this furniture.”



Name:  
Jérémy Tarian  
Profession:  
Designer  
Location:  
Paris, France  
Owns USM since:  
2015



Today, this lover of color and fine materials divides his time between his flat in the popular Château d'Eau neighborhood and his studio, tucked away on a side street in the Haut Marais. Bicolored USM furniture takes pride of place at both addresses and showcases Jérémy Tarian's own designs – his limited-edition contemporary eyewear range and his wonderful ceramics, made using an old marbled pottery technique. Although he works in two different fields, material is the basis for his creative work.

Each of these places reflects Tarian's inspiration – a mix of authenticity and contemporary design, which is both elegant and functional

and centers on carefully selected furniture. In his flat, for example, he has retained the original parquet flooring, fireplace, and even the old inner shutters. but has chosen a modern layout with a semi-open kitchen and has removed the doors for more fluidity.

When it comes to color for eyewear, ceramics or furniture, everything lies in the blend and subtle combination. And he has created unique and bespoke colors for his glasses using old mottled and blended acetate.

“These blends of colors can even be found in the bicolored USM furniture I chose.”





Architects Anna and Eugeni Bach transformed the Mies van der Rohe Pavilion in Barcelona into an all-white marvel following an invitation by the Fundació Mies van der Rohe. Every year the foundation invites relevant artists and architects to transform this outstanding space and contribute to its understanding. Over 11 days, the architects progressively clad all the surfaces with the same white material, turning the building into a representation of itself and thus opening the door to multiple interpretations of the longest standing temporary pavilion in modern architecture.

USM, sponsor of the Fundació Mies van der Rohe for more than 15 years, had the opportunity, before the end of the intervention, to immortalize USM Haller in this unique and unrepeatable context. The extremely empty and white space and USM's colorful classic design complemented each other perfectly.

# The white- out





# Material matters

In an era of digitization, this innovative New York tech startup and co-working space for interior designers celebrates the importance of having tactile materials for designers to explore and use.

Company:  
Fuigo  
Industry:  
Co-working space  
Location:  
Midtown, New York,  
USA  
Owns USM since:  
2015



“The reason for using USM was very deliberate,” says Rae Vermeulen, Fuigo’s resource oracle and manager of the materials library.

“It was fashioned as a gallery that is self-navigational, with usable products that are displayed in a way that looks beautiful and as neat as possible. We have people constantly walking through the space and using the library, and somebody else’s mess is no fun, so you want to make sure the space is clean, neat and tidy.”



Fuigo – meaning “bellows” in Japanese – is an innovative co-working space in New York City’s Flatiron District, as well as project management software, catering to residential interior designers. Co-founded by Maury and Mickey Riad, the space was designed by co-founder Bradley Stephens, of Stephens Design Group, who created a full-floor, 18,000-square-foot (1,700-square-meter) office that is community, workplace, software and even business support for interior designers. In an era of digitization and cloud storage, the centerpiece of this tech company’s space is

an unmatched resource library, arranged on USM Haller, for interior designers to explore and use, with exclusive access to over 20,000 samples showcasing talented artisans who are not represented anywhere else.



Company:  
EuroAirport Basel-  
Mulhouse-Freiburg  
Industry:  
Airport  
Location:  
Basel, Switzerland  
Owns USM since:  
2017

The EuroAirport is a beautiful success story – a joint project that transcends borders, a symbol of free thought at the tri-border region. USM at EuroAirport: Yes, it fits.

# Ready for takeoff

“Wow! Beautiful!  
Looks great!  
The passengers’  
reactions con-  
firm that we made  
the right decision.”

Oktay Cetintas, Head of Passenger  
and Terminal Operations, EuroAirport

It’s almost time for departure – maybe to Madrid, Stockholm or Tel Aviv. The fuel tank is full, and the passengers are ready for boarding in the typical mixed mood of calm and impatience. Only they’re standing there as if they have always been there: the matte silver USM double gate counters. They blend perfectly into the functional airport environment, even though they’ve been here only since the summer of 2017. That’s when EuroAirport replaced the old counters – five in total. Out with the old, in with the new. Well, it wasn’t quite that easy. Air traffic had to continue uninterrupted, the gates had to remain permanently open during the installation and the technology had to work seamlessly: cables, ports, connections, scanners, monitors, communications systems, every aspect of IT. We won’t go into detail, but you can imagine. It was a challenge. And USM Haller is made for precisely these kinds of challenges. The flexibility, the modularity, the simplicity – this is where these key characteristics truly shine. And it’s this simple design, the quality, the oft-cited Swissness that make USM a perfect fit for a gate desk at an international airport. Ready for boarding? Absolutely.

The Villa Clementina hotel in Navarra was erected in 1888. Now, after extensive renovations, it's time to open the doors and welcome the wider community.

# Unexpected beauty in Basque country



Villa Clementina is a luxury, rural hotel in the middle of the Navarra countryside of northern Spain. The 19<sup>th</sup>-century atmosphere of the original building has been conserved while the interiors have been graced with a series of contemporary elements.

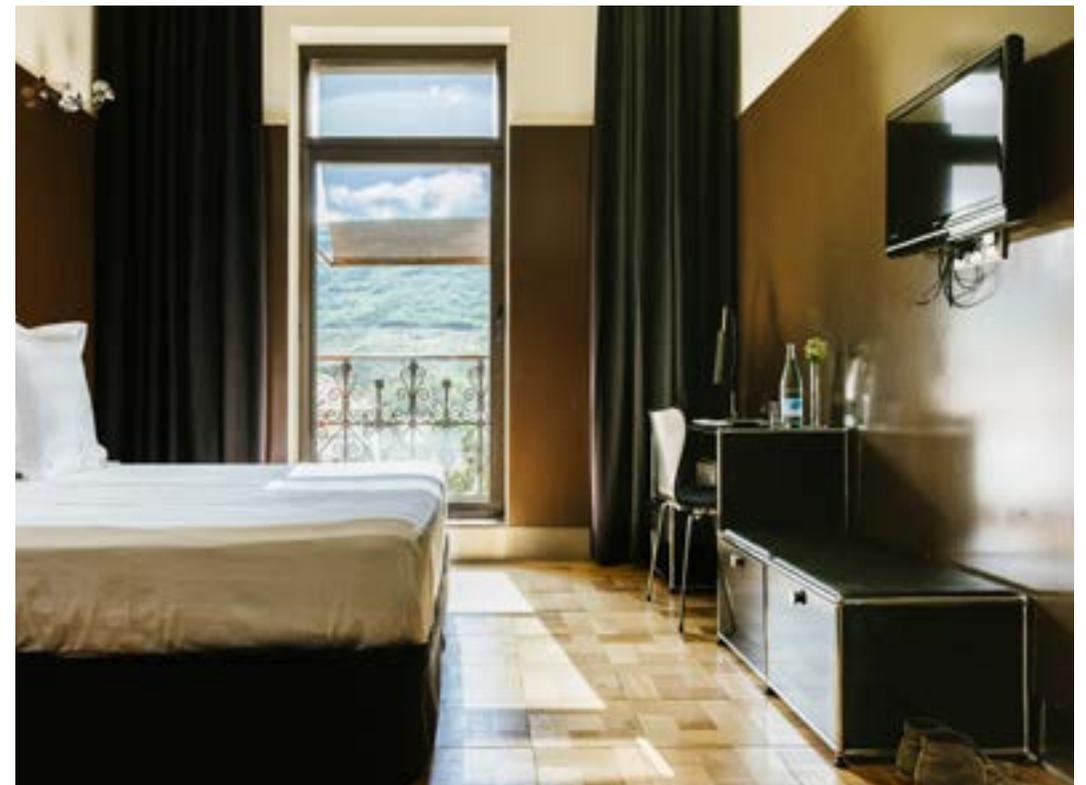
Fernando Oiza is the architect who brought the villa back to life. The aim: To create a sumptuous nine-bedroom hotel where guests can experience the restored old whilst appreciating the modernity of the new. "I always had a feeling that USM was going to perfectly encapsulate what I was looking for – balance through opposition," he says. "The USM Haller series emits a serenity that perfectly contrasts heavily ornamented spaces. This house has always symbolized refinement for me, and if there is one word I would use to qualify USM pieces, it would be that one: refinement."

Oiza believes USM's timeless quality strongly connects with the villa's philosophy and has used pieces throughout the house, including the library's bookshelf, a cabinet in one of the sitting rooms, a shelving unit in the dining room and trunks in the bedrooms. All of them are black, serving as a common thread around the villa and giving the clear impression of a unified space fit for hospitality.



"The precision and exactitude of each and every detail, the handles, their relationship to the floor... everything about them made me think they'd fit in very well within Villa Clementina."

Name:  
Fernando Oiza  
Profession:  
Architect  
Place of residence:  
Pamplona, Spain  
Owns USM since:  
2010



“The USM Haller series emits a serenity that perfectly contrasts heavily ornamented spaces. Also, this house has always symbolized refinement for me, and if there is one word I would use to qualify USM pieces, it would be that one: refinement.”



Step into the shoes of four teenagers who made the discovery of a lifetime when, in 1940, they stumbled on a narrow tunnel in the Lascaux hillside.

# A journey back through time



Company:  
Lascaux,  
International Centre  
for Cave Art  
Industry:  
Museum  
Location:  
Montignac,  
Dordogne, France  
Owns USM since:  
2016



When four teenagers from Montignac ventured into a cave uncovered by a fallen tree on September 12, 1940, little did they know that they would be making one of the key archaeological discoveries of the 20<sup>th</sup> century – an incredible pictorial work dating back almost 18,000 years!

