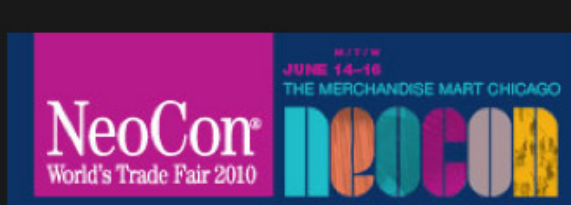


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Live From #NeoCon10: Sparkeology FLIP Transforming Stool

By Amanda Smith on Monday, June 14th, 2010



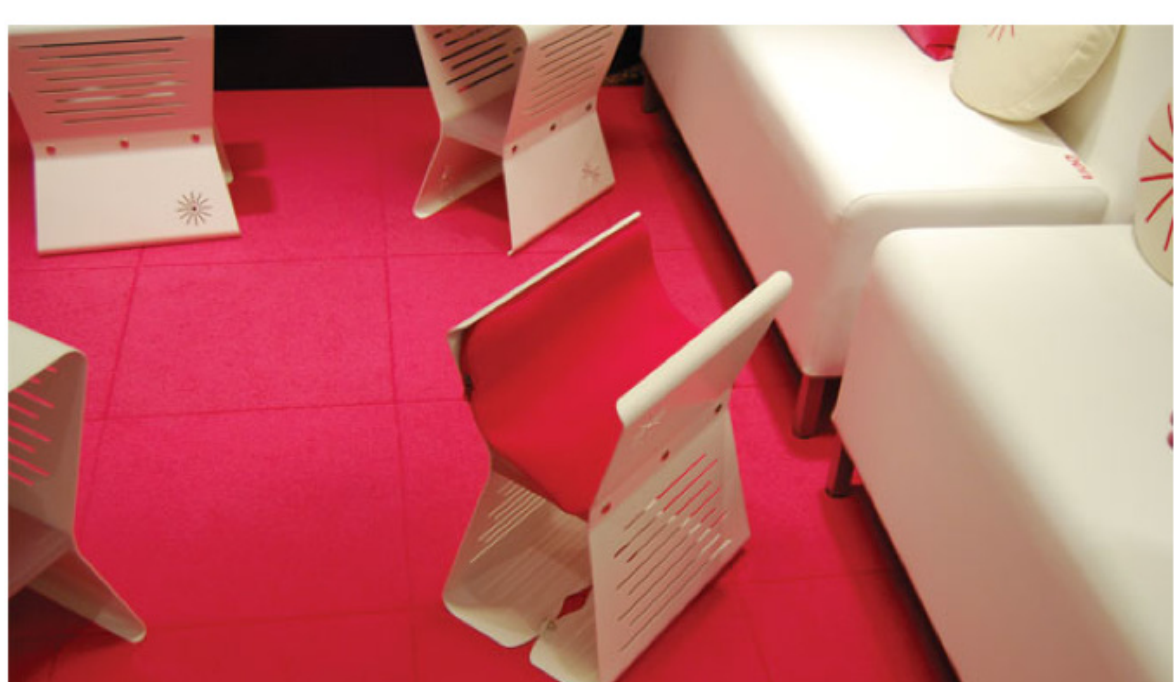
Sparkeology's booth at #NeoCon10.

Sparkeology is a new company which is launching its first products at Neocon 2010 and the American Library Association convention. Based out of West Michigan, the company is a collaborative venture by library furniture maker The Worden Company, architecture and design firm Via Design, Via's sister company Viable, and graphic design firm Square One Design.

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The Worden Company was looking for help expanding into the architecture and design market, and went to Square One for help. Square One took a look at the market and found that the flexibility of

technology was not being mirrored in the design of furniture for public spaces. Modern social behaviors "indicated a need to rethink product design and business strategy, not just marketing."



Sparkeology is offering innovative products for public spaces that are adaptable for many uses. Standard elements are being re-explored to find new potentials for diversity of use. The pieces are simple and modern in design, with flexibility and ease of use being the top priority. Sparkeology is identifying the need for more variation in furniture for public spaces, which increases interaction and comfort for the users. The FLIP was chosen for the Best of NeoCon, for its ability to adapt from a stool to a table to a storage spot. The piece can be literally "flipped" to unveil its storage capacity, which also reveals some fun quirky details in the metal surface. The Pete table is a simple round top with an elegant swoop base, which can be ordered in a variety of sizes to fit the needs of the space. It also has an unexpected decorative element that sets it apart from many other similar tables. According to Schneider: "The mix of materials provide a casual and very tactile feel," she says, "while the finish options give designers enough flexibility to create unique color palettes. I am especially excited about the details that add a touch of playfulness and whimsy into the line."

Tags: chair metal modern powder coat punched metal seating stool storage table

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Amanda Smith graduated from Cornell University Architecture a few years back. She is now working in a mid-size jack of all trades architecture firm in Manhattan. Her focus has been mainly on high-end retail design, which spurred her interest in materials and interiors. She also has a really awesome dog named Nigel.

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