



interior dimension, inc. Serving St. Louis to Springfield Missouri and All Points Between

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"Providing A Stress and Hassle Free
Step by Step Process To Your Furniture Needs"

!! It's Here !!
Your April
NEWSLETTER
Has Arrived

A Tool You've Been Looking For Forever

We told you in our March issue that it was coming and now it is officially shipping!!!

Equil Smartmarker

A beautiful combination of the technology behind Equil Smartpen2 and eBeam Edge the Smartmarker makes whiteboarding more powerful than ever. Instantly capture and save ALL of the whiteboarding that you do.

- Stream your whiteboarding to every popular device instantly.
- Save the whiteboard pages on your Smartmarker until you can connect and download
- Runs all day and charges up quickly
- Forget about transcribing or taking pictures of your whiteboards forever



Check it out at: www.interiordimension.com/?p=2199

"If men would consider not so much wherein they differ, as wherein they agree, there would be far less of un-charitableness and angry feeling in the world."

- Joseph Addison

"I never saw a pessimistic general win a battle."

- E E Cummings

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Interior Dimension, Inc.

April 2015
Straw Hat Month

The Chronicle of The Cubicle

SIGN UP FOR ERGO WEEKLY (it's FREE & FUN !!!)

We tend to talk heavily about the ergonomic aspects of your office. We spend a lot of time at the office and too many people spend too much time sitting.

Ergo Weekly is sent out every Wednesday as a reminder to get up and move or change your position or stretch or give yourself a massage.

We work to keep it short and light hearted but the underlying message is critical. . . get up regularly, move around, work at stand up tables, moving monitors around on attached arms . . . pretty much do something to keep you moving, keep the blood flowing, keeping the energy up so that you can be productive during the day and not worn out when you're finished.

Find out more about this FREE service and how to sign up here:

www.interiordimension.com/ergoweekly.

Sign up everyone in your office if you wish. Send the link to your family friends and acquaintances The more the merrier.

Inside this issue:

What Color Is Your Office

Some Retro Furniture Ideas

Whiteboarding Has Changed FOREEVER

Ergo Weekly - Going Strong

April 2015 —

The Month For:

- ◆ National Peanut Butter and Jelly Day (2)
- ◆ Hostess Twinkie Day (6)
- ◆ National Beer Day (7)
- ◆ Grilled Cheese Sandwich Day (12)
- ◆ Take A Wild Guess Day (15)
- ◆ National Garlic Day (19)
- ◆ National Herb Day (25)
- ◆ Babe Ruth Day (27)
- ◆ National Honesty Day (30)

What Color Is Your Office?

You know instinctively that colors make a difference in your world. You probably have many different colors used in your home décor. Accessories come in a wide range of shapes, sizes and colors. You most likely use them to influence how you feel about a particular room or space.

Your office is no different. Color can influence moods and productivity.

Next time you go to a restaurant check out the colors that they've used. Ask yourself how they make you feel about the space:

- ◆ Is it calming to be there or are you energized?
- ◆ Do you feel rushed to eat or to take your time?

Conventional wisdom told us that the best color for an office was in the white family. White, Off-White, Beige, Cream, all of these have been used in great abundance, forever, with the idea they were less distracting and led to greater productivity.

New research is very interesting and the comments in the industry are fascinating as well..

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What Color Is Your Office?

White seems to have been set up a default color. We are not sure why but there could be several reasons:

1. Research deemed it the most productive color . . . we are not finding that research
2. People like the clean, sterile, uniform look of white. . . this seems unlikely.
3. Contractors and painters like the simplicity of white . . . this seem most likely
4. Builders used to charge lots of extra \$\$\$ for colored paint . . . this seem as likely at #3

It is just guessing on our part now, but 3 and 4 seem most likely. Anyway it's time to change, break out of the box and look at some other options.

So which color should you choose? You could go for a color that is going to be mood altering. You know, make people happier or more energetic. Maybe you've seen the musings of people that say:

- Blue - makes for a stable and calm environment and helps make people productive.
- Green - does not cause eye fatigue and keeps you calm, makes you efficient.
- Yellow - an optimistic color and helps to stimulate creativity.

Or

- Red - increases the blood flow and heart rate. It also invokes emotion and passion.

So this all sounds good but in our view it is over simplified.

Maybe you want to make the office more productive. Hmmm, that's sounds really good. Ok what color? Well again, too many answers are too simplified.

Let me ask you a question. What is the best way to motivate your employee John or Jane? The correct answer is not a single response. They are two different people with 2 different personalities, different goals, desires so you would most likely motivate them differently.

Turns out the best color choices fall into the same category, meaning it depends on the person or people that will be in the area. People react differently to their color environment. Some based on personality and some based on color history. Red may not mean passion or emotion to two different people.

Nancy Kwallek (University of Texas) has done several studies in this area. One of her first ones indicated that the "standard" emotions from colors are not accurate. It all depends on a persons upbringing and personality. So the way your are effected does not always translate to another person.

In another study from 2007 where the goal was to determine the best color for productivity. Results were mixed and this time it depended on a specific trait that was called "screening". They looked at High, Moderate and Low screeners in different colored offices. The screening has to do with how quickly a person adapts to their environment. High Screeners adapt quickly, Low Screeners more slowly. The tests showed that High Screeners became more productive early in the environment but that trailed off. Whereas the Low Screeners did just the opposite. So the environment has an effect, but maybe not as much of one long term.

So what to do? Our suggestion is not be get bogged down into all of the research, we believe you will be disappointed with the results if you are relying on the color to improve productivity and output in the office.

Stay away from white (IT's BORING) and add some splash with different walls, but be careful to not overdue it. You can be bold and different without going crazy. But, if you want a interesting office go for it. Just don't believe everything your designer says about the effects the color will have on your office.

A New Look At Retro Products

With the final season of Mad Men getting underway we thought it appropriate to look at some of the current products on the market that might fit right into their offices. Enjoy . . .



Global Jeo Series

A retro inspired series.

The tailored box styling functions well in lounge, conference, collaboration and side/guest styles.



Global Kate Series.

The Kate Series comes in desk chair models as well. Don't the arms remind you of the fins on the cars of old?

Community Seating - Finn Series

With strong wood features, open arms, thick seats and thin backs make this series a perfect addition to the Retro Review