Sadly, the wall painting's opening to the public quickly led to its deterioration, and its subsequent closure in 1963. An initial reproduction, Lascaux 2, was then built and unveiled in 1983, followed by the International Centre for Cave Art, or Lascaux 4, which opened in 2016 and features a complete replica of the cave.

With its imposing, sober design, the building blends in with the surrounding countryside and hillside rock formations. Inside, a jumble of weird and uniquely shaped rooms takes visitors on a journey back through time that ends with the customary trip to the shop. There, everyone can pick out a souvenir of this incredible journey.

USM furniture was an obvious choice for this project thanks to its custom design, adaptability, high-quality craftsmanship and the fact that it integrates perfectly with this unusual architecture.

Furniture with timeless lines was a must for this setting steeped in 18,000 years of history.

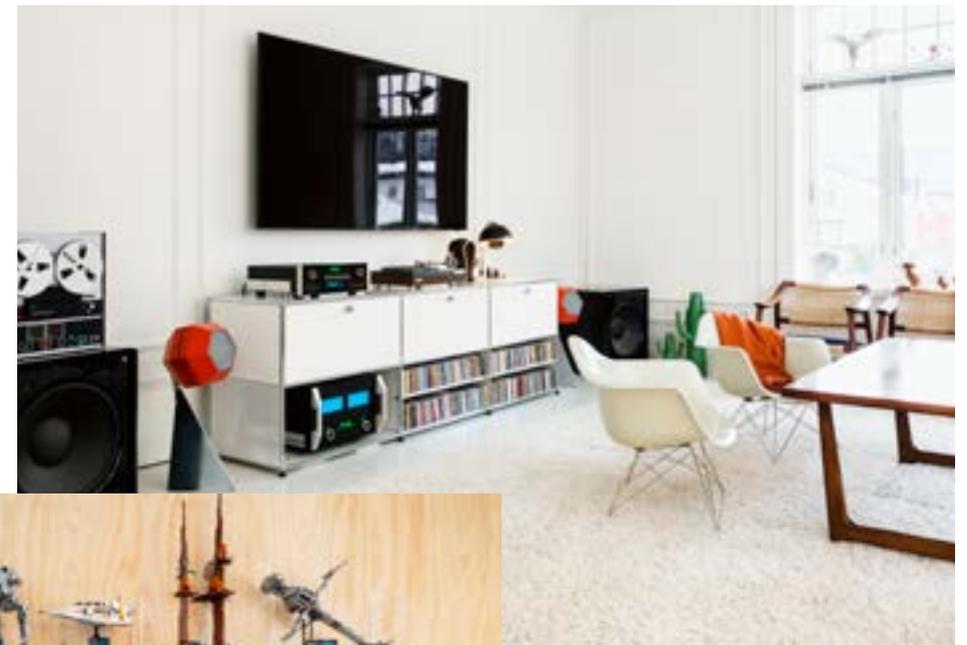


# Colors everywhere

How much USM can one home hold? A Norwegian family daringly went for something extreme: Each room has its own USM Modular Furniture Haller in its own color. A playful interpretation of an icon.



Name:  
Alexander Johansen  
Profession:  
Foreman  
Location:  
Drammen, Norway  
Owns USM since:  
2014



A yellow library, blue toy cabinet, green kitchen furniture, white hi-fi storage – to the Johansen family, color is just as ubiquitous as USM. Hand in hand, these two components invite the grandeur of the view of the fjord into the interior of the white wooden house. “The different colors make the experience of walking between the rooms exciting,” Alexander Johansen says. His favorite is the green design in the kitchen. “Combined with the white found in the rest of the interior design scheme, the USM green has such a fabulous effect that we’re also considering using it for the planned bathroom on the second floor.” Continuity guaranteed.

# Modernist geometry designed for living



In the leafy Brooklyn neighborhood of Carroll Gardens resides the designer Jason Miller, best known for his conceptual yet functional pieces that celebrate quality.

Company:  
Jason Miller Studio,  
Roll & Hill  
Industry:  
Design  
Location:  
Brooklyn, New York,  
USA  
Owns USM since:  
2016



“The goal of design is to make people feel good. I specifically focus on home design. What does a home do for someone? It comforts them, makes them feel warm and welcome. That’s what design does.”

Jason Miller



Born in New York and raised in Connecticut, Jason Miller was greatly influenced by his suburban childhood. He studied painting as an undergraduate at Indiana University, received an MFA from the New York Academy of Art, and cut his teeth working in the factory-like studio of the artist Jeff Koons before creating his own designs. The quietly confident designer blends modernist geometry and American signifiers in his work – Edison bulbs, deer antlers – an example of which hangs from his apartment ceiling like a heavenly constellation alongside paintings by Peter Halley and Tony Matelli. “The goal of design is to make people feel good,” he says. “I specifically focus on home design. What does a home do for someone? It comforts them, makes them feel warm and welcome. That’s what design does.”

His company, Roll & Hill, is based in Industry City, a nearby complex of warehouses that have been refurbished into modern glass-and-steel office space. It’s here that Miller manufactures designs for other artists and firms as well as his own work. The designer’s philosophy of careful experimentation and scaled modular production makes him a design voice worth following. At work and at home, Miller favors USM Haller, which he believes works well in personal and professional environments: “I think modularity can be cold and boring a lot of times, but when it’s done well, like USM furniture or some of our lighting, you don’t notice it.”



Wherever Maxime Plescia-Büchi is tattooing, long lines form of neighborhood locals and celebrities alike, including Kanye West, Frank Ocean, FKA Twigs, Miguel, The Prodigy's Keith Flint and Adam Lambert. They all want to decorate their bodies with a work of art by the artist who has been creating sensations since 2006 with his multidisciplinary art project Sang Bleu. Sang Bleu began as an influential avant-garde magazine, and in 2013, Plescia-Büchi opened the Sang Bleu London tattoo studio, which became home to about a dozen eminent tattoo artists, quickly making a name for itself as one of the world's most innovative and high-quality studios. (More recently, Sang Bleu opened a branch in Zurich.) Here, black USM furniture serves the artists' and clients' love for tattoo art. The centerpiece is the USM Tattoo Trolley, developed in collaboration with Plescia-Büchi, the tattoo master himself.

A lifelong love –  
both here and there

Name:  
Maxime  
Plescia-Büchi

Company:  
Sang Bleu

Industries:  
Tattoo art, graphic  
design, publishing,  
fashion

Locations:  
Zurich, Switzerland;  
London,  
United Kingdom

Owns USM since:  
2016

Maxime Plescia-Büchi, born in Lausanne in 1978 to well-known NZZ journalist Christophe Büchi, is the father of three and currently works as a tattoo artist, creative director and publisher.



Plescia-Büchi creates “blackwork” tattoos, designs made exclusively with black ink. The style goes perfectly with the equally deep black USM furnishings.



The highest level of concentration, the highest standards: A tattoo by Plescia-Büchi is an honor to be earned. If a subject doesn't interest him, he turns down the request.



# Old love never dies

While brides and grooms aim for an unparalleled wedding, they often forget how marriage begins with the very first preparations of their special day. A bridal store turns these into an event, showing how love becomes timeless.



“Thanks to the modularity and flexibility of USM Modular Furniture, we have created solutions that we never thought were possible.”



Company:  
Hänsel & Gretel  
Names:  
Christine and Klaus Rührlinger  
Profession:  
Owner and CEO of bridal shop Hänsel & Gretel  
Industry:  
Fashion  
Location:  
Gunskirchen, Austria  
Owns USM since:  
2016

Hänsel & Gretel is Austria’s largest store for bridal wear that, despite its rural location, attracts customers from all over the country. Aside from offering a broad range of clothing and accessories, owner Christine Rührlinger channels exclusiveness: Many of the store’s samples are rare, some are unique.

Meter-long racks showcasing intricate lace and beading are strung along the geometrically designed space filled with displays of shoes, ties and cufflinks. This is where storage, fitting and presentation spaces meet – a challenge for the interior design, which needs to be elegant and sleek.

The solution arrived in the form of a furniture system originally designed for office purposes, something that surprised Rührlinger: “Thanks to the modularity and flexibility of USM Modular Furniture, we have created solutions that we never thought were possible,” she says.

