

# I-Work II



2017 II Edition

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Description, Design Philosophy, Origin of the Name

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Selling Points of the Series Terms, Notes for Placing Orders Coding Principles,  
Collocation Recommendation

# 1

## **Design Overview**

Development

Purpose

Market Analysis

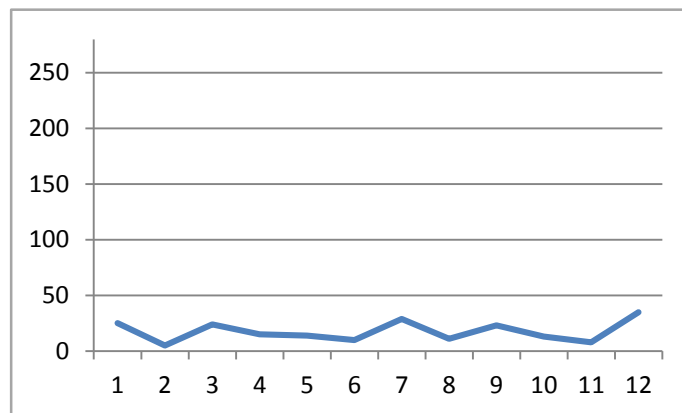
Market Positioning

Target Customers

Description

Design Philosophy

Origin of the Name



- ① Promote product sales
- ② Use dark-color grained wood to render a sense of calmness, adapting to market demand
- ③ Upgrade the original products to minimize cost without compromising quality. Adding back cabinet to improve supervisor space and small meeting table to hold meetings of different scales.

iWORK

not just a change, It's evolution...

# Design Overview

## Market Analysis

- ① Meeting systems are increasingly complete abroad, but those products are still in shortage domestically.
- ② Construct a minimalistic and modern work space combining original design concept and market demand at home and abroad.



BENE



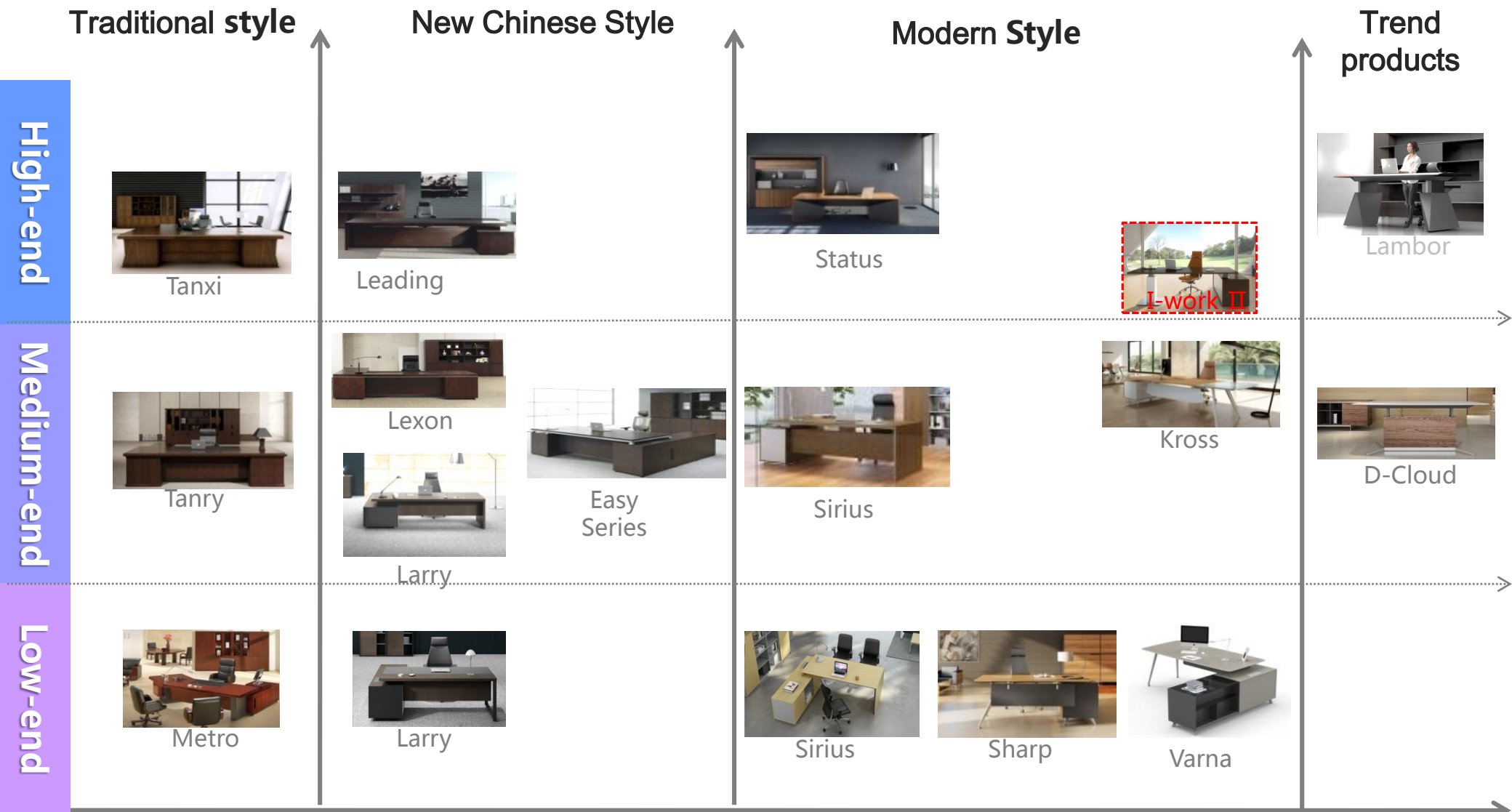
Create a meeting philosophy of convenience, intelligence and pleasure.



