



# Design Guide

*by* Steelcase + Forward Space



Unwavering *Grit*

Authentic, Hard Working, Industrial



Season Chair  
by Viccarbe

*“Come and show me another city  
with lifted head singing so proud  
to be alive and course and strong  
and cunning”*

 Chicago  
by Carl Sandburg



Grid  
by Established & Sons

In this Section:

Culture & Community	01
Look & Feel	09
Design Dialogue	20







# Chicago

## is Resilient

THE EDIT



**In This Setting:**  
*Viccarbe, Established and Sons*



# Hard + Soft

Materials such as weathered steel and reclaimed brick will be used to symbolize Chicago's industrial past and its unwavering grit.



Shape Table  
Vicarbe



Slab Low Stool  
Tom Dixon



Season Mini Pouf  
Vicarbe





Local Flavor

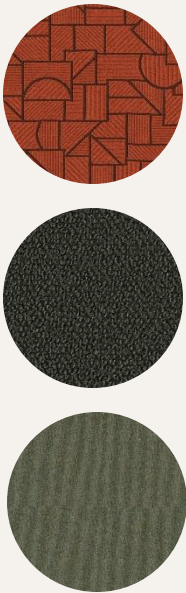


*Make no  
little plans.  
They have no  
magic to stir  
men's blood.  
Make big  
plans: aim  
high in hope  
and work.*

Daniel Burnham  
Plan of Chicago



+ Vintage!





# Unwavering *Grit*

Authentic, Hard Working, Industrial



↖ + *Vintage!*



**In This Setting:**  
*Kartell, Moooi, Flos, Established & Sons, Viccarbe*





# Refined Craft

**Craft** is seeking to invent novel machines, methods, or startling new materials to make intriguing and artful products — to solve modern problems with better tools, and to preserve a feeling of beauty that makes the modern world feel less cold

+

*Renewable Timber!*



Medici Table  
Mattiazzi



New Mood  
Bolia

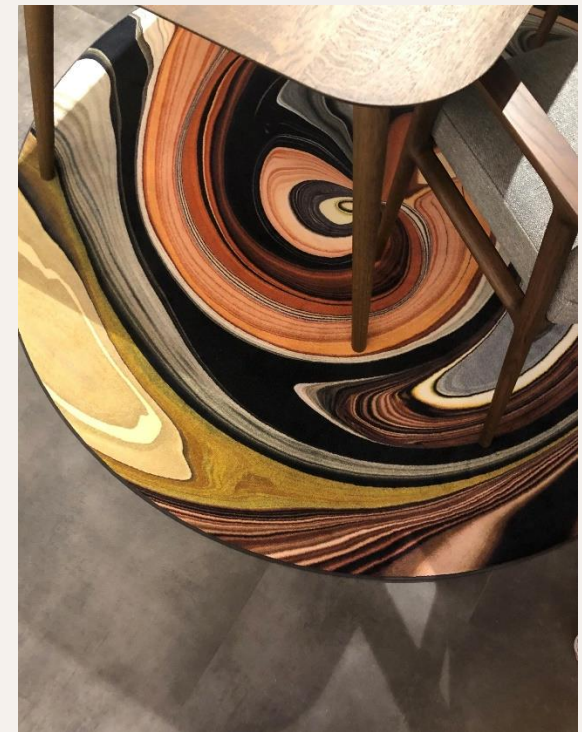
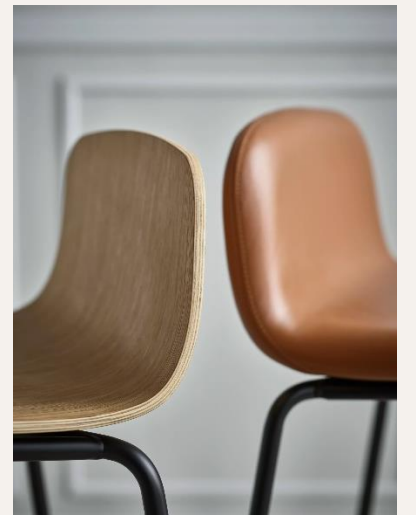
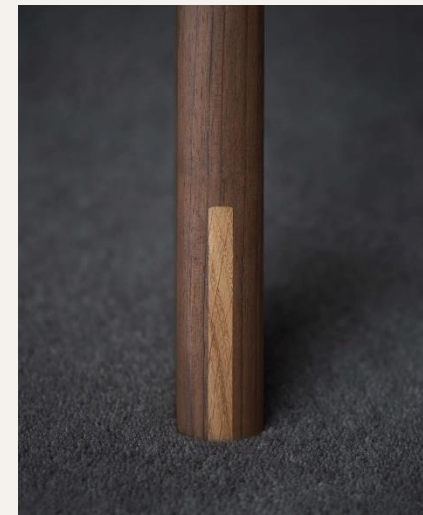
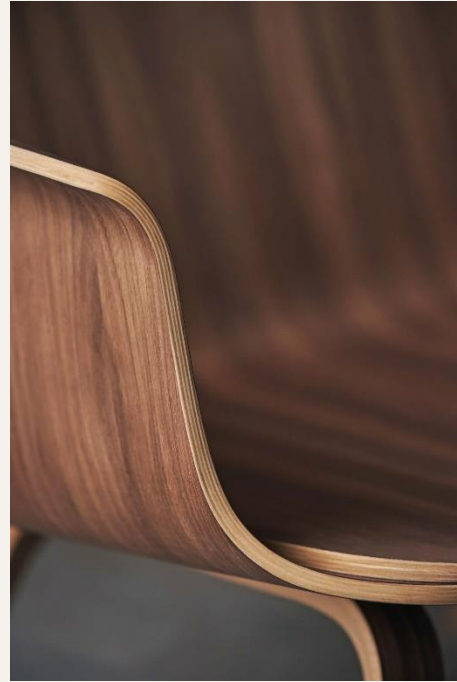