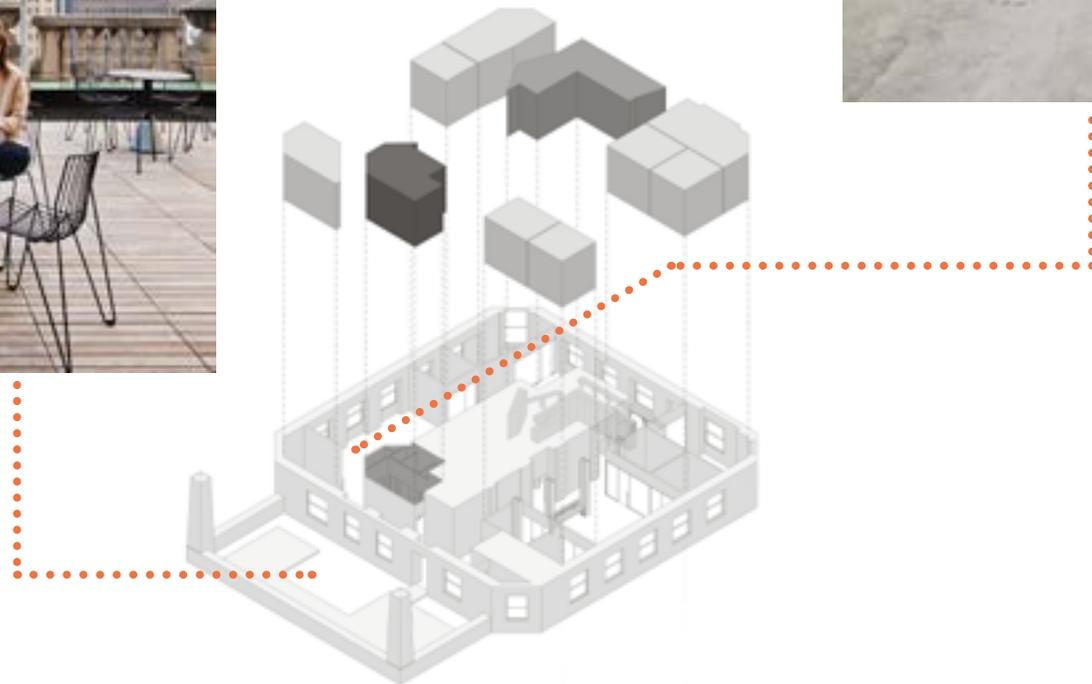
The entrepreneur recently refurbished her office using the same system: “I like classic, timeless pieces,” she says. “Even after years, USM Haller still looks beautiful.”



# Flexible and structural



A European software startup looks to the versatility and dependability of USM to create a flexible office that defines the brand's look, so it could be easily replicated in offices around the globe.



“From the beginning, USM – with its established history – was one of the first products we specified for the project, because it instantly gave the interior space the look of a serious office, and it also offered a wide variety of product and accessories to choose from. We knew the moment we were going to design offices in Paris, New York or Asia, it would be very easy for us to find exactly the same products with the same color scheme.”



Company:  
Zags  
Industry:  
Insurance software  
and solutions  
Location:  
Lower Manhattan,  
New York, USA  
Owns USM since:  
2015



When it came time to design the New York offices of Zags, a startup that develops insurance software and solutions, Studio Razavi architecture was tasked with a design that would work for the New York offices and its Paris headquarters, yet be flexible enough for future offices in Asia as the company expanded. Drawing upon the company's name, Zags, the architects created zig-zagging shapes as a way to break the orthogonality of the space in New York – as illustrated in lighting schemes, for example. “From the beginning, USM – with its established history – was one of the first products we specified for the project, because it instantly gave the

interior space the look of a serious office, and it also offered a wide variety of product and accessories to choose from,” says Andoni Briones, the project architect. “We knew the moment we were going to design offices in Paris, New York or Asia, it would be very easy for us to find exactly the same products with the same color scheme.” And if the company's needs evolved down the road, Briones was satisfied USM would always have products that matched the existing furniture. “That was also a very important reason why we chose USM,” he says.



# A library by design



“A contemporary, accessible and innovative venue where everything is possible provided you are willing to learn, understand and share.”

Company:  
Media centre B612  
Industry:  
Media center  
Location:  
Saint-Genis-  
Laval, France  
Owns USM since:  
2015



**“I seriously believe that the planet the Little Prince came from is Asteroid B612.”**

The Little Prince – A. de Saint-Exupéry

What better name for this building – which is so much more than a multimedia library – than the asteroid in the philosophical tale of The Little Prince? It’s a name that alludes to both poetry and fantasy as well as Lyon Observatory, located in the town of Saint-Genis-Laval.

Built in 1990, the multimedia library quickly found its way into the hearts and habits of locals. But after 20 years, a complete refurbishment was necessary, and the B612 reopened in December 2015. After more than just a makeover, this modern and welcoming building, with its double-glazed panels,

has been designed as “a contemporary, accessible and innovative venue where everything is possible provided you are willing to learn, understand and share,” a true “local gateway to knowledge” for all generations and voices.

In this meeting place, a mobile information point – which is yellow like the majestic staircase in the center of the building – welcomes visitors and points them in the direction of the reading areas, which feature USM pieces in a wide range of colors and configurations.



# A blank canvas

In this creative and sometimes messy warehouse studio, Moss & Lam selected USM's shelving because it was a versatile solution for organizing their books, prototypes and material experiments.





For a long time I used to go to bed early. Sometimes, when I had put out my candle, my eyes would close so quickly that I had no time to say "I'm going to sleep." And half an hour later the thought that it was time to sleep would awaken me; I would try to put the book which, I imagined, was still in my hands, and to blow out the light; I had been reading all the time, while I was asleep, and I had just been reading, but my thoughts had taken a channel of their own, until I myself had become the subject of my own thoughts.



Company:  
Moss & Lam Studio  
Industry:  
Design  
Location:  
Toronto, Ontario,  
Canada  
Owns USM since:  
2016



“USM product has such a presence to me just as a structure,” Deborah Moss says. “It is like a companion piece and is so customizable that it molds to your space whether it is an office system or something for your home – it becomes personal. Something I notice immediately is the demeanor of USM – it is quiet, orderly and has a presence.”



From its warehouse-sized studio space with 18-foot-high (5,5-meter-high) ceilings, located just outside of downtown Toronto, Moss & Lam’s team of 20 artists and designers create largescale murals, sculptural wall treatments and furniture. According to the company’s co-founder, Deborah Moss, who is an artist, designer and entrepreneur, she selected USM shelving because of its versatility and deliberate sense of order. “USM product has such a presence to me just as a structure,” she says. “It is like a companion piece and is so customizable that it molds to your space whether it is an office system or something for your home – it becomes personal.” A large

library of books, organized with precision-manufactured USM shelving, lines her office, extending into the studio, where employees peruse the books for inspiration rather than just research pictures online. And an expansive display wall, custom-designed from USM shelving, exhibits prototypes and material explorations that dazzle employees and visitors in a gallery-like setting. “It elevates the objects almost to art,” Moss says.

In this open, expansive rehabilitation room, USM Haller unifies the space, providing a welcoming environment for patients who visit the clinic.

# High-class care



Headquartered in Okinawa Prefecture, Rokuto Orthopedic Clinic (Medical Corporation Rokininkai) employs 330 orthopedists, physiotherapists, occupational therapists and trainers. In 2016, it opened its third hospital, Rokuto Orthopedic Az, in a part of Naha City that boasts a prefectural sports park and faces an estuary and the sea.

Particular attention was paid to designing the third-floor rehabilitation room, which has a ceiling one and a half times higher than that of the other floors, making it look like a spacious gymnasium. The extended ceiling height allows for correspondingly larger windows that provide views of the sea, sky and surroundings.

The drawback of an expansive room is that it can feel cavernous. Rokuto chose USM Haller to break up the floor plan and for its flexibility: USM is used for everything from medical-record and magazine racks to an information counter that doubles as a partition. USM's appeal, according to Director Watanabe: "Even though it is so simple, it has a presence." The hospital interior also makes use of USM's extensive color palette, with the panel of each patient room changing in gradation from white to gray.



Company:  
Rokuto Orthopedic  
Clinic  
Industry:  
Health care  
Location:  
Naha City, Okinawa  
Prefecture, Japan  
Owns USM since:  
2016





Name:  
Chip Russel

Profession:  
Financier

Location:  
New York, USA

Owns USM since:  
2016



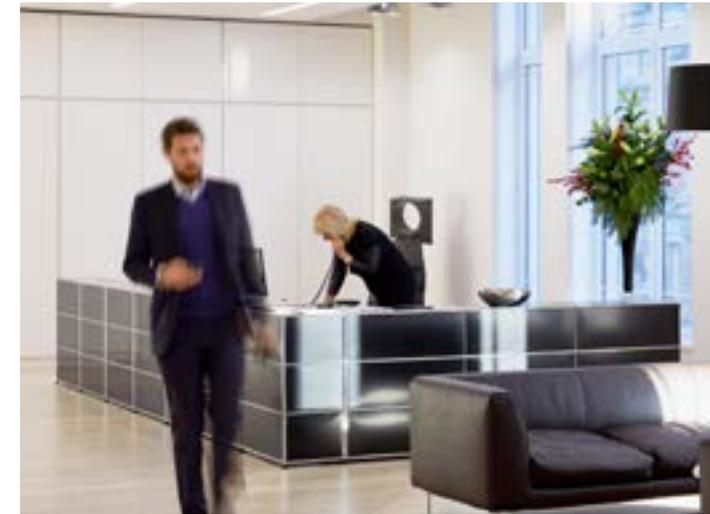
# Maximum space

For the rental studio of a young financier who had just moved to New York City, the main decorating challenge was to separate the living space from the sleeping quarters. Instead of constructing a wall, interior decorators Olasky & Sinsteden turned to USM to create a multifunctional room divider that is a dresser on one side and a TV cabinet on the other. Inspired by a Mondrian painting, the designers kept the consistency of the unit in black but added spots of red, blue and white. When open, a blue drawer reveals red side panels for a surprising touch.

“USM product is like jewelry,” Maximilian Sinsteden says. “We love its adaptability, so that if and when clients move, the USM product – which is designed and crafted so well – can be taken with them.”

# Modularity at its best

Color plays a role in how USM Haller storage has been deployed at developer Stanhope's New Oxford Street office, designed by architects Allford Hall Monaghan Morris (AHMM).



