

# Works



**02** Give yourself a profile

**04** Purist – Collins

**10** Self-confident – Converse

**16** Consistent – mai public relations

**22** Clear – KV Telematik

**30** Impressive – Signature Capital

**36** Individual – Haarwerkstatt

**44** Innovative – Hasso Plattner Institut

**52** Lasting – VR Magic

**60** Effective – Open Space Office

**66** Made in Berlin

Economic, technological and social change are now transforming the world of work.

Office work now increasingly consists of networked tasks and thinking, of creativity and team play. These factors clearly define new demands on multifunctional, lasting and flexible furniture design.

The modular furnishing ranges produced by System 180 focusses these developments.

Our shelving and sideboard units, which are all configurable to suit changing needs, offer more than just functional storage space, but also serve to give structure to spaces, marking off zones and defining walkways. Our various ranges of tables can – depending the activities set to them – become centres for networked computer work, scalable workbenches for project teams or plush centrepieces in a company's meeting room.

All our ranges can be transformed with great flexibility and, thanks to their unmistakable structural aesthetic, stand for individuality and sophistication.

Our "Works" brochure shows a number of sample projects that we have completed together with our partners in planning and commercial disciplines.

Use them for inspiration and discover the opportunities that System 180 can provide for your top-end furnishings and fittings.

»ONE MUST  
HAVE THE WILL  
TO MAKE  
SOMETHING,  
TO CREATE.«

Prof. Jürg Steiner, inventor of System 180

# PURIST

## PROJECT COLLINS HAMBURG

The 250 employees of Collins, a Hamburg-based e-commerce enterprise under the umbrella of the Otto Group, have been running the aboutyou.de, edited.de and sistersurprise.de fashion platforms since May 2014. Fashion is a quintessentially lifestyle industry, which means that any company wanting to create a credible position in the market needs to make sure that its presence looks super cool.

The design concept for the company's 3,000 m<sup>2</sup> open space office is a synthesis of almost cosy colour and light effects with clear functionality.

The sandblasted concrete surfaces contrast with a rough shag carpet, while open pored wooden details add warmth to the space's functional feel. Ceiling-height fitted cupboards, along with sideboards and shelving by System 180 with accentuated colours provide a wide variety of storage spaces, dividing the space into separate zones for the various teams working there and defining walkways through the office.

Niches, micro-gardens complete with swings, telephone booths and a variety of meeting areas complement the workspaces and provide spaces of retreat for a wide range of needs.

The lighting design was planned and implemented using only LED technology. In addition to the workstation lighting, restored vintage luminaries refitted with LED lamps are deployed in the office hallways. Powerful LED floor-standing uplighters giving off a warm white glow provide the basic lighting for the office.













# SELF-CONFIDENT

CONVERSE HQ BERLIN

The Converse brand and its classic "Chuck" shoe range, named after US basketball player Chuck Taylor, stand for an easygoing, compromise-free lifestyle.

To match this marketing image, the new address chosen for the firm's HQ for the German-speaking market was in the well-known concept shopping mall "Bikini Berlin". The new site then furnished carefully for the company's needs. The concept mall represents the shopping experience to be lived by the urbane society of the future.

The interior design, framed by the mall's revitalised 50s architecture – with its exposed concrete ceilings and visible plumbing and cabling – communicates openness and movement.

All lowboards, containers and seats are on casters. Only the space's sideboards that serve zoning or dividing functions seem to be positioned permanently.

The colour scheme is also puristically simple. In an otherwise white and grey space, the black chairs, storage units, lamps and tables provide the only contrast.

This terse design by System 180 furniture is intended to underline the raw language of the architectonic shell in which it is placed.

The pared-down design provides a perfect setting for the Converse "underdog" image.













# CONSISTENT

MAI PUBLIC RELATIONS BERLIN

maipr is a Berlin-based international PR agency. Its team of media experts, architects and urban planners provide public relations services for the architecture, construction and design sectors.