## Unwavering *Grit*

Authentic, Hard Working, Industrial



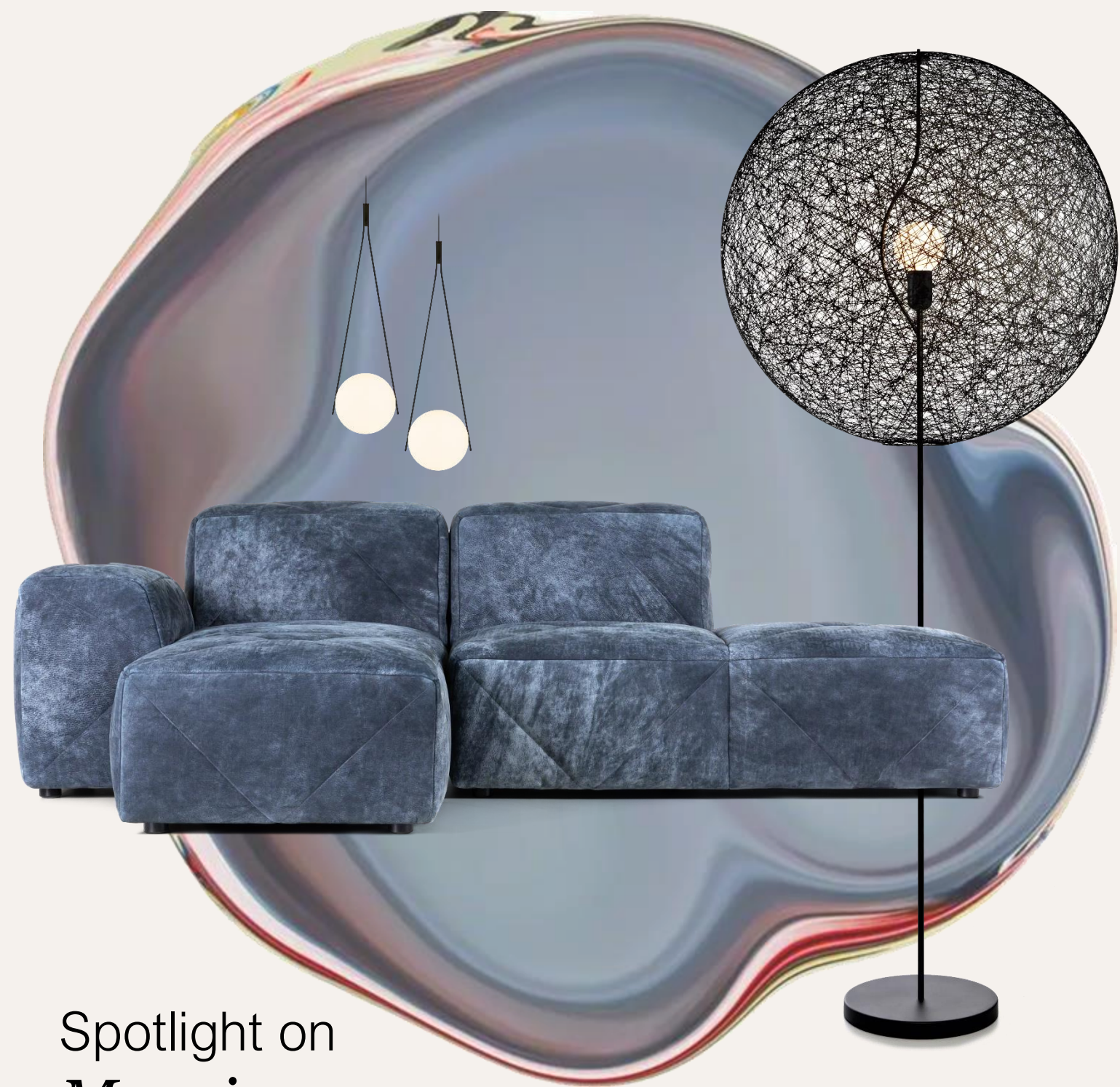




*Established & Sons*







Spotlight on  
*Moooi*





# Products for a *Better Planet*

+ Viccarbe **Funda Bold**

Metal  
Structure

Replaceable  
Upholstery



Seed Chair  
85% recycled plastic



Flex Perch Stool  
100% recycled from Ccycling

+

Nanimarquina **Shade**

100%  
recycled  
PET

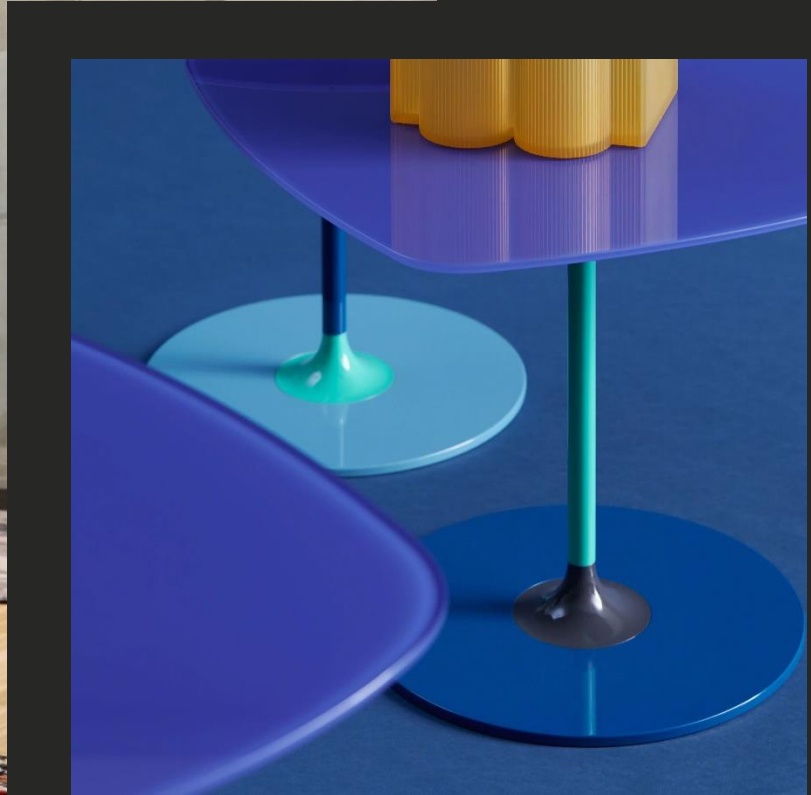
100%  
recycled  
PET



Facile Bench  
FSC Certified Wood









# Architectural *Innovation*

Connected, Varied, Intentional



Ensemble Lounge  
by Coalesse

“A proper building grows naturally, logically, and poetically out of all its conditions.”