Office storage no longer consists of only marooned filing cabinets. Instead, storage can structure a room, dividing open-plan spaces, for instance, or creating collaboration areas. USM Haller storage in green is featured in Stanhope's office designed by Allford Hall Monaghan Morris in a range of uses: as end-of-desk storage as well as banks of standing-height units that define the different areas of the floor plan. Modularity has already proven its weight in gold, allowing Stanhope, a developer, to reconfigure the pieces to better suit the evolving work habits of its staff. This included removing the top layer of centrally

located storage that enclosed the shared printers and photocopiers and reusing the product to define a place to pause and meet informally.

Reception desks are often under-supplied with storage, as aesthetics take precedence over practicality, but not so here. The reception area is an open and bright space, lending itself perfectly to the bold black desk. Inspired by the minimalist style of American artist Donald Judd, the reception desk hides a bountiful amount of office supplies from clients while maintaining a feeling of openness and accessibility.



Company:  
Stanhope PLC  
Industry:  
Real-estate  
development  
Location:  
London,  
United Kingdom  
Owns USM since:  
2015

# Tradition and cutting-edge design skillfully combined



The jeweler Palm has been based in the picturesque old town of Wetzlar since 1835. The family business, currently led by the sixth generation, combines traditional values with ultramodern developments.

Company:  
Juwelier Palm  
Industry:  
Retail  
Location:  
Wetzlar, Germany  
Owns USM since:  
2017

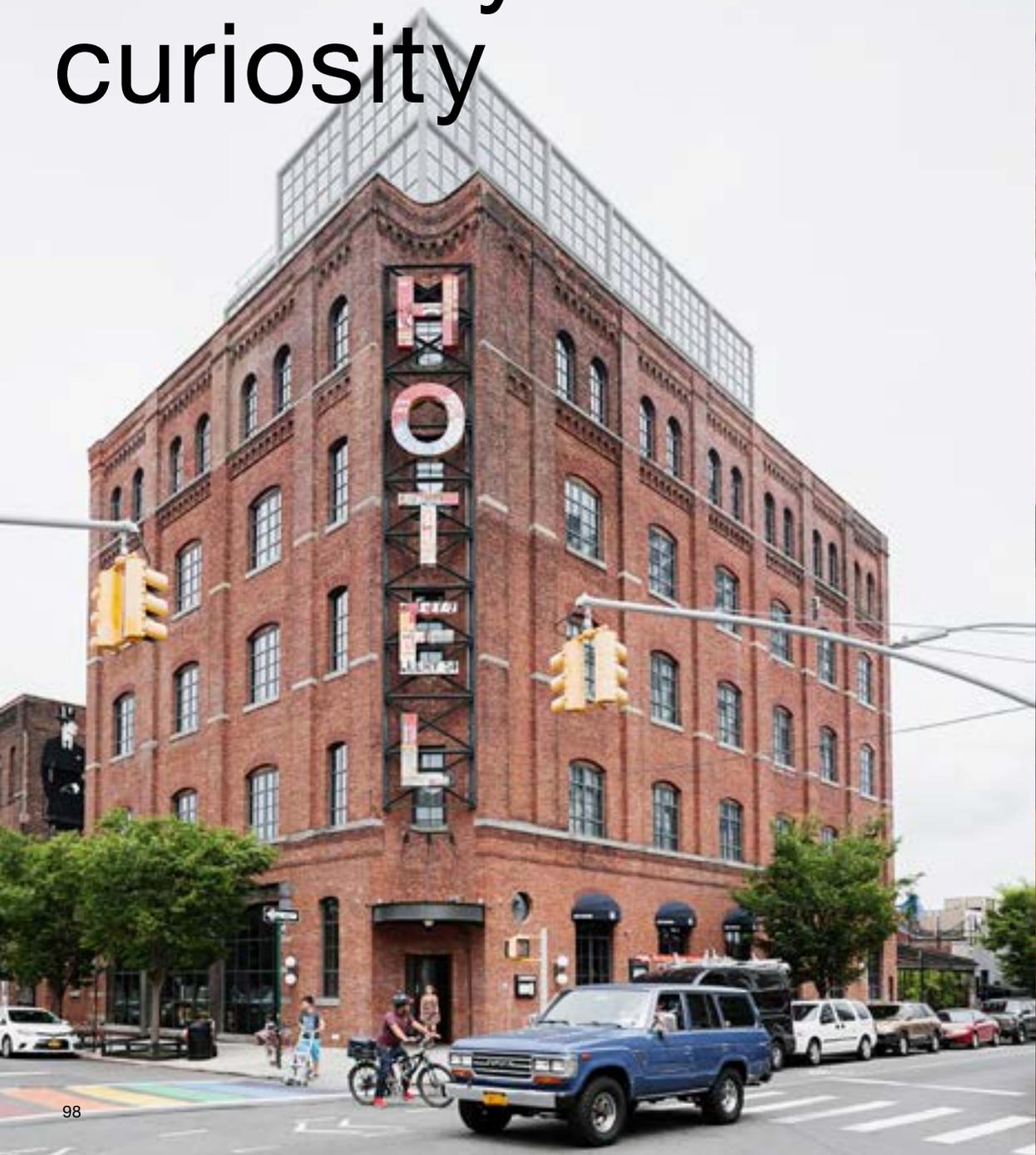
“Haller E – perfect harmonization of space, light and furniture”

To emphasize the extraordinary characteristics of the building – a historic half-timbered house with exposed framing – while successfully meeting contemporary needs, Managing Director Jörg Palm, great-great-great-grandson of the company’s founder, began to re-design its interior in 2016. Together with experts from Knorz – Raum für Konzepte and an international retail design expert, they renovated the rooms according to cutting-edge interior design ideas. The specialists and the client quickly agreed: This update would be successfully sustainable with USM Modular Furniture Haller. However, it wasn’t until USM introduced its latest product innovation at the 2017 Milan Furniture Fair that the system fit perfectly into the concept. USM Haller E made it possible to master the most demanding challenges. Despite the low ceilings and the lack of natural light in the historic rooms, the designers needed to create the perfect harmonization of space, light and furniture. The project demanded many hours of planning, design and construction work. The result is awe-inspiring. The atmosphere and individuality of this traditional jeweler’s business are unparalleled.



If every picture tells a story, so too should every piece of clothing or object with which we surround ourselves. At least that's the philosophy Avril Nolan and Quy Nguyen apply to both their life and business.

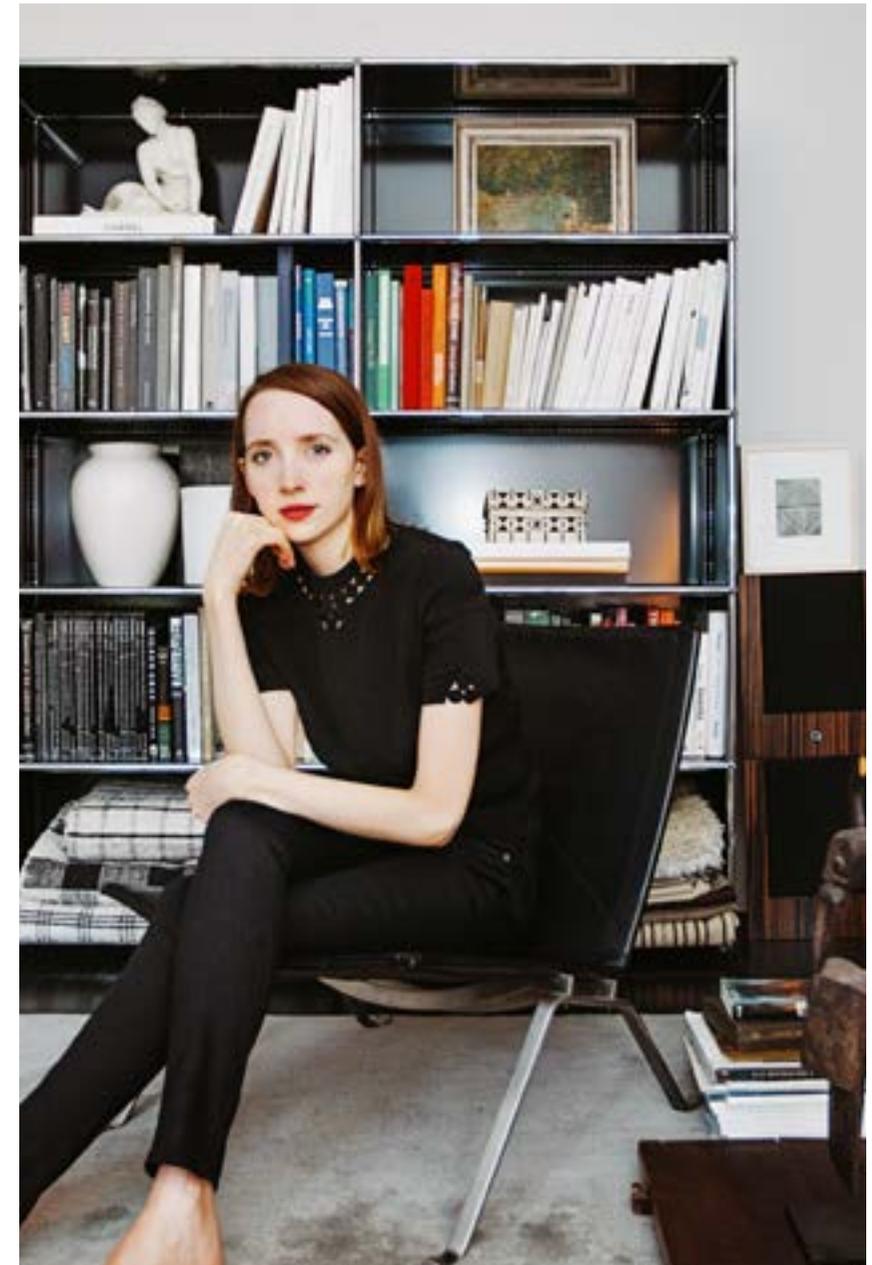
# Driven by a curiosity



“It’s ironic to say this, but FORM is about stories more than objects. Almost like the folk music tradition, we’re continuing this lineage of telling and sharing.”