Aside from doing multi-media public relations work for its customers, the agency also sees its strength in maintaining an environmental balance while achieving sustainable economic growth.

It goes without saying that their corporate identity also needs to be expressed in the design and furnishing of the company's own offices.

The main parameters for the furnishing design project therefore required a fresh, original design that combined quality and long service life in the materials it used.

With a feeling for the architectonic shell, as well as for colour and material texture, we achieved a stylish atmosphere that projected both inspiration and calm.

The mix of clear, modular system furniture with selected individual pieces lend the project a distinctive overall look that very well expresses the stance of the agency.











# CLEAR

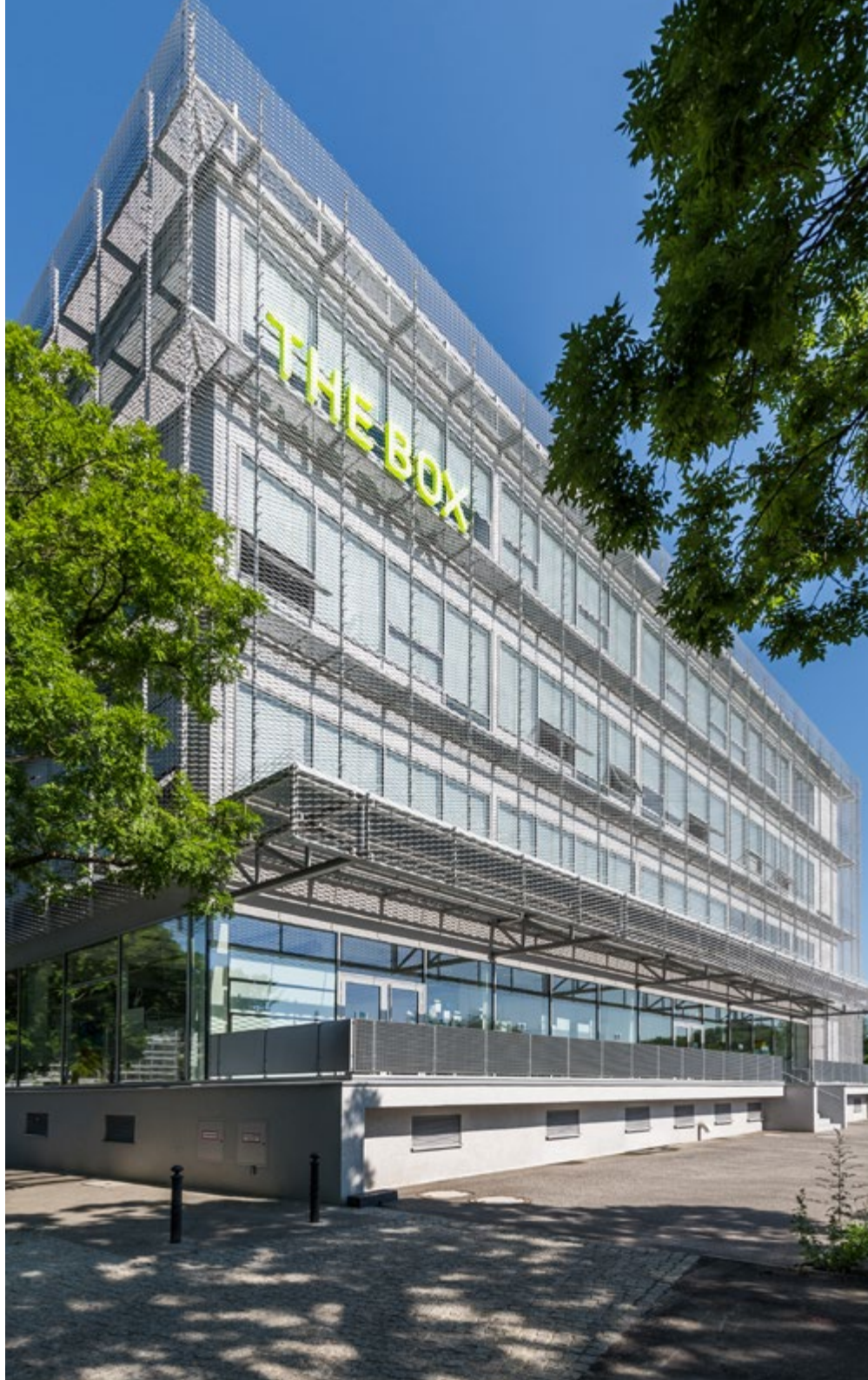
## KV TELEMATIK BERLIN

As an affiliate of the National Association of Statutory Health Insurance Physicians, KV Telematik develops and promotes the KV-Connect communication service for members of the association. The premises in Berlin Mitte into which the company moved in 2014 were again extended in 2015 to accommodate its growth to roughly 20 employees.

The bright, open space office designed in industrial style was fitted out using office storage furniture by System 180. Sideboards and work desks of varying size were combined in various ways to create workstation islands, whose precise configuration depended on the tasks and activities of the employees destined to use them. The meeting room with its conference table and auxiliary furniture, a kitchenette with high table and a table football machine provide different zones to satisfy various needs and functions during the course of the working day.

