



# Hive.

Experience the buzz



# More than just seating

We've carried out substantial research and development for Hive.

In 1987 the urban sociologist, Ray Oldenburg\*, stated that third places are areas which should be social and community orientated. The first place is home, the second place, work. We spend much of our lives in the second place, and with the introduction of the internet, we can search for answers on our own, we keep information to ourselves. A third place gives us the space to relax, chat and share what we know. No pressure.

Our research identified the need for Third Spaces within a variety of modern working environments. We wanted a product to fulfil all these diverse needs that was more than just seating.

Hive. A truly connected space.

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\*'The Great Good Place' (1989)

# It started with

tasking a designer to create a new concept in commercial furniture.

Roger Webb Associates was formed in 1989 and has successfully worked with Connection for a number of years. The company has a wealth of experience and knowledge, and their name is synonymous with creating award winning solutions.

Together with his team, Roger's approach has always been to focus on the progression in the market. Hive has been undertaken as a journey to understand how we work, how we want to work and how we will work in the future.

Hive, the concept, was created. We named it Hive because it is a modular formation which does a number of tasks and allows its users to buzz with activity, whether alone or in groups.



...then piece by piece



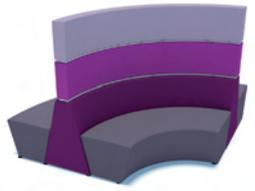
# Hive evolved.

Hive was launched in May 2010.

True to where the research led us to, Hive is a series of modular units which integrate technology. Since launch, the journey has led us to understand more about the importance of sound, technology and the functionality Hive must give in the workplace.

The response to the prototypes proved there was a call for Hive. Hive provides solutions. Its modular format enables numerous working landscapes which reconfigure and reform\*, whilst firmly linking together without compromising on the overall design.

\*When reconfiguring, additional parts may be required



# Learn, create, collaborate

The ultimate in technology integration and flexibility, Hive allows you to design and define spaces.

Ideal for combining social, working and learning environments, Hive modules can create numerous multi-level configurations.

Comfortable and informal, Hive encourages free-thinking and collaborative working. It allows generation of ideas, thought and retention of ideas.









# Meet, chat, share

Design your own flexible intimate spaces, where comfort and informality promote a relaxed working atmosphere.

Include integrated technology for truly innovative workspaces which bring people together for generating ideas and sharing knowledge.

Enter into a world where meetings are no longer rigid, interaction is on all levels.

# Work, wait, negotiate

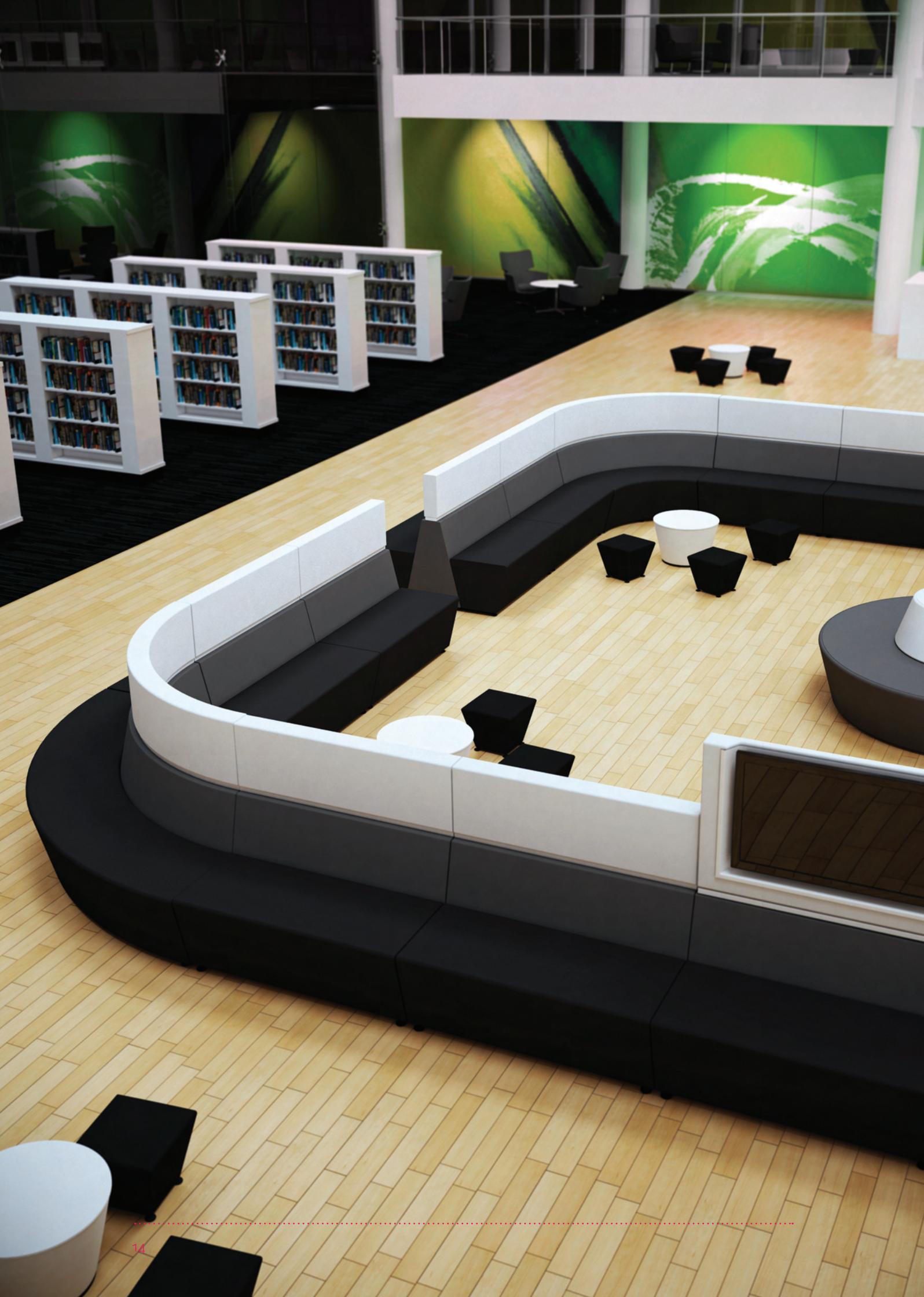
Distinguish separate meeting spaces conducive to conversation and discussion where Hive can be used to create privacy within an open-plan setting.

The dual functionality of meeting and seating spaces add to the flexibility of the spaces.

Hive formations also have excellent acoustics, further enhancing the user experience.







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Hive.

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