 Chicago Architect  
Louis Sullivan

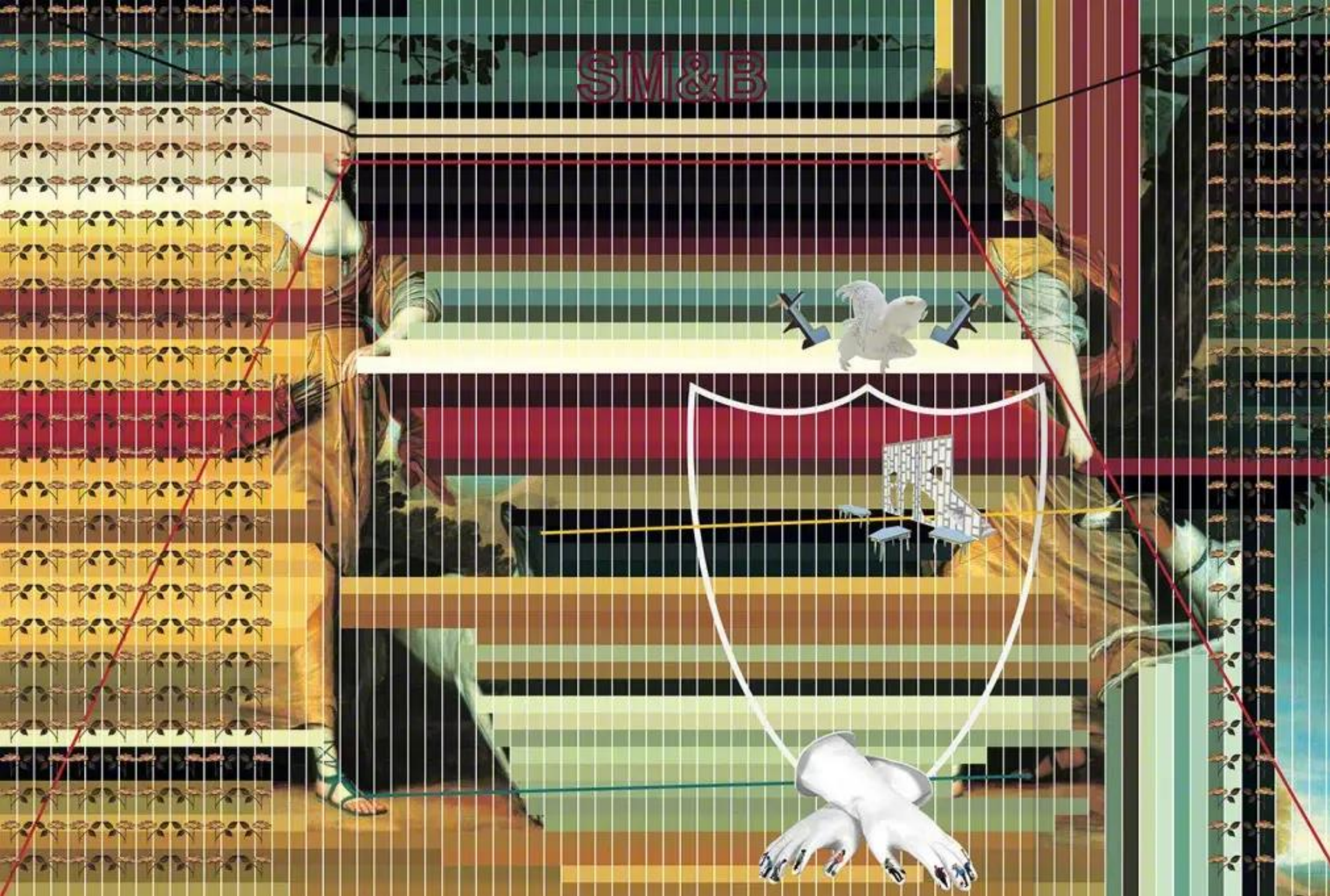


## In this Section:

Culture & Community	25
Look & Feel	41
Design Dialogue	46







# Chicago

## is Interconnected

THE EDIT

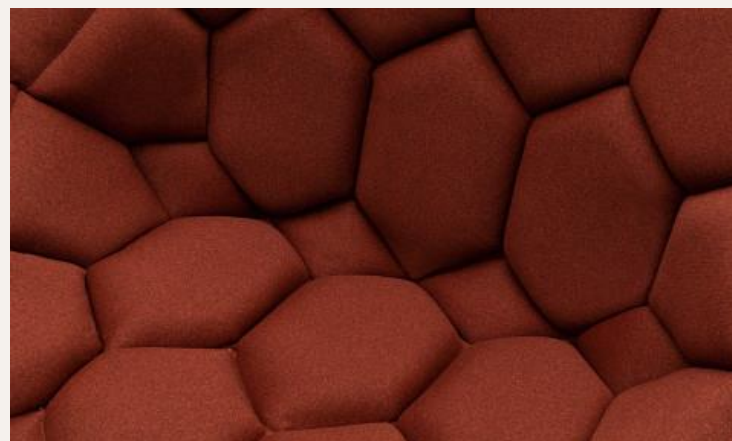
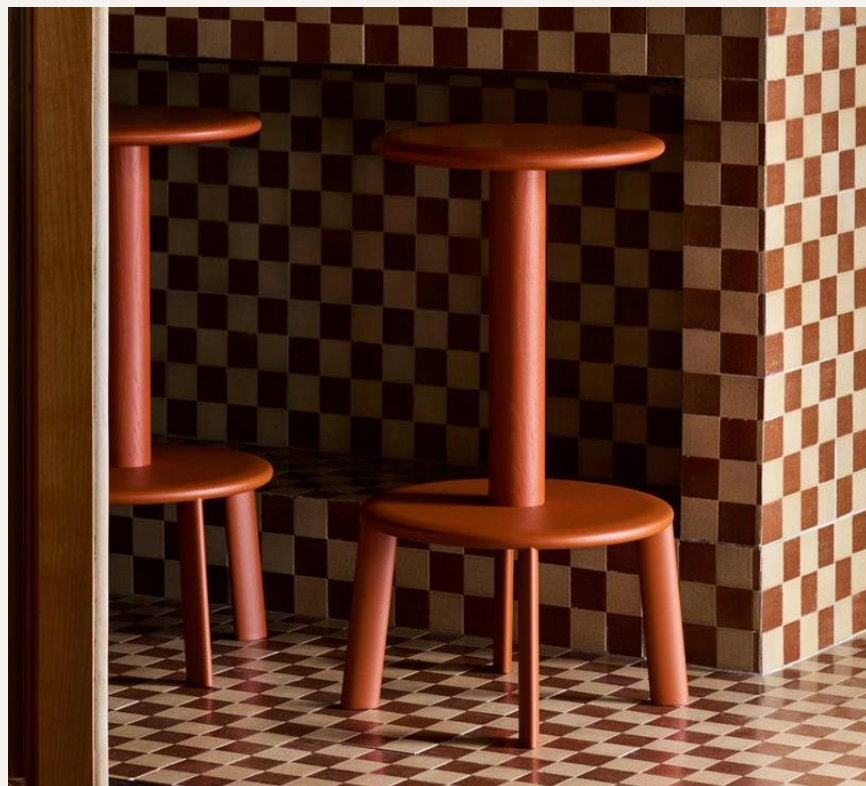