Strong colour accents in a puristic atmosphere characterised by glass surfaces, white walls and raw concrete ceilings are provided by floor coverings and accessories in bright magenta, together with green plants.

The decisive argument for choosing System 180 as the office's furniture system was its distinctive, modular design and flexibility of both the overall furnishing system and of its individual components. These features proved very useful when it came to extending the office space in 2015.















# IMPRESSIVE

SIGNATURE CAPITAL BERLIN

Signature Capital is an Irish property investment firm working actively in Germany. The company has experienced consistent growth since opening their Berlin affiliate in 2005. Their prestige address on the 18th floor of Berlin's Zoofenster, which it moved into in 2015, bears witness to its success and provides plenty of space for high-end interior design.

Visitors and employees access the office spaces through two reception areas. The businesslike cubic forms of the counters contrast with the warm wood or fitted carpeting in pale beige in the floor. A free-standing partition shields the adjoining meeting area from the view of newly arrived visitors. Sideboards subdivide the spaces in the open plan office into zones, creating booths for up to five people. An approx. 10 metres of open shelving unit provide easy access to stored materials and files.

The elegant mix of white and brown tones endows the sideboards in khaki with warm accents.

System 180's huge flexibility has proven to be a decisive advantage over the years. It allowed existing furniture to be adjusted to fit new spaces and to be extended to serve the growing needs of the company.











