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Arenson mid-market desk range

In June 2004 BroomeJenkins were appointed by Arenson Ltd. to develop a mid-market desk range for launch in the UK. This was the first major project for BroomeJenkins and represented an addition to the Arenson product portfolio.

The initial brief was to deliver full size prototype desk builds and corresponding data ready for manufacture. BroomeJenkins worked closely with the Arenson Development team and subcontractors to deliver the concept proposal.

The design exploration phase resulted in two concepts, one of which was then chosen to be taken forward into design development. The chosen concept was unique in its structural principle, reversing the conventional beam system approach by orientating the leg frame hoops parallel to the front edge of the desk. The advantages of this were that the transition between end frame types was far more efficient as it did not require additional componentry. The system translated from I-frame, to C-frame and on to table configurations by simply adjusting the pitch between the hoops. This principle added further efficiency when constructing benches, this being achieved by simply rotating the table frame hoops 90° to form a bench end frame.

The initial concept range included some intelligent features that addressed issues of storage and cable management. A custom beam design (seen opp.) was specified as it provides a useful fixing point for horizontal cable management and offered superior strength performance over a similarly sized off-the-shelf tube. The dovetail detail on the underside of the beam accepts a moulded clip which enables low volume cable support or an attachment for heavy duty trays. Vertical cable management was resolved using bespoke pvc extrusion that clips onto the leg and rotates around the tube to assist installation. Cables reach the user via a rubber cable port bespoke to the range concept. The port, with integral cable trap, ensures that peripheral cables do not fall back through the desk and remain within easy reach. The cable port also gave the concept a distinctive signature.



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The concept range, branded 'Touch', underwent market testing including an exhibit at Design Prima 2005. Although it was felt that the concept was successful in many areas, the market testing resulted in a second project phase with a revised brief requiring a more conventional planning language. It was felt that the market was dependant upon traditional planning principles and that these needed to be adhered to.

The component efficiency of the initial concept was stated as a requirement and several elements including the beam and cable management were to be included in the revised design. Using the beam as a starting point and component efficiency as a principle, BroomeJenkins optimised the traditional beam system approach, making every element of the frame an integral part of the desk structure. The system uses outriggers to clamp a single beam to a single casting which in turn provides the fixing points for A, C and bench leg frames.

The outrigger is constructed from laser-cut, folded steel, enabling variance in size and shape without any additional tooling investment. The range is able to address 600mm - 1000mm top sizes in five different top shapes due to this construction technique.

Bench assemblies are built by running the beam through the casting with the outrigger spanning secondary worktop junctions. A straight leg is used on shared leg frames to enhance the bench aesthetic. Large, reinforced outriggers span the primary worktop junctions and link the two beams with a casting and a single leg on each side (please see image opp. top).

To aid planning, a uniform position for the beam was applied throughout the range. This simplifies specifying and reduces the component inventory.