Steelcase

# Design Overview

## Market Positioning





Target Customers						
Target Market	Target Customers	Age Range	Office Location	Personality	Taste Prediction	Demand
Modern and frontier industries such as design, finance and foreign-owned enterprises.	Medium and high-tier management layer.	30-40	Office Building	Have a unique view about life and a clear understanding about self demand; Mature and steady, having a sharp eye on market.	Seeking fashion, focusing on brand and sense of design.	Favoring fashion and minimalism. Focus on craft, modeling and quality.



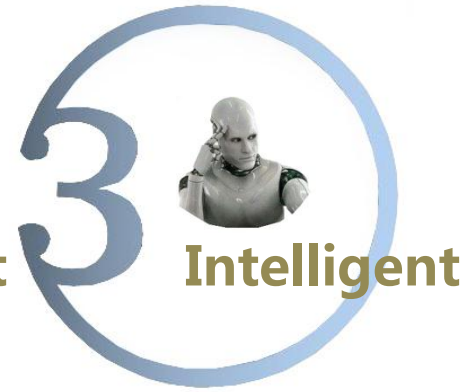


- The core concept is to focus on employee's health and work pattern during work.

- Let people enjoy work pleasure. Giving them the most comfortable work pattern is where the value lies.



- Minimalistic modeling shortens the use of raw materials, which deducts waste production at source and carbon dioxide emission in the processes of manufacturing, packaging and transportation.



- Multi-purpose socket box with convenient operation, more efficient and functional. Lifting system, switching from a serious to a relaxed work pattern at ease.



- Minimalistic style, fashion look and exquisite craft together embodies perfectly the concept of design. Ingenious connection and long-span cantilever structure renders special sensual pleasure.





I-work-2 interpretation

**I** =Individualistic, free, independent

**I-work**=Health work, efficient work

I-work represents a free, healthy and efficient working state.

2 Represents the second generation of products

# 2

## Analysis of Key Points of the Design

Shape

Elements of the Series

Combination Pattern

Function (wiring, storage, desk top screen)