# INDIVIDUAL

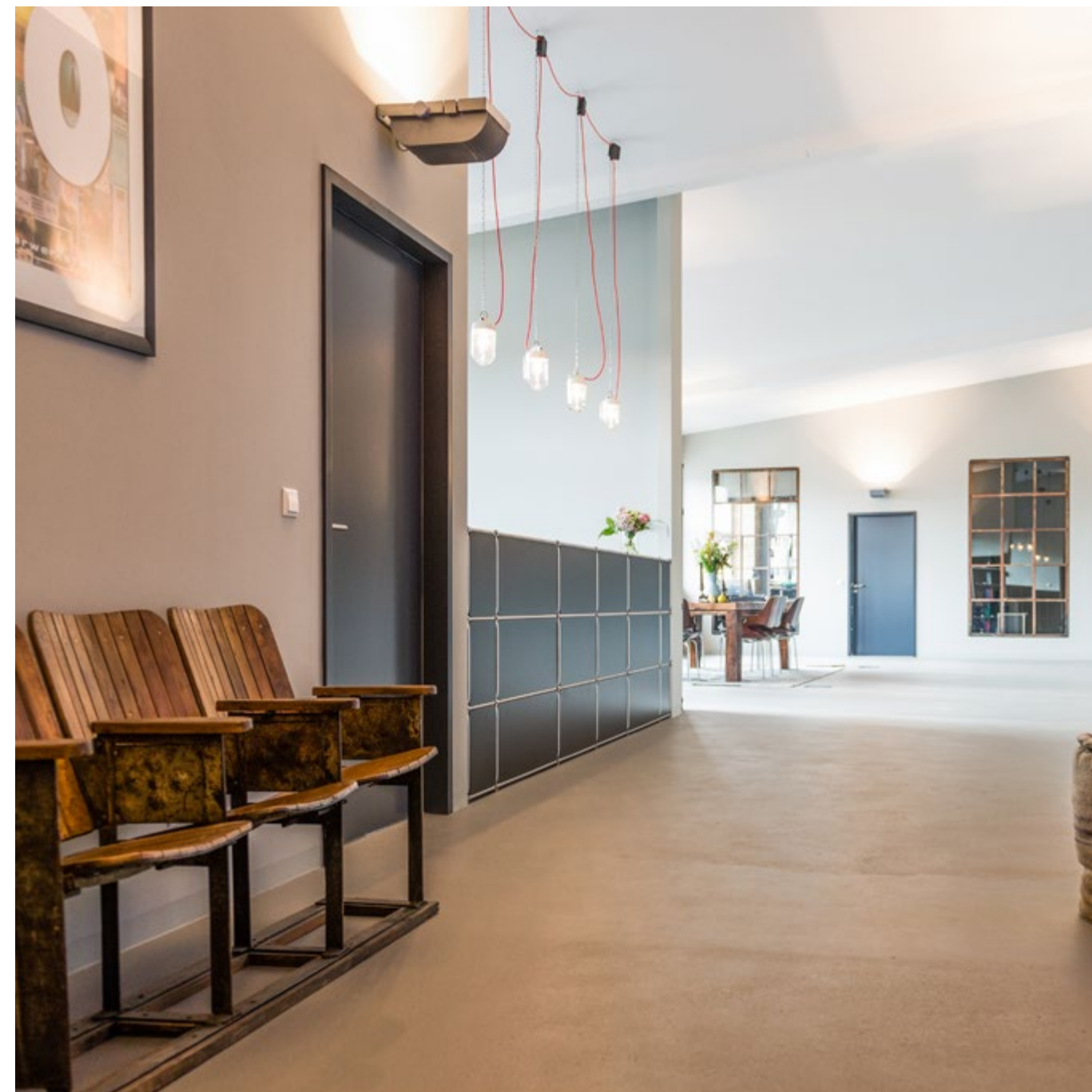
HAARWERKSTATT BERLIN

Haarwerkstatt maintains a demanding set of requirements for the design and quality of its services, its branch offices, and of course for the furniture and fittings of its new Berlin head office.

The newly renovated classic Berlin attic space was lovingly turned into a tasteful collage of clear, functional system furniture and handpicked shabby-chick centrepieces.

The reception counter, shelving and desk combinations with roller containers in black, provide the accents within an atmosphere that combines raw redbrick and smooth-plastered walls in pale grey. In the meeting area, the heavy wooden table contrasts with a fine-lined group consisting of whiteboards and a standing table from System 180's design thinking line.