In This Setting:  
*Established and Sons*

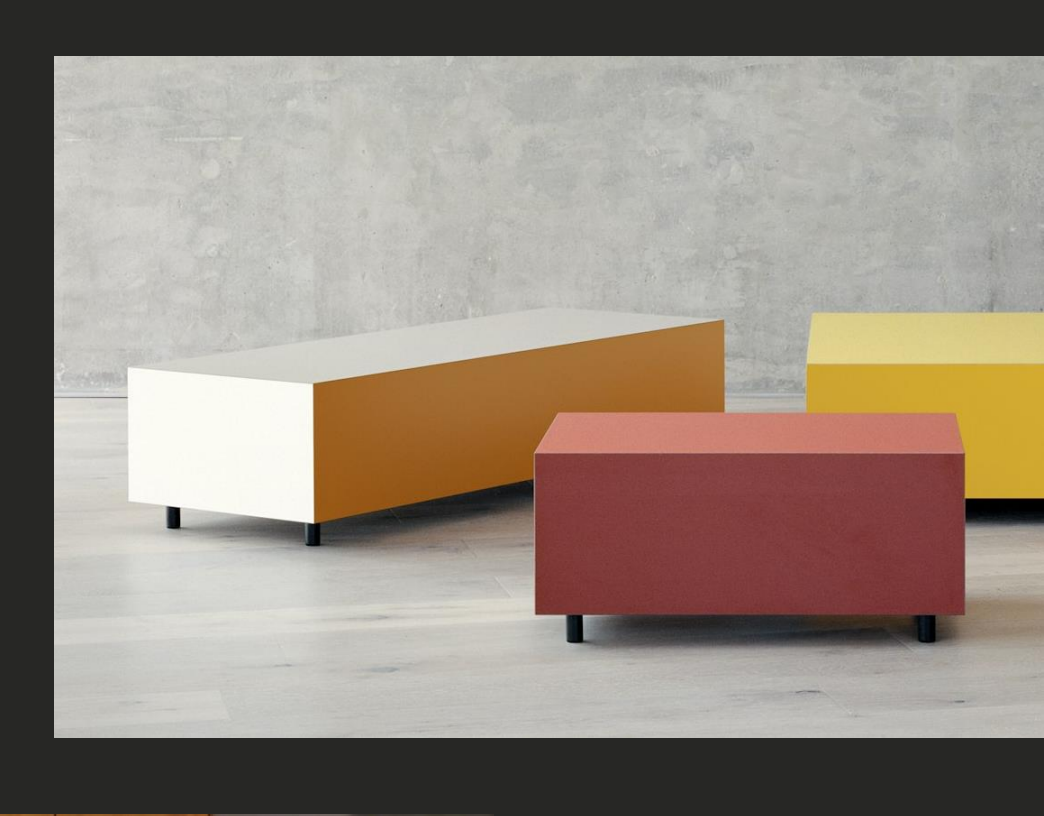


## *A Take on Tonal*

The design will prioritize accessibility and comfort, reflecting the city's reputation for Kindness.