Size

Color Matching

Material

Structuring Technology

Hardware Fittings

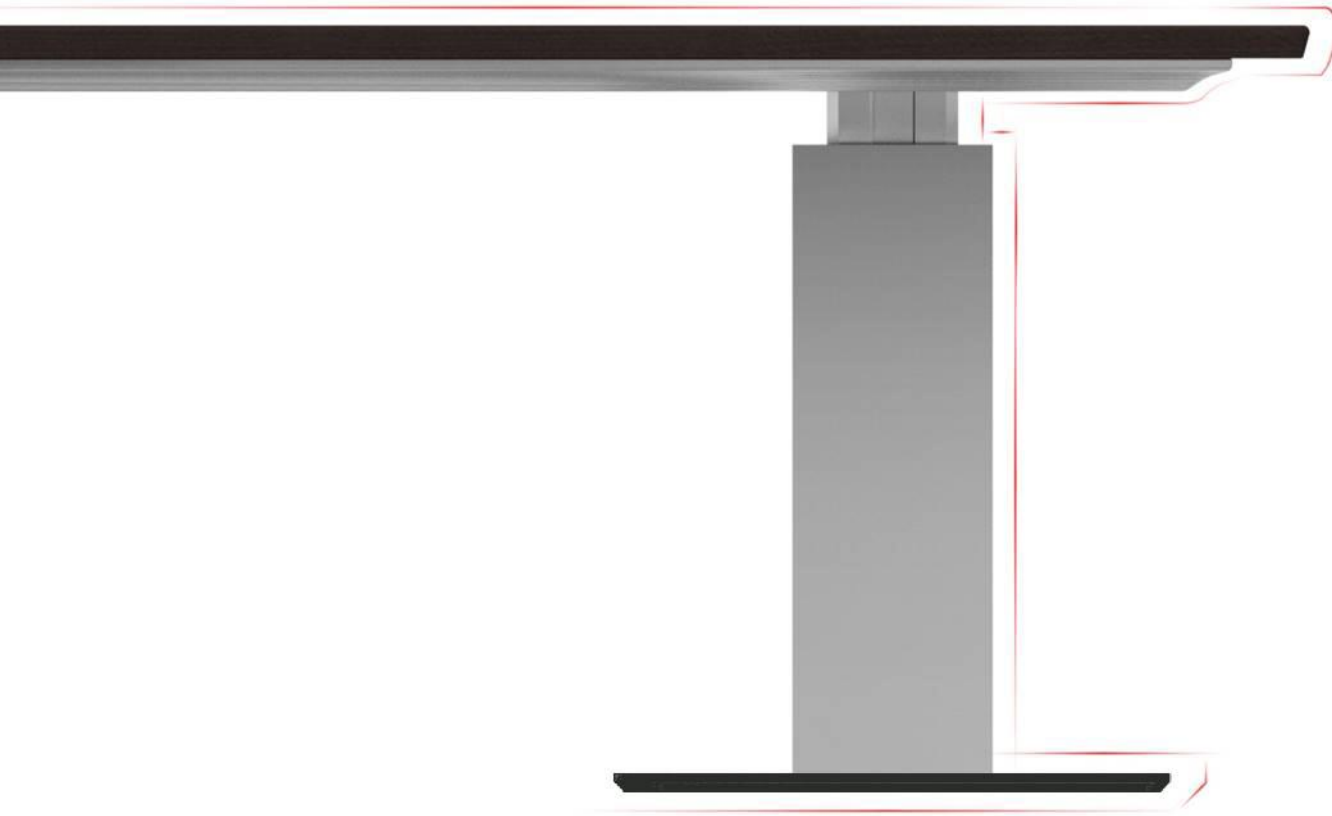
## Concise Design of Contour Lines

Round-edge table top, simple lines and invisible screws make the whole product particularly concise and stylish.



## Cantilever Design, the Embodiment of Power and Beauty

The concise and clear crossing lines between Table legs and the table top, beautiful section shape with large-span cantilever technology, perfectly embodying strength and beauty.



## Analysis of Key Points of the Design

## Modeling

### **File Cabinet** Extremely pure and neat design

The cabinet system is a continuity of the extremely pure and neat design style with concise straight lines, 45° inclined connection and 100% invisible screws, an exquisite storage space to be used for exhibition and storage.



45°Inclined Aluminum  
alloy banding of the back  
cabinet  
increases sense of quality

The color match of wood grain and white is consistent with that of the supervisor desk, which is harmoniously integral



Analysis of Key Points of  
the Design

Modeling

## EI78.-2 Meeting Table

Tact body, trajectory desk top, pull-out cable box: inclusive, intimate, more human care

Perfect combination  
of 30 trajectory lines



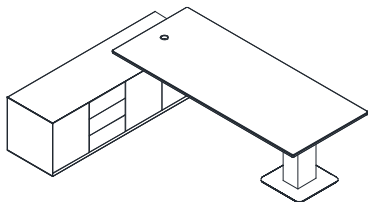
## EI77-2 Meeting Table

Desk top continued to adopt the design of the trajectory edges of the original meeting table. Concealed cable box, meeting the need of discussion from different angles.