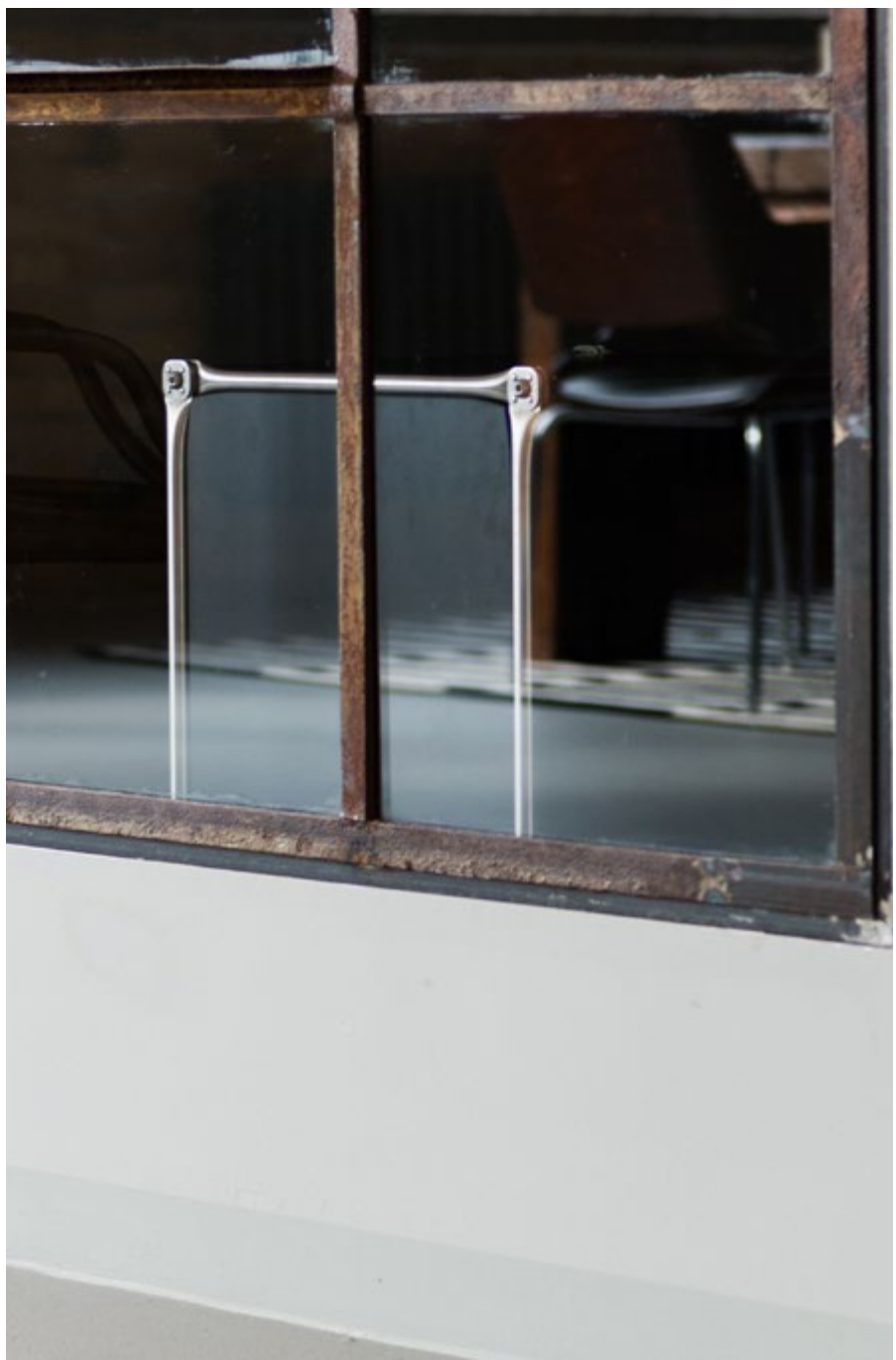
Natural materials and colours, along with selected lighting objects accessories, create a palpably cosy atmosphere and provide a clear statement of individuality.

















# INNOVATIVE

## HPI SCHOOL OF DESIGN THINKING POTSDAM

»Don't wait. Innovate!« is the urgent slogan of Europe's first school of innovation, the Potsdam-based HPI School of Design Thinking.