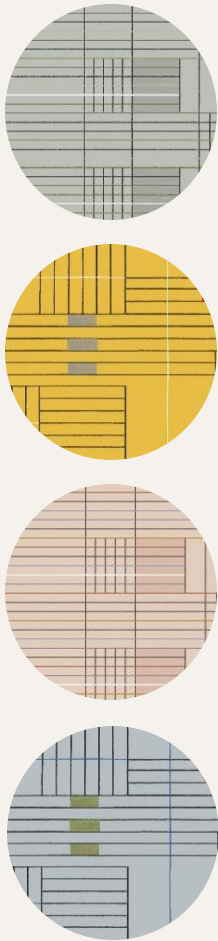


*“Eventually,  
I think Chicago  
will be the most  
beautiful great  
city left in the  
world.”*

Frank Lloyd Wright

Great Design. For Everyone.

Making great design available to everyone defined Frank Lloyd Wright’s midcentury, Usonian period in architecture and furniture. Explore how, through our creative collaboration with the Frank Lloyd Wright Foundation, the Steelcase design team translated the unexpected style and unmistakable vision of Wright’s Usonian work into distinctive, modern furniture for today’s home and workplace.



Designtex  
“Elemental Wright”  
Collection





Wright was an early pioneer in working with plywood, which he favored for its accessibility and affordability. ***The Rockford Collection*** celebrates the intrinsic character of plywood and its exposed natural grain – expressing the beauty of this material, with all its layers visible on the beveled edges of the tables – rather than covering it with a hardwood veneer.