Company:  
FORM Vintage  
Names:  
Avril Nolan and Quy  
Nguyen  
Profession:  
Curators  
Location:  
Brooklyn,  
New York, USA  
Owns USM since:  
2016

“I had long been interested in the history of fashion and would devour fashion magazines, but it was the first time I’d ever seen couture pieces, and the construction and craft that goes into them, up close that changed me.”



“It’s our specialty to focus on things that others aren’t, and our visions coalesce nicely.”

# The world is a stage

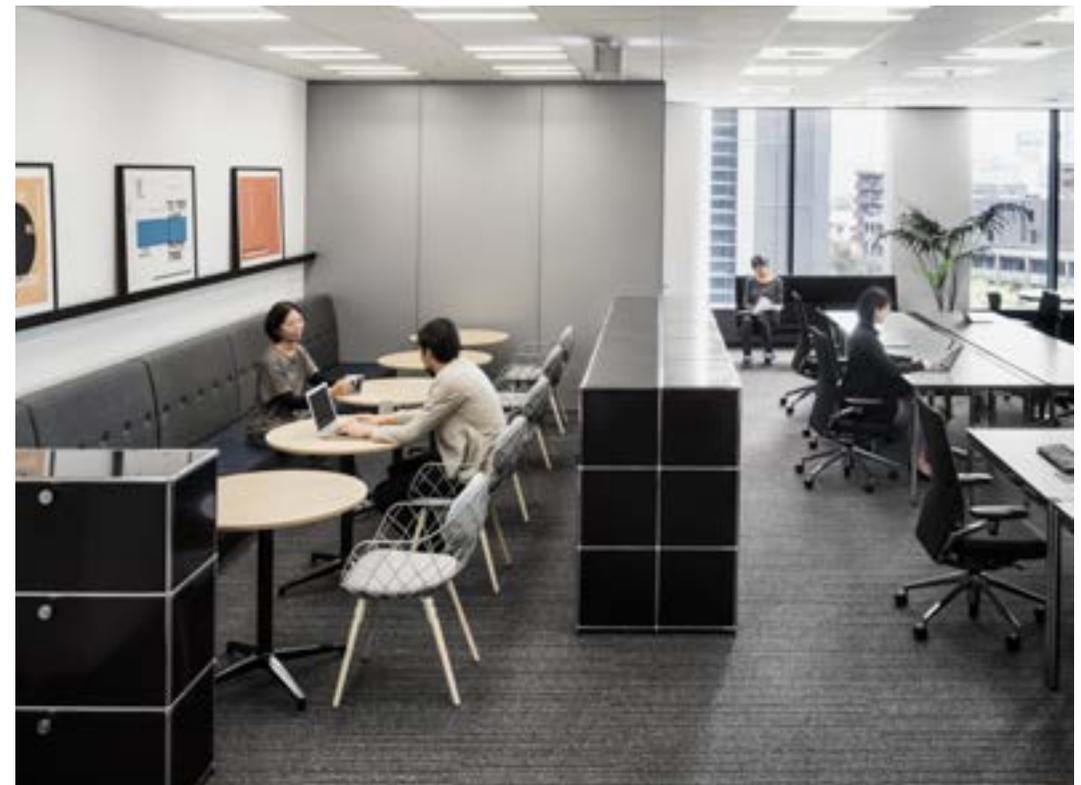
M. Stage Co., Ltd., a recruiter of medical professionals, uses USM Modular Furniture Haller to unify all its offices visually and create beautifully organized spaces.

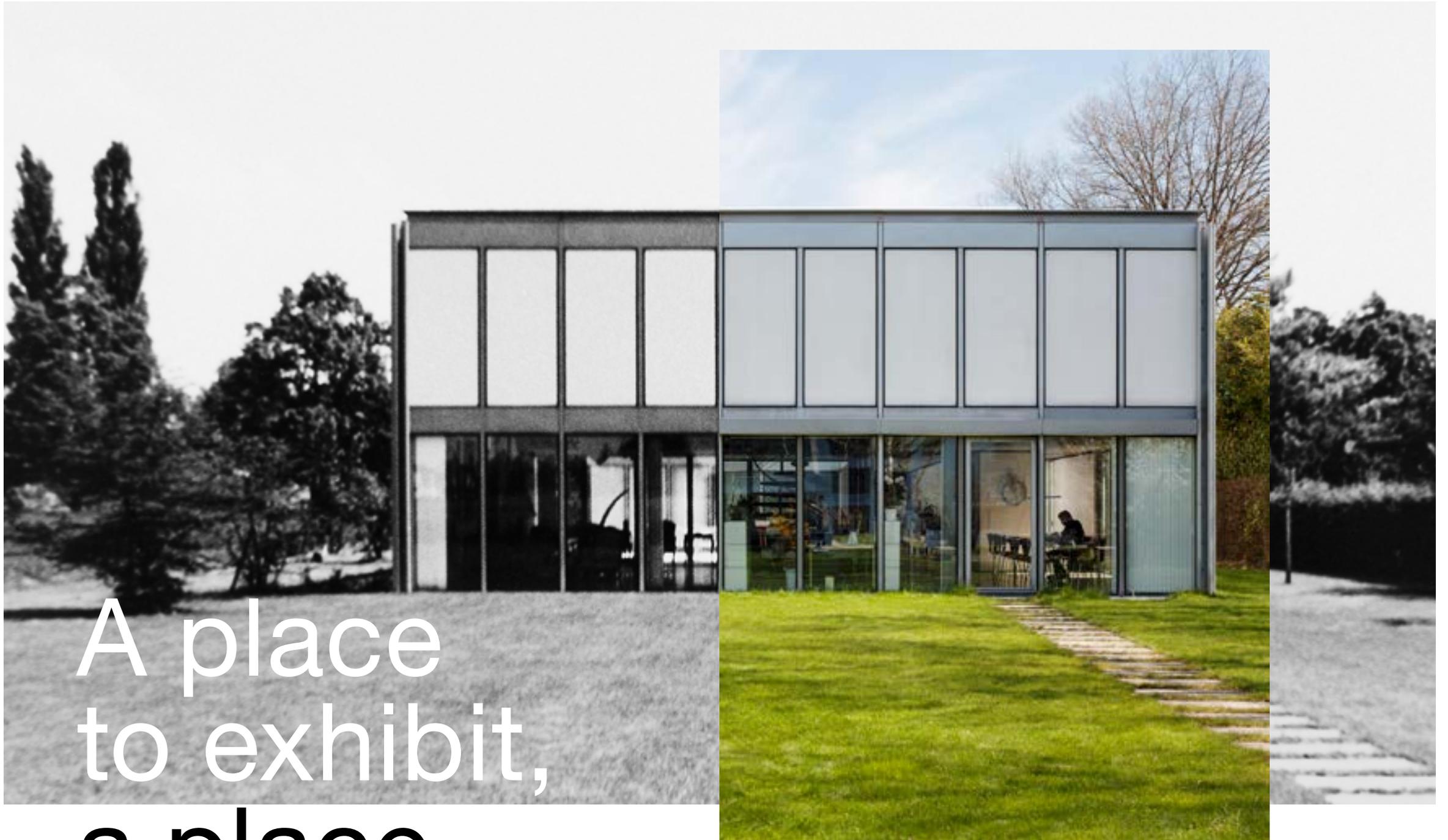


M. Stage Co., Ltd., helps recruit doctors and other medical professionals for companies. Says Managing Director Yuji Sugita: "To have sustainable medical treatment, you yourself need to be a sustainable organization. You have to transform your company as it grows." He chose USM Haller because its modules can be endlessly rearranged.

In the work areas of the Tokyo office, as well as the other ten branches, USM Haller in black and white provides a sense of efficiency. In contrast, USM Haller in yellow by the windows acts as a partition, while dividers loosely separate the work areas from the other zones. Mobile desks throughout can be grouped into co-working stations when needed. Despite the various ways of working and relaxing, the USM pieces are all the same height to keep sight lines open.