Practically all the furniture and fittings in the D-School are fully mobile: almost everything can be moved about the place as the need arises, much of it simply pushed about on casters. This gives huge flexibility in the use of space, as well as keeping the heads of the multidisciplinary team mobile too. The use of design thinking provides holistic, user-centred solutions to real enterprise problems in the industrial, commercial and services sectors.

In System 180 the D-School have found the perfect partner to enable it make its vision of mobile furniture and fittings a reality. A modular range of furniture was developed based on the experience of the famous d.school at Stanford; one designed to provide the best possible support for a philosophy of movement and flexibility. Each module was designed to be light, multifunctional and yet tough, satisfying the requirements of the very best in design thinking.

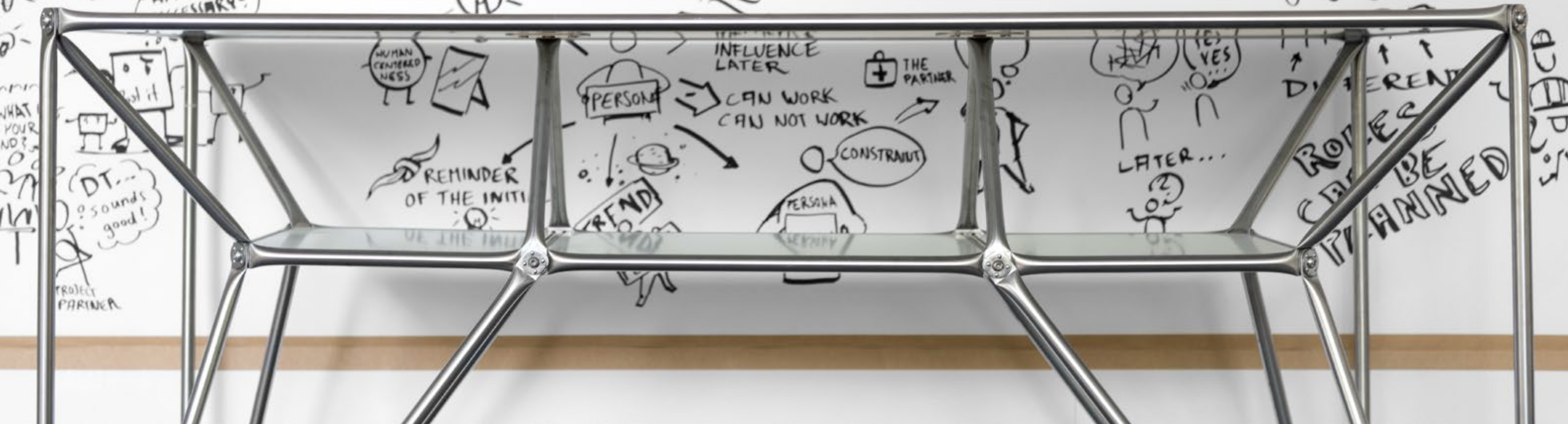
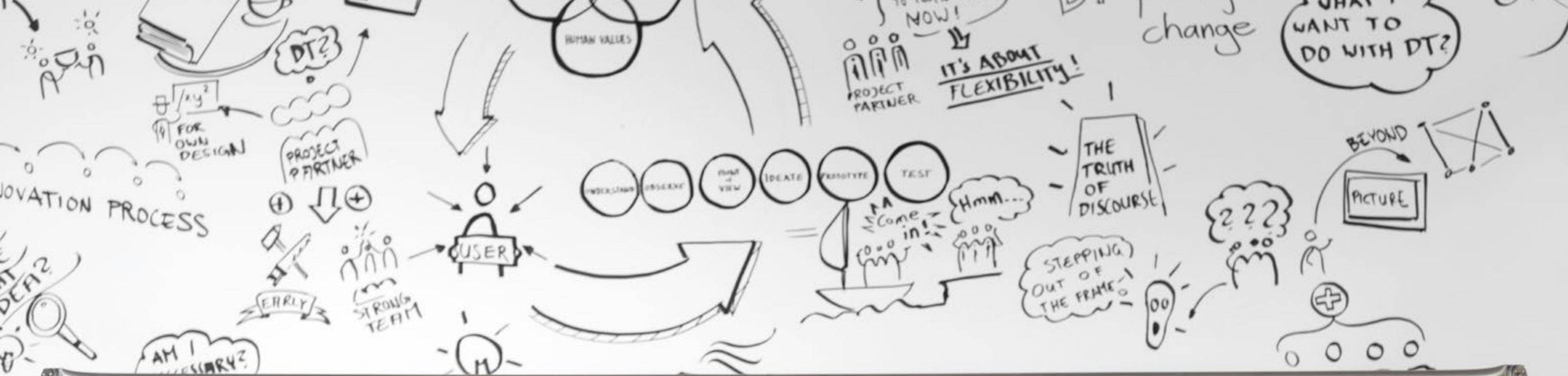
The result of this collaborative project was a unique range of furniture: The DT Line (i.e. the Design Thinking Line).