# Chicago is Diverse

THE EDIT



**In This Setting:**  
Kartell, Steelcase, Moooi, Viccarbe, Coalesse







**Nagi Chair**  
*By Viccarbe*

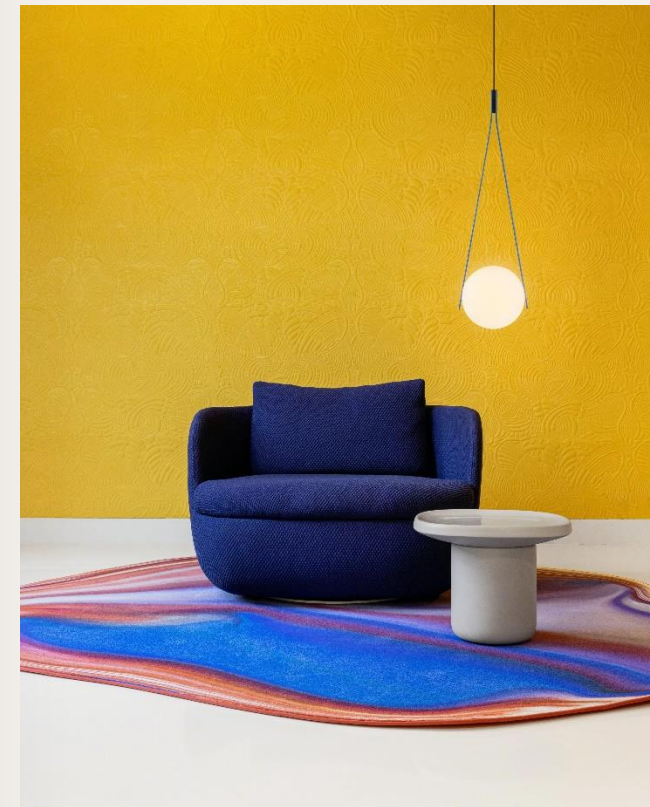


## Architectural *Innovation*

Connected, Varied, Intentional



+ *Vintage!*



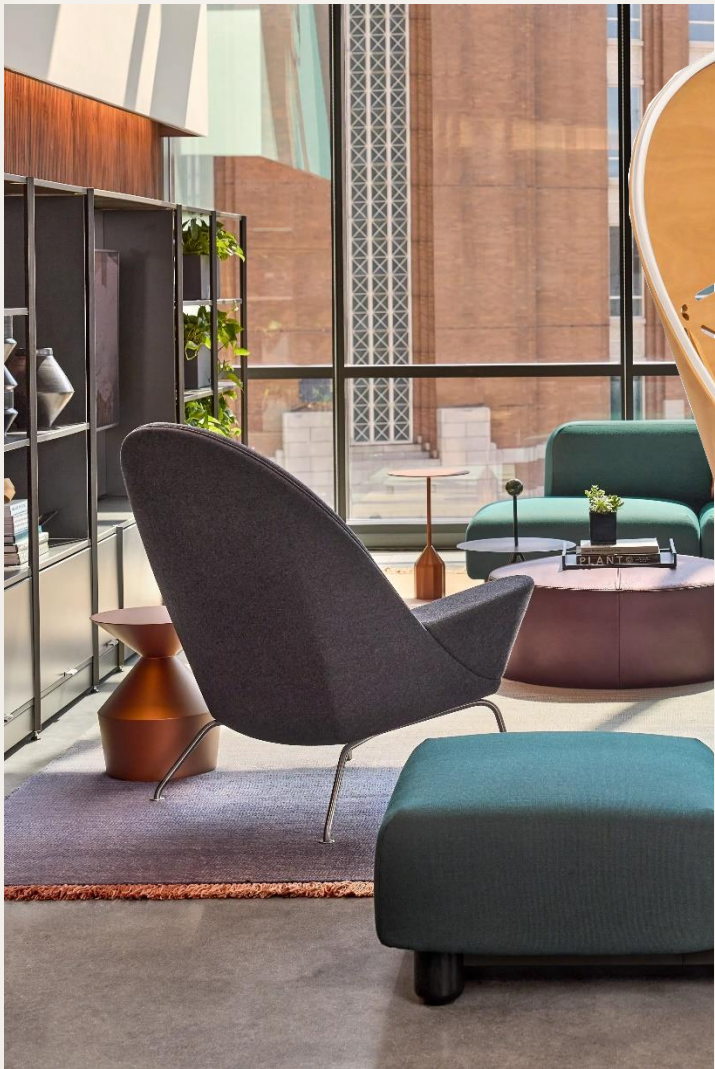


Exaggerated Silhouettes

A unique perspective of the city’s design heritage, grounding the space through both function and form.