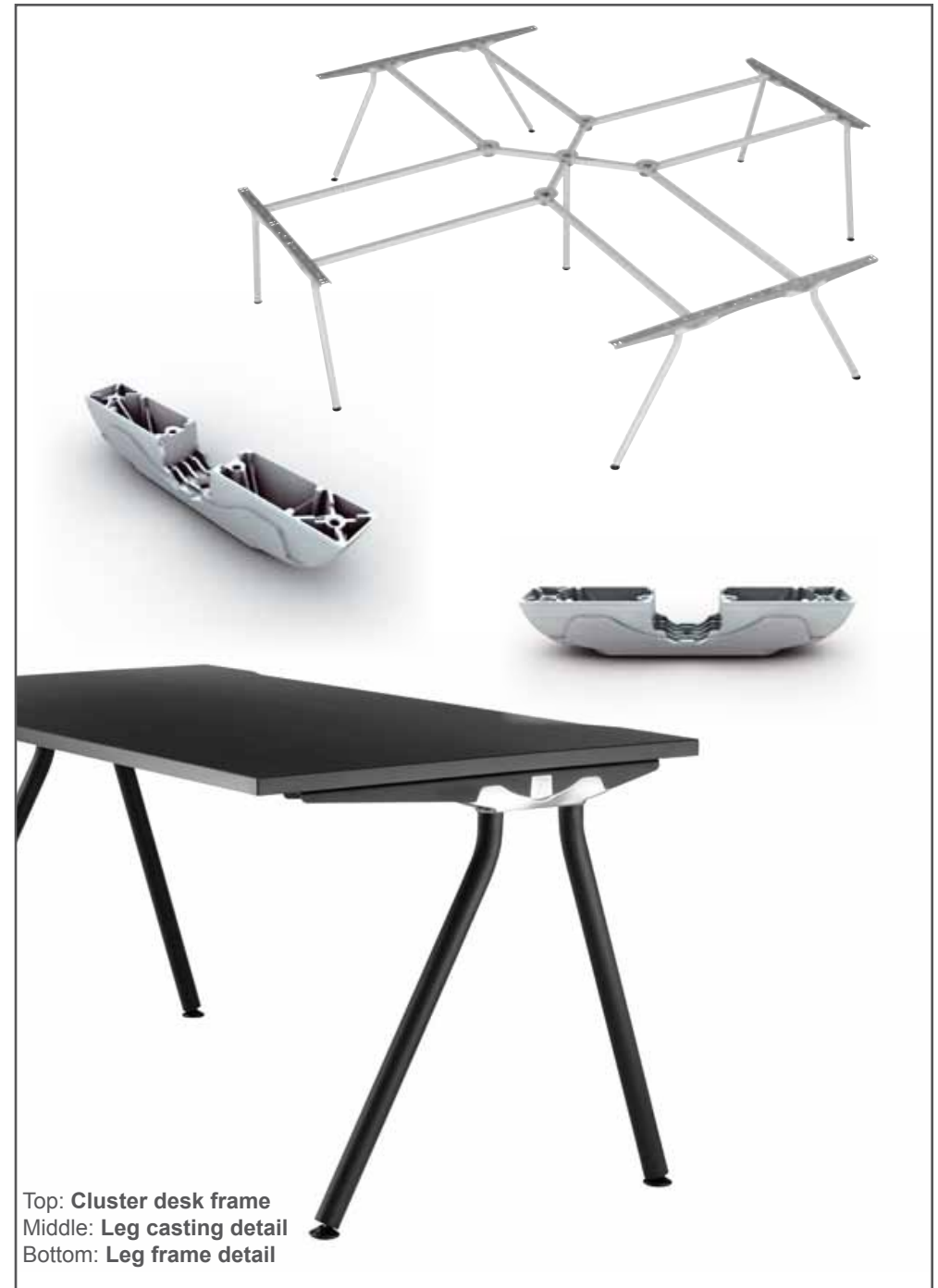
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BroomeJenkins worked with Arenson's suppliers to engineer the leg frame casting. Using a single casting to address all three leg frame types represented a significant reduction in tooling investment. The casting was also used to give signature to the range and effectively manage the contour transition between the outrigger and the legs. The positioning of the casting and the nature of the leg attachment resulted in an exceptionally stable desk frame and a robust end product.

Cluster, return and 120° configurations are built using a dedicated casting. This casting features varied spigot positions for beam attachment, fixing to the underside of the desktop and a fixing position for a straight leg. The casting also reduces the number of legs required to construct cluster assemblies as it uses only a single center leg (seen opp. top) and adds further rigidity to the frame.

The revised touch range was successfully launched by Arenson at Design Prima 2006. It features options including 200mm of height adjustability, modesty panels and full cable management options. Available in contemporary and classic finishes, it responds to sectors across the market. Due to the efficient approach adopted by BroomeJenkins, the resulting product responds intelligently, at a very competitive price.



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