Design thinking defends the axiom that »Problems can be complicated – solutions cannot.«

The DT line lives this philosophy in full.

















# LASTING

VR MAGIC MANNHEIM

VRmagic is a leading provider of virtual and augmented reality simulators for medical training and develops image processing tools for a wide range of applications.

The light-flooded loft that the company makes its home is in Mannheim's SoHo – the district of Turley – part of a 13 hectare complex of historic buildings constructed around 1900. The buildings were recently renovated and converted with great sensitivity to the historic feel of the complex's sandstone and brick walls, cast iron supports, lattice windows and smoked oak floors.

The conceptual design for the complex's furniture and fittings are also sensitive to the historic atmosphere. The benefits of a modular construction are particularly clear in growth-oriented business sectors. This quality allowed VRmagic to simply take over the existing furnishings, supplementing them where necessary and adapting them to new spatial situations and special needs.

The interior landscape is now dominated by light, open desk ensembles. Storage units are carefully kept in the background, allowing the architecture to shine. Brightly coloured seats and armchairs provide points of interest.

The materiality of the architecture, combined with the structural clarity of the furniture and fittings, create an inspirational dialogue between tradition and modernity.

















# EFFECTIVE

## OPEN SPACE OFFICE

These days in the fashion industry, aside from the need for creativity and scale, the speed at which a product can be created out of an original idea and hung in the shop for sale is a decisive factor for success.

Anyone wishing to hold their ground will need dynamic processes, seamless processes and well-thought out spaces in which its team can work effectively.

Because each team will build up a broad range of different disciplines, with very varied work profiles.

Product management, design, prototyping, production, administration – each discipline will have its own specific requirements for its furniture and fittings.

To combine all these different profiles and modes of working into a comprehensive design concept is practically impossible for any single furnishing system.

But it is in precisely such complex challenges that System 180 shows the full potential of its enormous flexibility.