Prince Aha  
Kartell



+ Oculus  
by Carl Hansen & Son



+ Wingback  
by Tom Dixon







Tronco Chair  
Mattiazzi



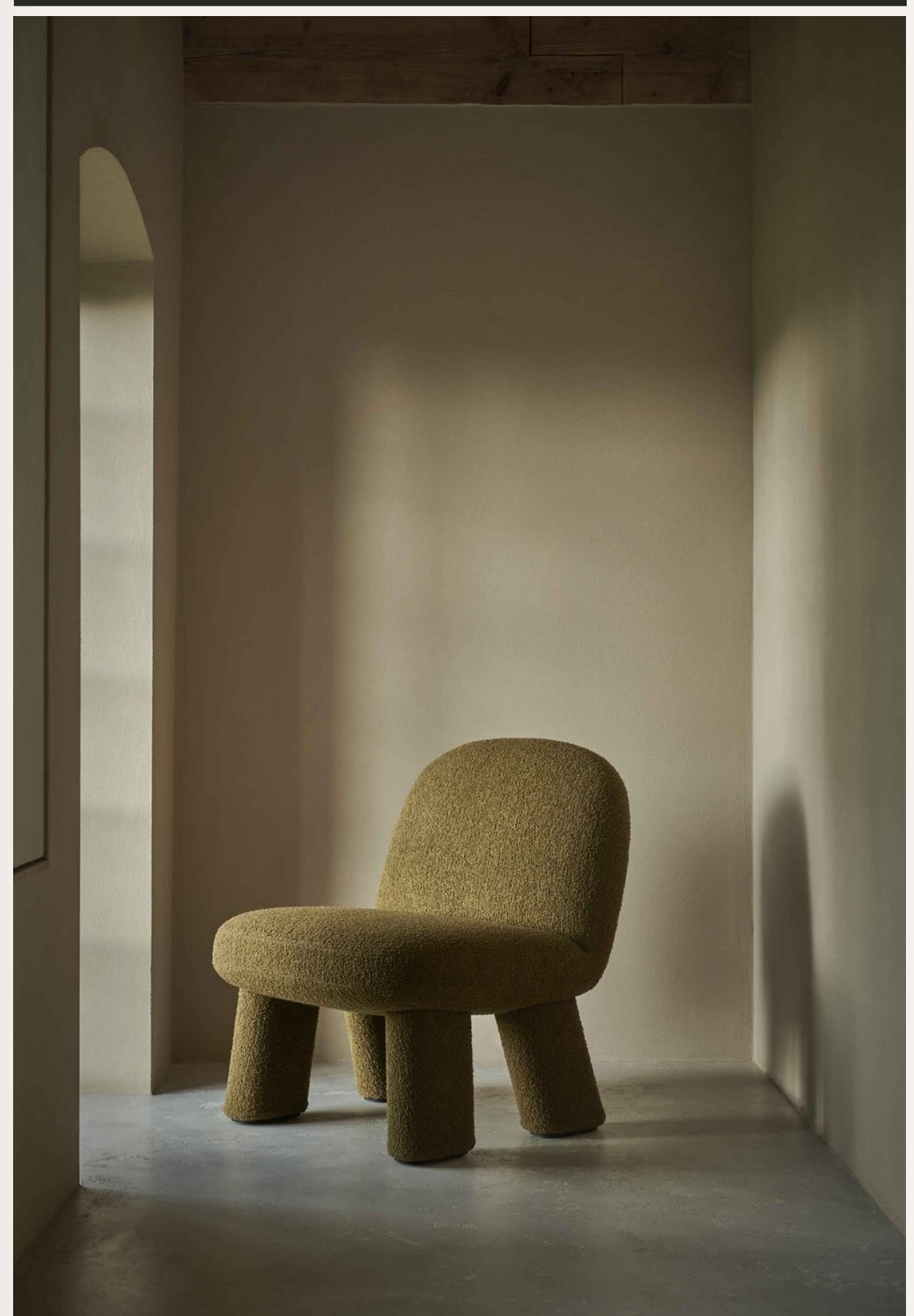
Osso Chair  
Mattiazzi



Branca Chair  
Mattiazzi



Petal Chair  
Tom Dixon



# Design Dialogue











*Escape + Engage*

Welcoming entrances, ample seating,  
and thoughtful amenities will ensure that the  
space is inviting to all







Chicago  
is Vibrant  
THE EDIT





# Midwestern *Kindness*

Warm, Welcoming, Magnetic



*The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life.*

 Chicago Activist  
Jane Addams



Bowie Lounge  
by Bolia

In this Section:

Culture & Community	55