Company:  
M. Stage Co., Ltd.  
Industry:  
Recruiter of medical professionals  
Location:  
Shinagawa, Tokyo,  
Japan  
Owns USM since:  
2012



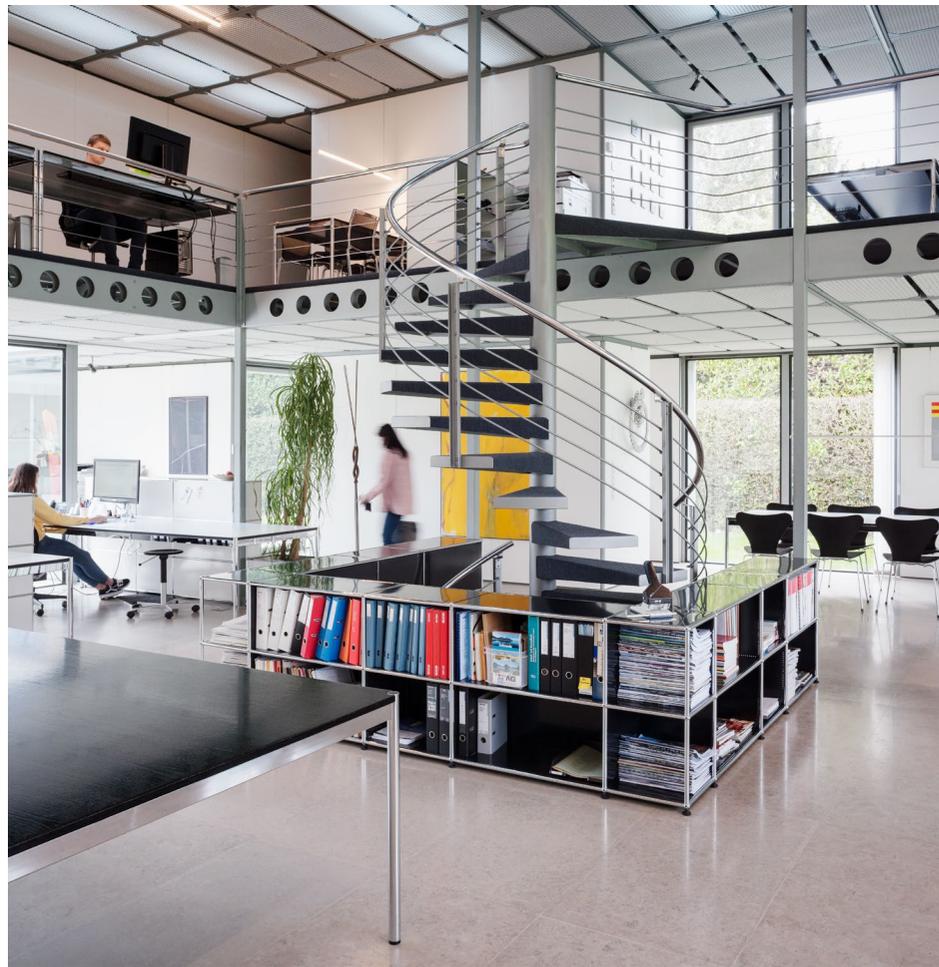
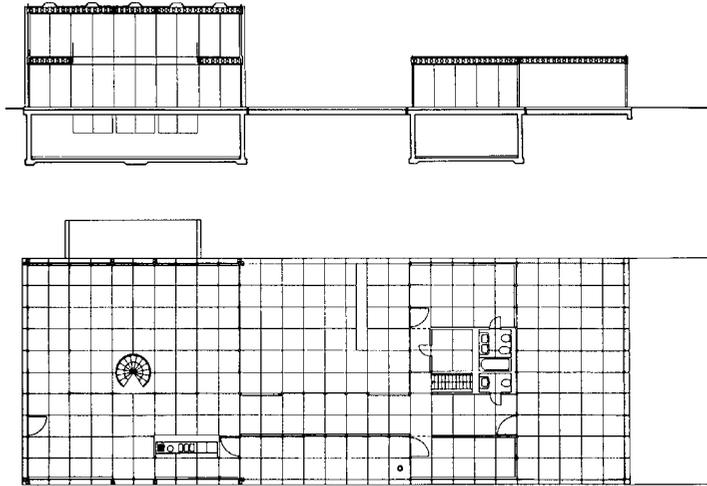


A place  
to exhibit,  
a place  
to work

The strong affinity between the architecture and its furnishings defines the modularly designed, renovated Hafter House. As an office space, it reflects the origins of USM Steel and USM Modular Furniture Haller.

1977

A relationship between the modular structure of steel construction and the USM Furniture Haller. Today, the Hafter House, with its open floor plan, is used as an office.



gta Archiv / ETH Zürich, Fritz Haller

“A house to live in that can simultaneously accommodate an extensive art collection – not a house for an art collection that you can also live in” is how architect Fritz Haller described the challenge his client, Edith Hafter-Kottmann, gave him.

For this house, built in Solothurn, Switzerland, in 1976–1977, Haller drew from the “mini steel construction” of the USM Modular Furniture series. Based on the “Maxi,” which he developed in 1961–1965 for the USM U. Schärer Söhne AG production hall, he created the “Mini” for single-family homes, pavilions and studios.

Today, the house is an architectural monument, but it’s by no means a museum. After making

careful renovations and transferring their headquarters here in 2015, Branger Architects transformed the 4,840-square-foot (450-square-meter) interior into a workspace for a team of 20.

Forty years ago, the timelessness of the system was ideal for combining modern art, antique pieces and USM Haller furniture. Today, the modular layout of the USM Haller shelves and tables reflects the geometric design of the house.

Branger Architects not only preserved the history of the house, the interior design is also a testament to continuity. The designers took over the office’s furniture, partially rebuilt it and supplemented it with new pieces.



### 1964

The office pavilion is a 1:2 scale adaptation of the Maxi System, as implemented for the production hall.



### 1969

Just like the Hafter House, the Family House, by Paul Schärer, is based on the mini steel construction system.

The grid, material and color scheme of the white and light gray USM Haller shelves and the pearl gray synthetic resin panels of the USM Haller tables flow together thanks to their panels, columns and ceiling grids. The focal point is the centrally placed black USM Haller sideboard. It surrounds the base of the stairs in a U-shape that mirrors the second floor's gallery around the stairwell.

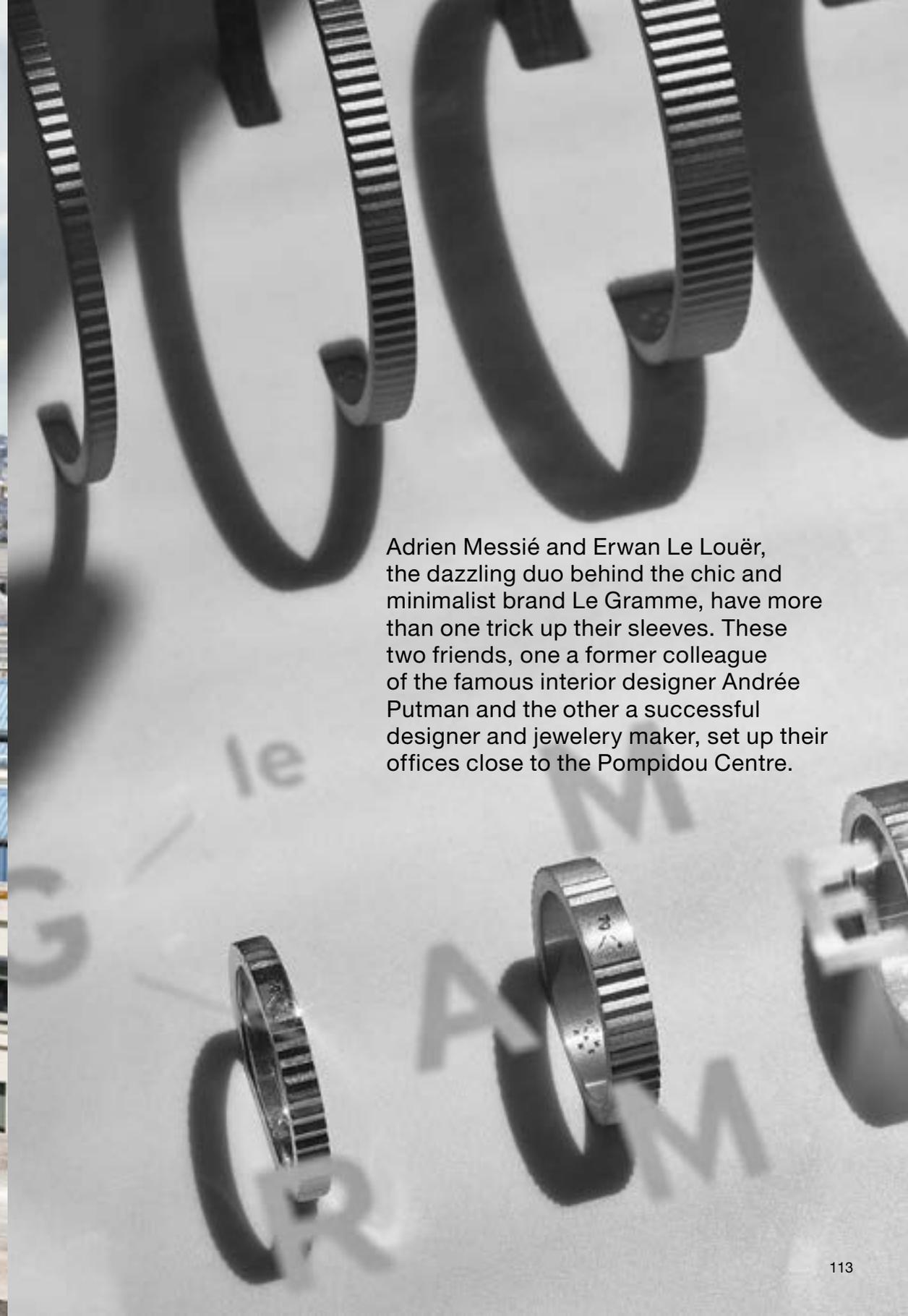
Architect Adolf Behne coined the adage "Movables have clearly developed from the immovables" – that is, furnishings are designed in response to the space they're in. This rang true for Haller, and Branger Architects elevated this relationship between the house and furniture – in design, shape and materials used – to highlight their creative efforts.

