

1

Herman Miller - AE Exchange

Background

The increased market requirement for more ergonomic desks and a desire to have a product that could compete in the trading desk market led Herman Miller to approach BroomeJenkins to work with them on the design of a new kind of dealing desk.

The brief was targeted and specific and needed to be executed swiftly so that the product could be launched in the same year.

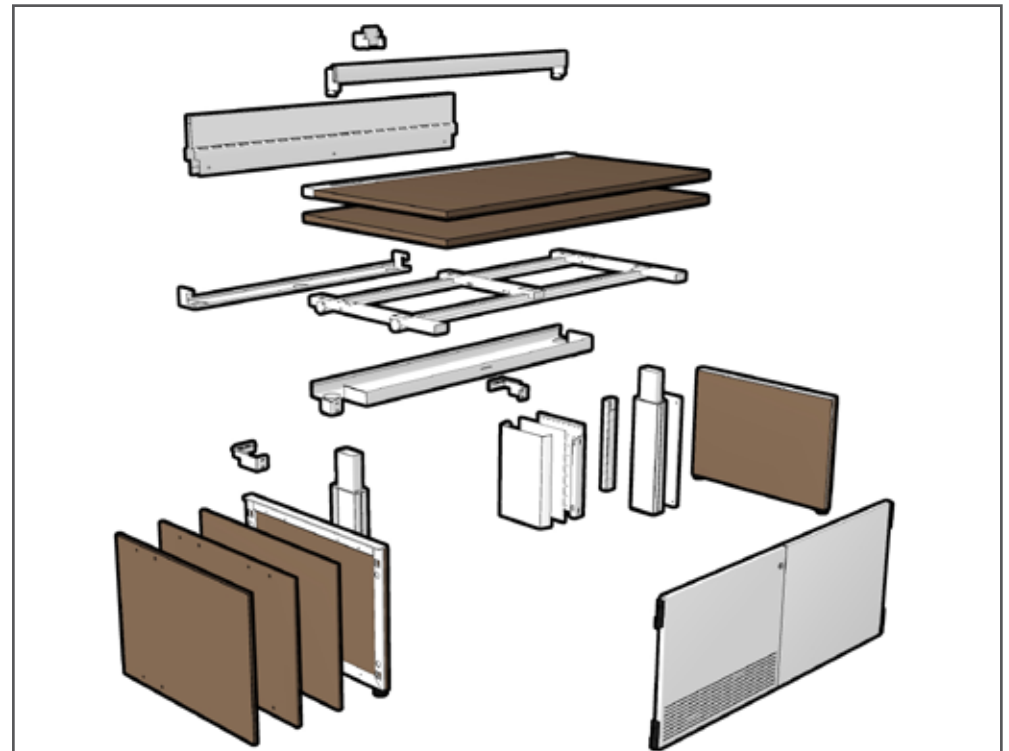
The desk needed to provide individual height adjustment from simple fixed pin, a hand crank and a full electric sit stand, going from 650mm to 1250mm. Herman Miller wanted to leverage their existing flagship desk product "Abak Environments" in terms of its brand identity and its componentry.

One of the key features of the desk would be that it should be incrementally up or down graded depending on user requirement, to achieve simple back office desks through to fully blown trading workstations.

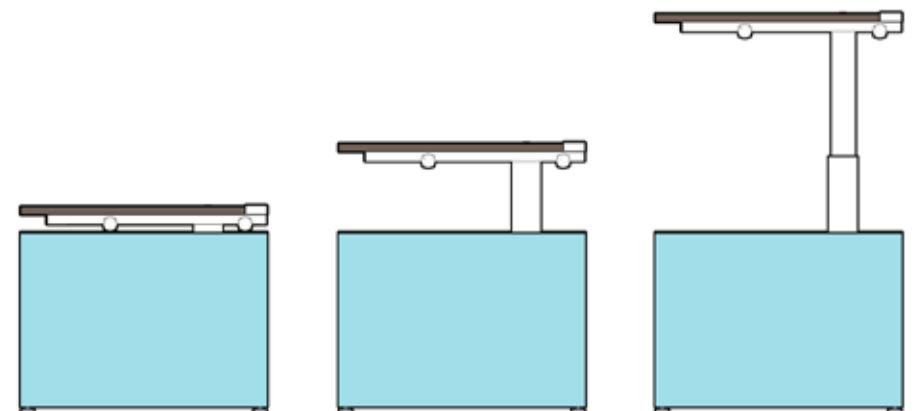
The Desks also need to share components when used in linear clusters and needed to be capable of providing an asymmetric build if required such as a 3, 5 or 7 workstations.

There was a desire for there to be a number of additional components that would provide added functionality: somewhere for flat screen arms to be mounted, a fixing point for Herman miller screens, full cable management from simple to high capacity and some form of desk top tool rail for hanging trays and power blocks.

All this needed to be designed and engineered for launch 8 months later.



Herman Miller AE Exchange - Exploded parts



Herman Miller AE Exchange - 650-1250 HA range

2

Herman Miller - AE Exchange

Design.

BroomeJenkins worked closely with Herman Miller and their suppliers to develop the product. Laser cutting technology was used to create the various components.

There are 3 core elements in the range that provide the back bone to the product. The first is the welded subframe that supports the top and connects the 2 height adjustable actuators. This item needed to be very robust so that no racking would occur when the desk was at its fully extended height. It also provides a mount for the electric motors and height adjustment mechanisms. The frame utilizes the current Abak beam and its twin mount positions and in doing so allows existing Abak components to be connected to it.

The next core component is the panel end. This item provides a mount point for the actuators and can be mounted in 2 positions to allow single or back to back desk configurations. It has a unique sandwich construction comprising a steel inner frame and cladding panels. The cladding panels can be changed to reveal fixing holes in the frame depending on the desk configuration, single, back to back or asymmetric, . This same cladding also provides a visual signature and can be specified as either laminate, veneer or glass to change the appearance of the product.

Finally, the actuators provide the necessary height adjustment and their special extruded shroud becomes a mount point for screen brackets, cable management and dealing desk doors, which can simply be retro fitted.



Herman Miller AE Exchange - Orgatec 2010 launch



Herman Miller - AE Exchange

Flat screen arms are mounted to posts which are then fixed to a “monorail” that sits at the rear of the worktop. This monorail attaches directly to the subframe, providing a robust platform with excellent load path.

Other accessories include a tool bar with tool less mount directly on to the monorail, a central chimney vent for heavier trading desks and various vertical cable management options from simple to high capacity.

Aesthetics.

Exchange is a serious workhorse desk for serious work. It has a lot of capability and will be subject to demanding day to day usage. It was important that the products aesthetics did not end up being driven by its function. At every stage BroomeJenkins tried to maintain a level of aesthetic simplicity in the component design and their assemblies so that the desk was as clean and simple as possible without compromising function.

Integrating height adjustability imposes a number of physical constraints in terms of the overall design and character of the desk. With AE Exchange BroomeJenkins had to work with these limitations, but were keen to ensure the final design had a number of unique aspects to it and avoided looking too much like a generic sit-stand product. To that end the layered construction of the side panel helps to differentiate Exchange from the multitude of sit stand desks already on the market.



Herman Miller AE Exchange - Asymmetric cluster



Herman Miller AE Exchange - 6 desk B2B cluster

BROOMEJENKINS

PRODUCT+SPACE DESIGN

16 CITY BUSINESS CENTRE
BASIN ROAD
CHICHESTER
WEST SUSSEX
ENGLAND
PO19 8DU
ENGLAND

T: 0044(0)1243527177
F: 0044(0)1243527213

www.broomejenkins.com