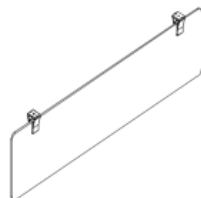


# Analysis of Key Points of the Design

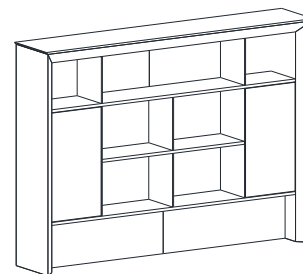
## Elements of the Series



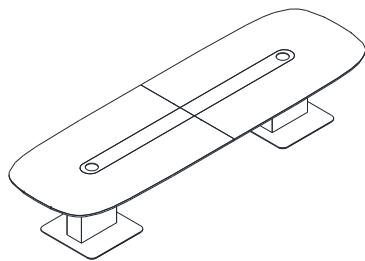
EI88-2.2280 Height-Adjustable Supervisor Desk  
2680\*2100\*740-1200  
2480\*2100\*740-1200  
2280\*2100\*740-1200



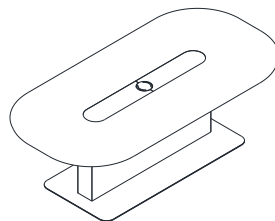
Front Modesty Panel  
1350\*350\*8  
1150\*350\*8  
950\*350\*8



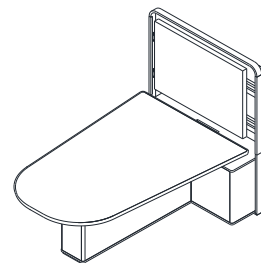
EI97-2.2430 File Cabinet  
2430\*480\*1860



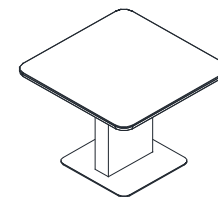
EI78-2.3200 Meeting Table  
4200\*1300\*760  
3200\*1300\*760



EI78-2.2400 Meeting Table  
2400\*1200\*760



EI77-2 Meeting Table  
2260\*1440\*1620



EI70-2.1000 Negotiation Table  
1000\*1000\*760

### EI88-2 Height-adjustable function of the desk top

1

Height memory function



The push-draw mode lifting controller has a height adjusting key which can remember 4 commonly used heights. Adjust the top to a certain height, long press the key "M" until the number on the left flashes and press button "1" for the table to remember the height. Afterwards, to record other commonly use height, fast, mute and convenient.