### 1965

USM Modular Furniture Haller was originally developed for personal use – to furnish the office pavilion and to create a relationship between the modular steel construction and a furniture system.



# Reduced to the max



Adrien Messié and Erwan Le Louër, the dazzling duo behind the chic and minimalist brand Le Gramme, have more than one trick up their sleeves. These two friends, one a former colleague of the famous interior designer Andrée Putman and the other a successful designer and jewellery maker, set up their offices close to the Pompidou Centre.

Company:  
Le Gramme  
Names:  
Adrien Messié and  
Erwan Le Louër  
Industry:  
Design  
Location:  
Paris, France  
Owns USM since:  
2014



“They are, above all, functional pieces with such simple lines that they become iconic.”

Adrien Messié and Erwan Le Louër



Born out of Erwan Le Louër and Adrien Messié’s shared passions for architecture and design, Le Gramme is a creative concept based on objects named after their metric weight. The studio offers simple shapes available in different widths and proportions and therefore different weights – objects you can wear (bracelets, rings) and also functional objects, like sterling silver rulers, all made in France. The designs result from a specific equation: a simple shape, a precious material, plus a pattern and a finish.

The launch of the brand was a tremendous gamble, but from the very first season, ten prestigious outlets chose to carry the collection, including Colette in Paris, Super A Market in Tokyo, and Opening Ceremony in New York.

Today, Le Gramme can be found in a hundred boutiques in over 20 countries.

The pair dreamt up the entire interior as well as the bespoke wooden storage units for their Parisian office, which stands near the Pompidou Centre designed by Renzo Piano and Richard Rodgers. For furniture, they chose USM Haller pieces, as they are, in the designers’ opinion, on par with Le Gramme objects – modern forms, available in a range of sizes, colors and functions.

As they share pure lines and a key purpose, the comparison between Le Gramme and USM does indeed seem obvious.





Creative consulting company ziginc. has created a luxuriously modern space that conveys its problem-solving approach to client work through the true nature of design.

# Let's get together



Company:  
ziginc.  
Industry:  
Creative consulting  
Location:  
Tokyo, Japan  
Owns USM since:  
2017



Located in Tokyo's Minami Aoyama district, ziginc. is a creative consulting company that develops – and designs every piece of – businesses and products, starting at conception. The company feels it is very important to convey its holistic approach to clients through its office design.

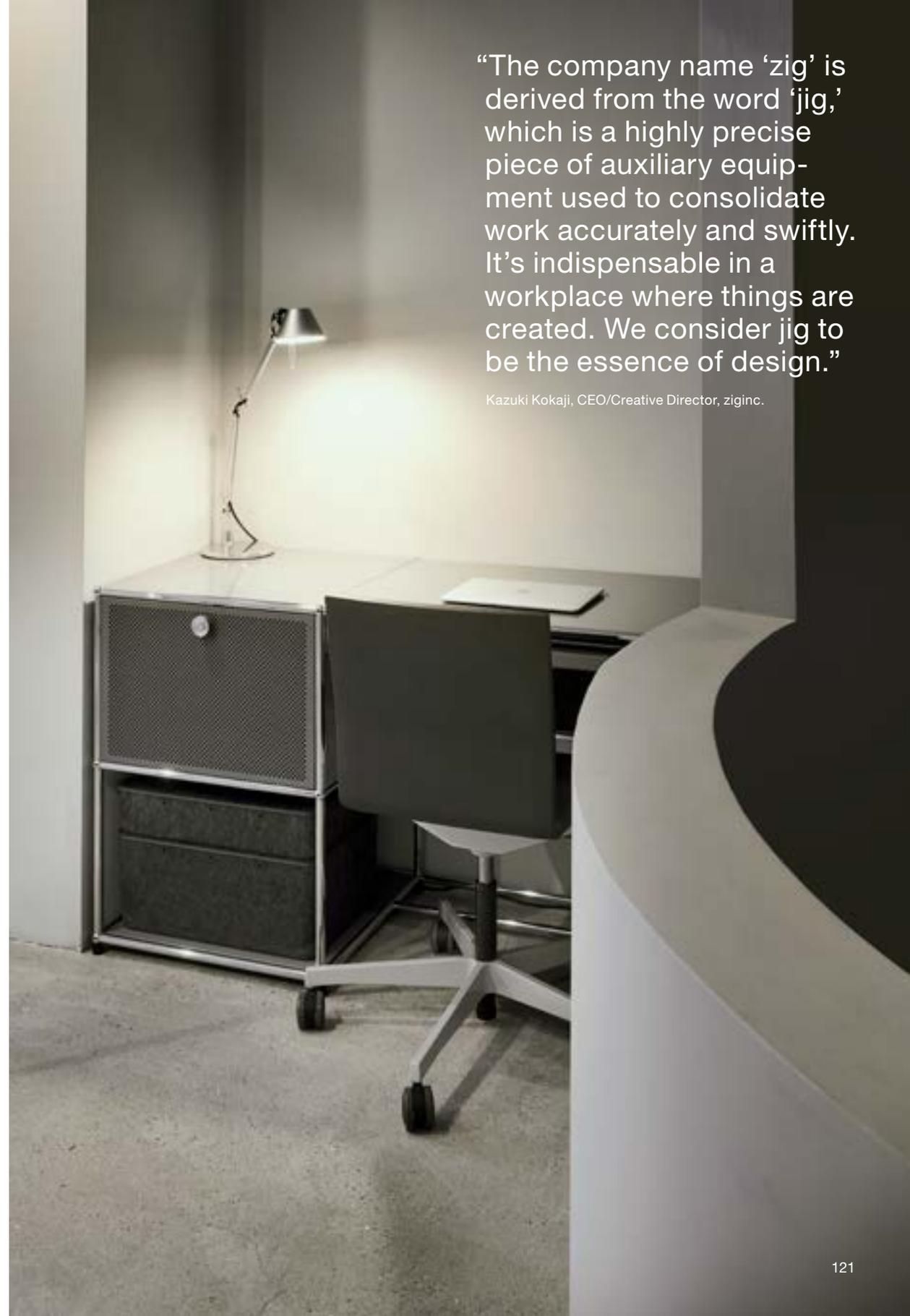
CEO Kazuki Kokaji, who is also a designer, envisioned a neutral space with a gray color palette when he was scouting locations for a new office. Even though he decided on a place, he found that the chrome frames around the windows and doors were too prominent, so he resolved to match the office furniture to the metal. Since USM offers a wide range of grays, he was able to choose the exact shade he had in mind. Next, instead of

working against the existing window frames' chrome plating, he made it look less intense by selecting a matching USM Haller panel.

Kokaji decided to use all four of USM's product lines, including USM Haller tables, USM Kitos tables and USM Privacy Panels. Employees store their personal belongings in the new Inos Box. "Products from the same manufacturer offer a consistent style, so USM products are ideal for matching with USM Haller," he says.

"The company name 'zig' is derived from the word 'jig,' which is a highly precise piece of auxiliary equipment used to consolidate work accurately and swiftly. It's indispensable in a workplace where things are created. We consider jig to be the essence of design."

Kazuki Kokaji, CEO/Creative Director, ziginc.



# The law in the right light



Company:  
Bär & Karrer AG  
Industry:  
Commercial law  
Location:  
Zurich, Switzerland  
Owns USM since:  
2013



At a law firm, where expectations are high and performance counts, furnishing is assessed by functionality, quality – and style. It should be timelessly modern.

The commercial law firm Bär & Karrer in Zurich is one of the most prestigious in Switzerland. Countless awards attest to its success. And of course, expectations are high when playing in the top league – in all respects. When it comes to office areas, the answer is USM Haller because of its linear design, its classy look, and because it is so easy to combine and configure – qualities that are highly valued at a law firm. The comprehensive library, which was remodeled in 2017, is made of 80 USM Haller E elements. Magazines, thick volumes, legal

texts and material in various languages: Lawyers feel right at home here. The simultaneously focused and atmospheric lighting has a brightening effect. Lawyers enter and promptly find what they are looking for. With USM Haller E, the office and open design concept is seamlessly harmonious in regard to colors, materials and aesthetics. This makes employees happy. They value this unique combination of design and functionality – and let's be honest, how it represents the office. "Working in our library is a real pleasure," says Bär & Karrer's Beatrix Schürch.

Employers are responsible for their employees' health, according to LCH, the umbrella organization for Swiss teachers. That's why USM Kitos M tables are part of the furnishings in the rooms of the new central secretariat in Zurich. An ode to height adjustability and timeless design classics.

# Top marks for decor



Company:  
Dachverband  
Lehrerinnen und  
Lehrer Schweiz LCH  
Industry:  
Education  
Location:  
Zurich, Switzerland  
Owns USM since:  
2018



**“What USM means to me: quality, style, simplicity, a classic, Swiss production, changeability and – at the same time – tradition. An equally timeless and forward-looking mix.”**

Franziska Peterhans

Wherever promoting health and longevity meet, USM Kitos tables generally aren't far away. They are freely height adjustable and transform ergonomic work into child's play. At the same time, they are designed for continuous use. It's this combination that convinced the board of LCH to select these tables for the organization's new office. "These tables are an ideal opportunity to make health a key value in our daily lives at every level," says Central Secretary Franziska Peterhans. In many ways, they're a lifetime investment. "As expensive as USM is," he says, "the furnishings can always

be reconfigured to meet the needs of a new situation, thanks to their modularity, as opposed to a built-in solution. It is not tied to a specific place or shape and is therefore modern and durable in equal measure. It's a rare art at a time when sustainability is all too often only paid lip service." And Peterhans not only values versatility in terms of future modifications or expansions, but also in day-to-day work life, "whether I want to present something or put it away quickly, USM furnishings are always on my side." Lastly, let's talk aesthetics: In the eyes of the central secretary, the design is simultaneously masculine and feminine and therefore positively contemporary.