Look & Feel	61
Design Dialogue	66



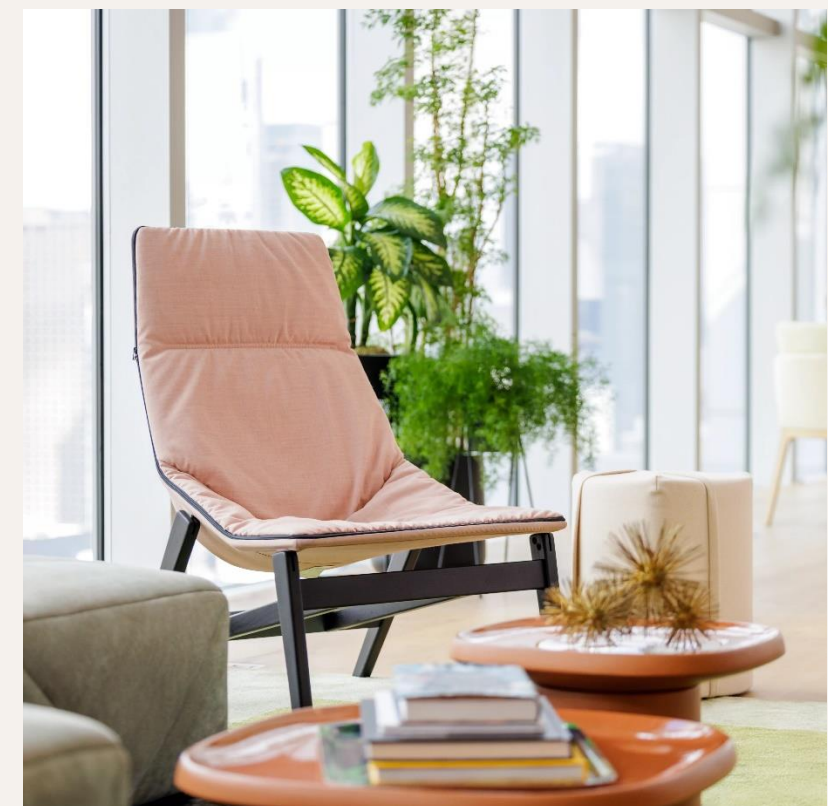




# Chicago

## is Engaging

THE EDIT



**In This Setting:**  
*Viccarbe, Established & Sons, Coalesse, Moooi*







## Midwestern *Kindness*

Warm, Welcoming, Magnetic



**In This Setting:**  
Coalesse, Bolia, Viccarbe, Flos, Moooi, Carl  
Hansen & Son





# A Take on Tonal

The design will prioritize accessibility and comfort, reflecting the city's reputation for kindness.





*A Moment of Respite*



Design Dialogue



# Mixed Materiality

The design will prioritize accessibility and comfort, reflecting the city's reputation for kindness.





**Steelcase®**

**FORWARD**  
**SPACE®**