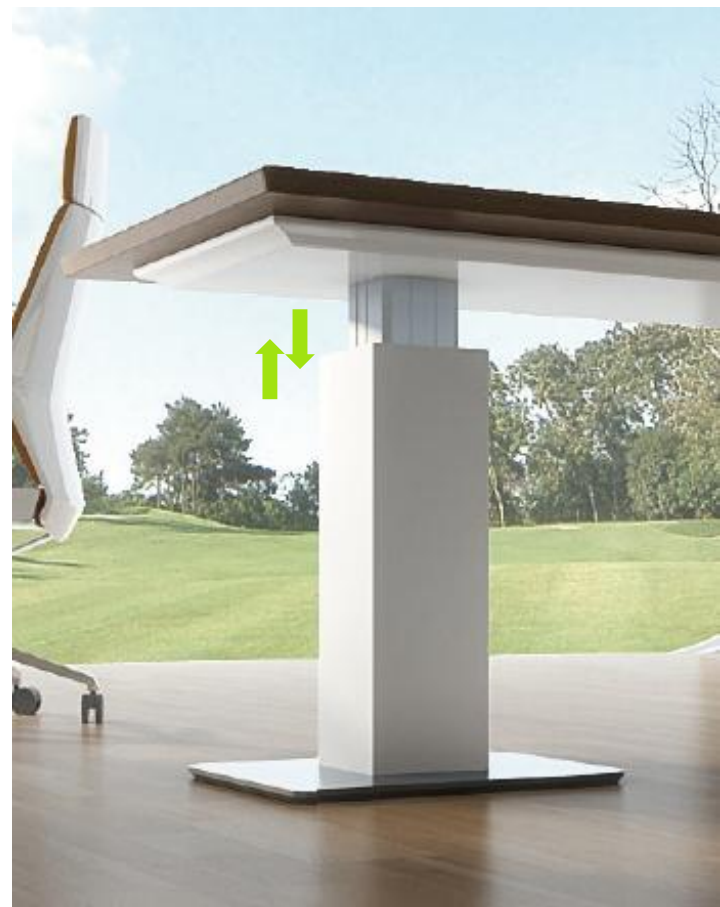
2

Fast, Mute



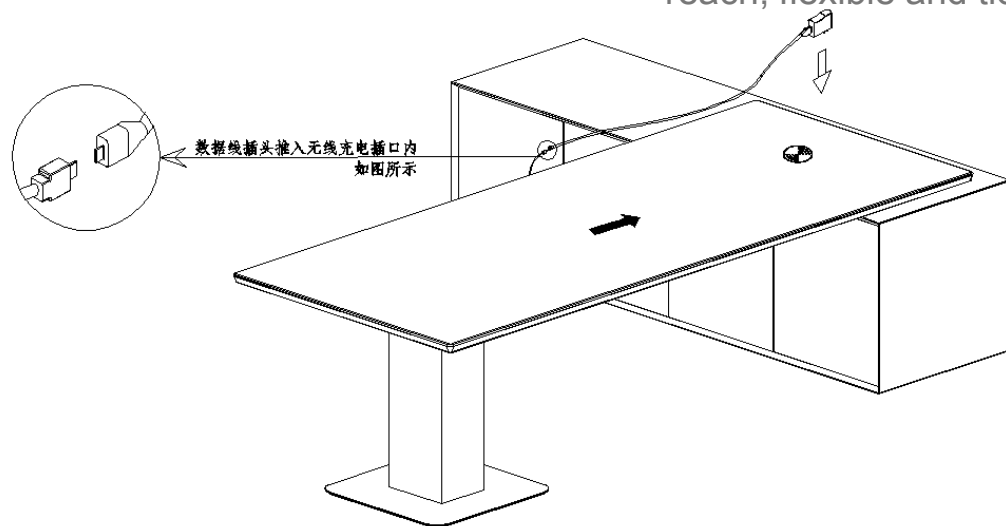
分贝 (dB)的级别和一般噪音的危险接触时间	
分贝指数	声音例子
40	客厅、安静的办公室、远离路况的卧室
50	近距离的轻微路况、冰箱、微风
45-60	<b>BabyPlus®胎教系统声频传达至婴儿</b>
60	距离 20 英尺的冷气机、谈天、缝纫机

The longest lifting range is 470mm, The longest lifting range is 470mm with 1500N supporting power, ambient noise ≤ 40db. Ambient noise ≤ 51db when unloaded and ambient noise ≤ 53db when loaded while taken from the position with 300mm distance from the motor.