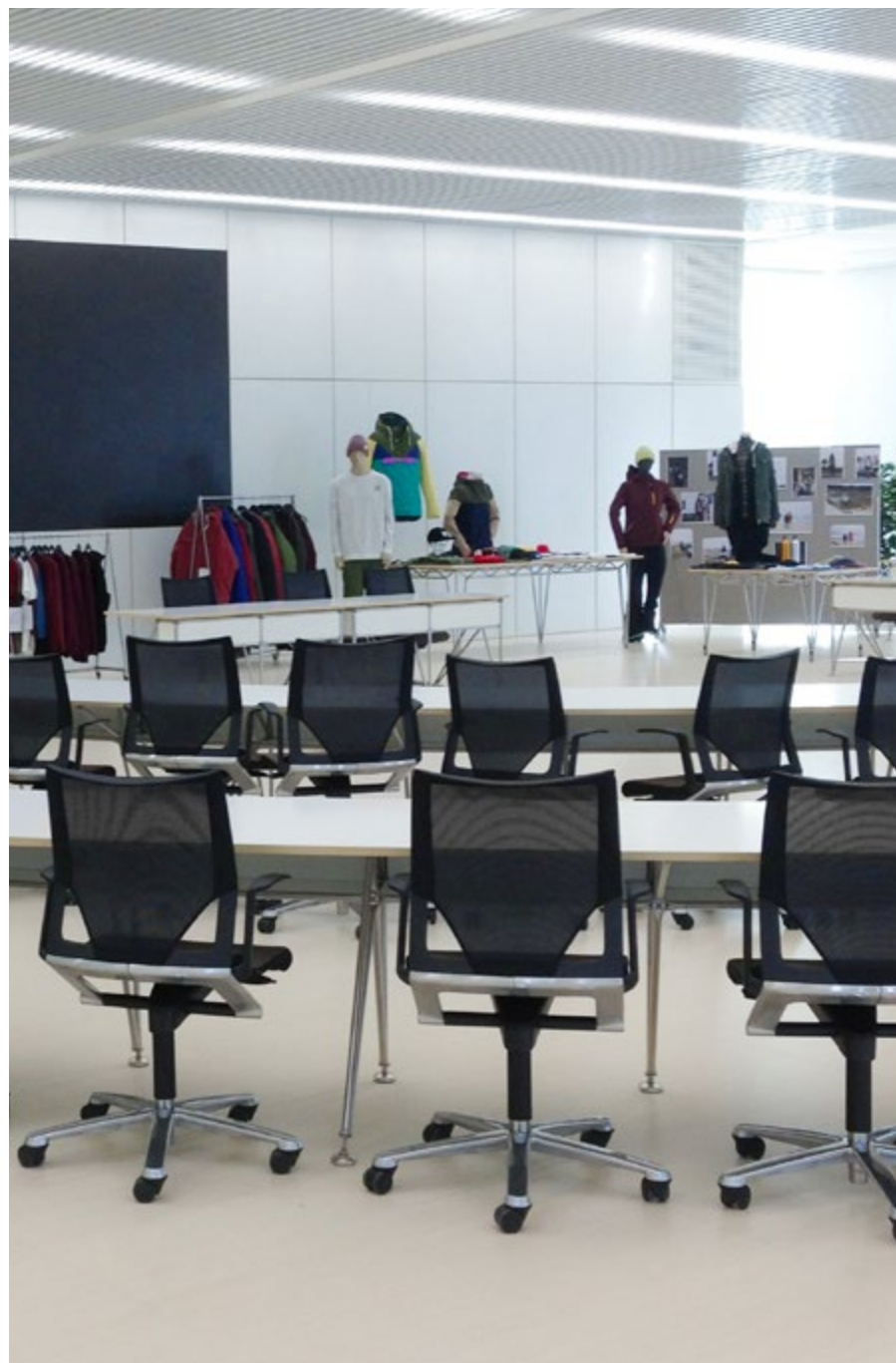
Despite the widest possible range of individual and detailed solutions, the system's consistent design lends entire range a uniform look that inspires calm and gives visual unity to very different functional components.













# MADE IN BERLIN

System 180 stands for a vision in which people and businesses have the power to design their own living and working space for themselves.

That's why we develop and produce modular furnishing ranges designed to be functional, to hold their value, and to project an independent, structural aesthetic.

System 180's unique strength is the result of the interplay of our design, technical and manufacturing skills, all gathered together in our company. From this synergy emerge convincing, lasting solutions for market-facing applications. Many coveted design prices bear witness to our standards in terms of form and function.

Our commitment to the city means we develop and manufacture our products 100% in Berlin. Here we operate from within a metropolis bursting with pulsating creativity and multifaceted inspirations. These ideal conditions leave a deep mark on the identity of the business and on our brand, stimulating ever new design innovation.





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