How a two-woman entrepreneurship turned into a professional operation – ready to shake up existing conventions and bring the “modern workforce” to life.



# Modern workforce



“Sitting at your own comfortable desk suddenly feels like sitting in your own personal paradise.”

Both worked for renowned fashion magazines and saw that a new trend was emerging: The digital democratization of the industry, shifting away from elitism and toward opening up the industry to everyone. The upheaval is turning the system on its head, and Heilbrunner and Knolle complemented each other perfectly. Heilbrunner was on the move as a street style icon for international fashion weeks: She styled photo galleries and posted selfies and still lifes of her favorite accessories. Her business partner can be found at their headquarters, controlling all the different aspects of the company in front of her laptop. During the first few months, their living rooms served as their home offices. The company is growing, the dream of opening their own first office is being

In 2015, Veronika Heilbrunner and Julia Knolle founded the online magazine hey woman! The two women had already known each other for a few years through friends, and during a dinner with a small group, they started talking: “What do people actually like to read online today?” was the key question they ended up discussing for a long time.



Company:  
hey woman!  
Industry:  
Publishing  
Location:  
Berlin, Germany  
Owns USM since:  
2018



fulfilled, and their ambitious interior design dream is coming true: USM is a key design aspect that underscores the DNA of their young publishing brand – and the hw! space is now a reality.

Heilbrunner’s office is always wherever she is. Ninety percent of her work is done on the road – in the car, on the metro, on an airplane, in a hotel room – always and everywhere in between, 24 hours a day, 7 days a week. Her

“headquarters” in Berlin has become a place of pilgrimage. Sitting at her own comfortable desk suddenly seems like her very own personal paradise. She can talk to colleagues without having to write an email, and electrical outlets, snacks and endless coffee are close at hand. The warm light of the USM Haller E shelf creates a cozy atmosphere that lets her forget the time of day. The decor, a symbiosis of the two founders’ favorite pieces, gives the space a personal touch.

# Sensitive structuring



A Bavarian spice miller and former award-winning chef has equipped his cooking school with unique furnishings. At its core, you'll find an individual USM configuration for his countless spices.

Company:  
Altes Gewürzamt  
Name:  
Ingo Holland  
Profession:  
Spice miller  
Industry:  
Spice manufactory  
Location:  
Klingenberg-Röllfeld,  
Germany  
Owns USM since:  
2016



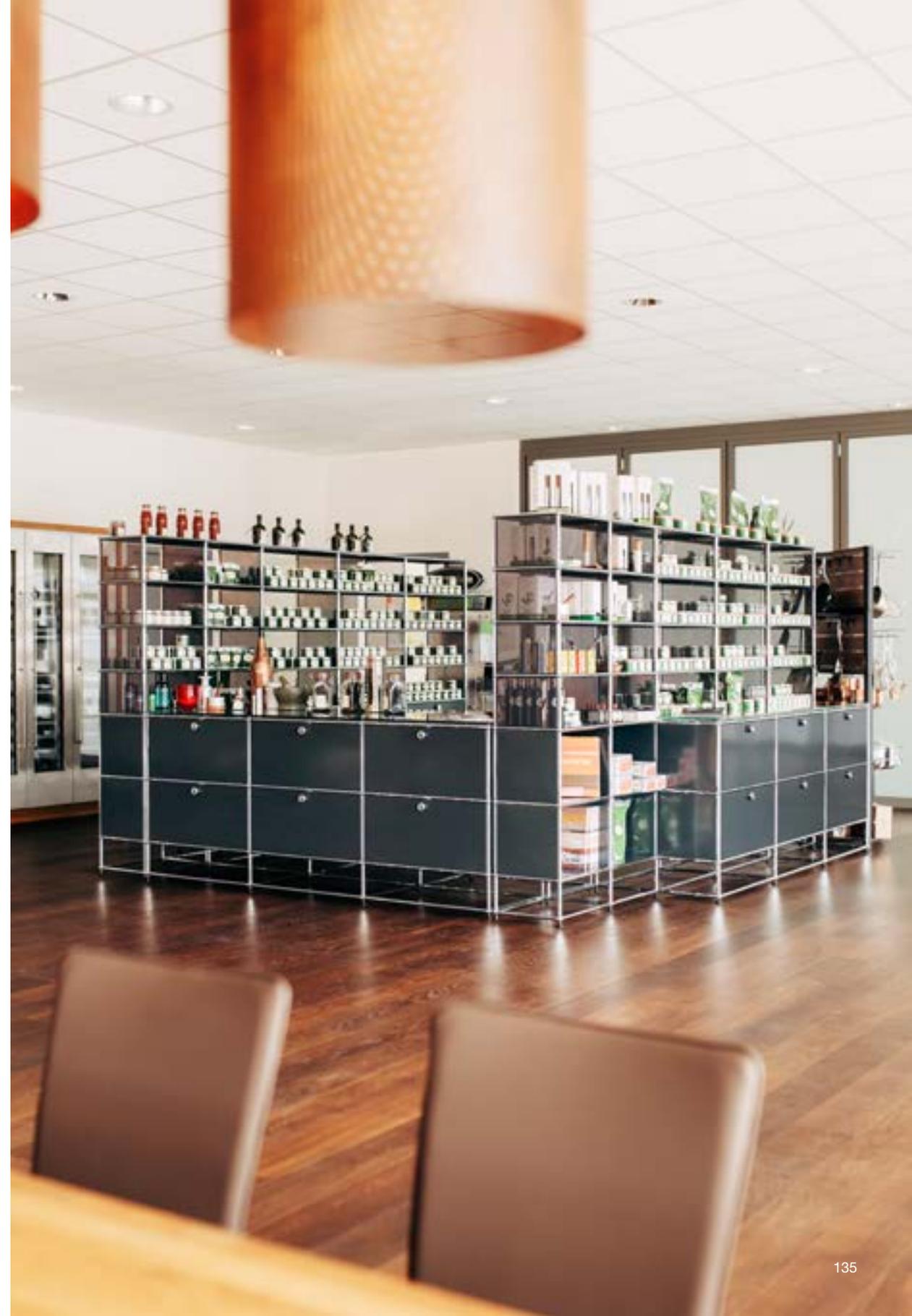
“USM Haller can  
be combined  
with everything.”  
Ingo Holland

Although Ingo Holland has left behind a career as a chef, he continues to contribute to the art of cooking. Alongside his son Kilian, he operates a spice factory, Altes Gewürzamt, in Klingenberg, producing more than 120 tons of fine ingredients a year.

According to Holland, as a spice miller, you work with all your senses, and he has demonstrated his sensory sensitivity in the detailed design process of a 43,055-square-foot (4,000 square-meter) space housing a cooking school, a library, as well as office and event spaces. “We basically considered every centimeter,” he says.

The entrepreneur incorporated a number of massive oak tables, mouth-blown lamp shades from the South of France and many other pieces designed to accentuate the spaces. He added steel furniture to create continuity among the various other pieces of decor: “USM Haller can be combined with anything,” Holland says.

Thinking long term, he appreciates the system’s adaptability: “If I decide to remodel, I wouldn’t have to buy a new piece of furniture. I could easily add more elements to it and adjust the system in all sizes and formats.”



# Designing the future

A woman with long blonde hair, wearing a dark blazer and blue jeans, is walking away from the camera down a hallway. The hallway is lined with modular office partitions. On the left, the partitions are yellow, and on the right, they are blue. The floor is a light-colored, polished material that reflects the overhead lights. In the background, there are more yellow partitions and a red table. The ceiling is industrial, with exposed pipes and lights.

One of the leading affordable Italian fashion brands has set up a think tank where fashion, technology and knowledge-sharing are the ingredients of success.



Company:  
Imperial Creative  
Lab  
Industry:  
Fashion  
Location:  
Bologna, Italy  
Owns USM since:  
2016

“We really appreciate USM’s versatility: It allows for countless interpretations, just as Imperial’s clothing does.”

Founded in 2015 by Imperial, a renowned “Made in Italy” brand, the Imperial Creative Lab is an innovative laboratory where the company continuously redefines its customer-driven business model. Located at Centergross, Bologna’s wholesale fashion district, this tech hub embodies Imperial’s forward-thinking approach.

The airy, open-plan space reflects the company’s philosophy, which builds on a flat hierarchy and flexibility. Here, the bold blue and yellow USM Privacy Panels support the lab’s creativity: While the multicolor accents contribute to a stimulating aesthetic, noise is kept to a minimum. The result is a modern, colorful and comfortable workspace in which different office zones blend harmoniously. “We really appreciate USM’s versatility: It allows for countless interpretations, just as Imperial’s clothing does,” the company says.

Across 5,380 square feet (500 square meters), technicians, communication experts and production managers work side by side to develop new tools aimed at improving the company’s design and production processes. Software to measure real-time sales and a “tracking room” (a 3D-modeling and simulation technology based on augmented reality) are two outstanding examples.

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