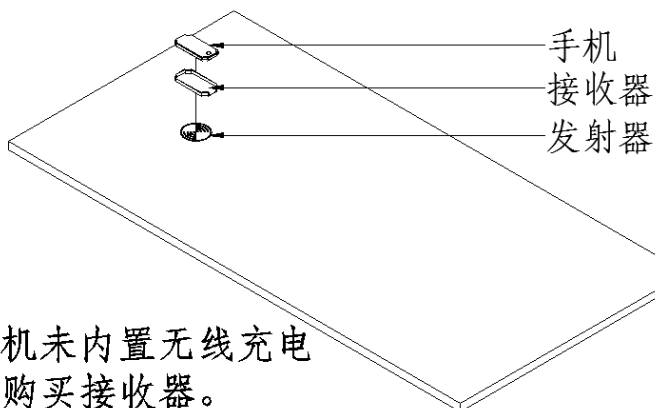




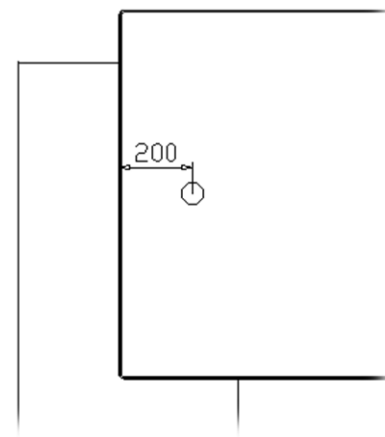
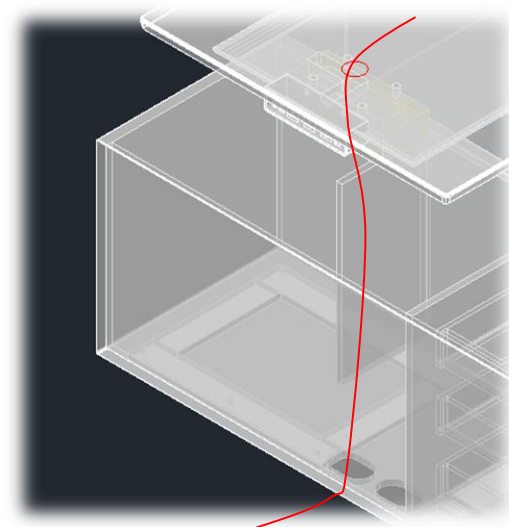
**Wireless charging function** iWORK helps you to charge at ease. It's within reach, flexible and tidy.



手机无线充电使用示意图



注意：如手机未内置无线充电接收器，需购买接收器。



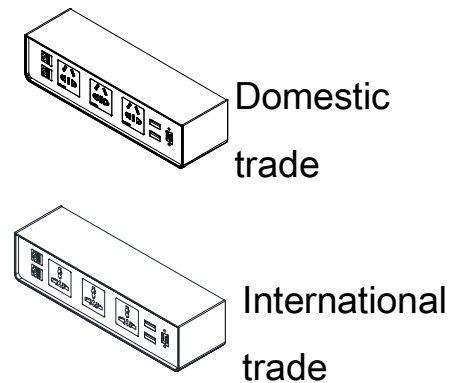
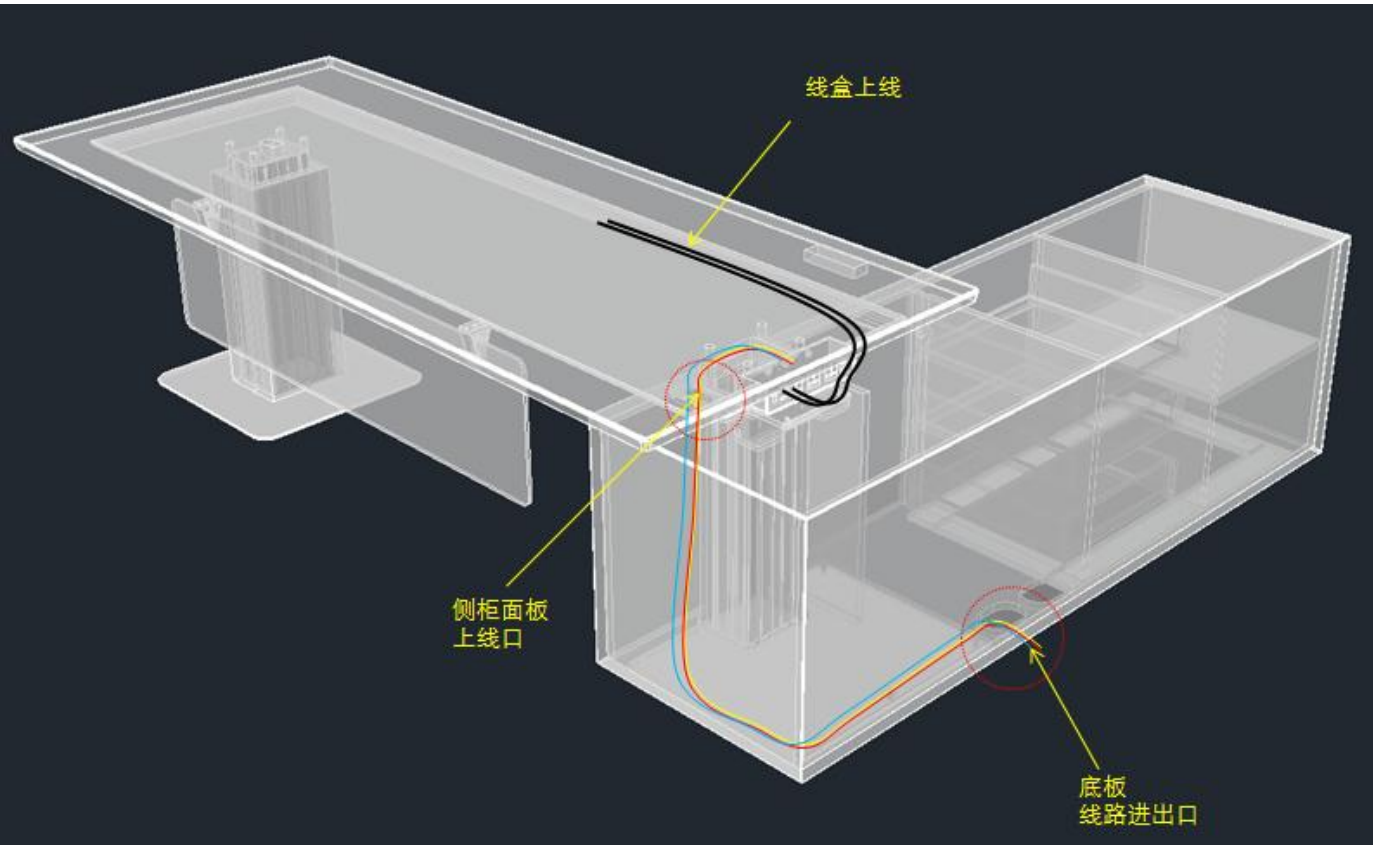
Install it in the middle of the shorter side of the desk top  
With the center of its circle 200mm away from the edge.



# Analysis of Key Points of the Design

## Function (routing)

**EI88-2 Routing under the desk** Under-desk cable box, convenient and keeps the desk top tidy





## EI88-2 Side Cabinet Storage

Pop-up handleless side cabinet, consistent with the minimalistic style on the whole. Cabinet with three drawers and opening doors on three sides perfectly meet the demand for basic storage and reasonable space partitioning. The match of Dark wood grain and white color echoes the integral color and increases modern sense.



# Analysis of Key Points of the Design

Function( storage)

EI97-2

Open-ended  
storage room

Large Cabinet  
with Pulling  
Doors

Clothes Hook inside

Open-ended  
storage room

**EI78-2** In-leg cable routing, pull-out cable box in both sides of the desk top



Pull-out cable box in the desk top



## Analysis of Key Points of the Design

### Function (Wiring)

**EI77-2** in-cabinet cable routing, concealing-type cable box, inner side cabinet with pulling doors, with optional table.

Table TV is optional



Semi-concealed cable box , make cables within reach  
Trajectory table top avoids vision-blocking



Small pulling-doors on both sides brings better use of internal spaces for placing daily meeting stuff.



### Principle for color matching

Featured Color: W-22B Walnut

Other Color: E-01 White

Painting



W-22B Coating technique, giving the products more sense of layers

## Analysis of Key Points of Structuring Technology of the Design



10mm Walnut wood veneer, giving the desk top a sense of high quality.



Side cabinet of executive desk uses 45°inclined connection process.



Side cabinet, 45°aluminum alloy sealing, , improving sense of texture and of quality



# 3

### **Key Points for Sales**

Selling Points of the Series

Terms

Notes for Placing Orders

Coding Principles

Combination

Recommendation

# Key Points for Sales

## Selling Points of the Series



### Concise Style

1

- Cantilever beam design, meeting the popular aesthetics at home and abroad. Modern office desk shape, reflecting design trend



### Healthy and environmentally friendly

2

- Minimize the use of raw materials at source and the carbon dioxide emission from manufacturing, packaging to transportation. Lifting supervisor desk, a continuity of the concept of healthy working, bringing you pleasure of work.



### Intelligent and exquisite

3

- Fitted with multi-purpose ports, making operation more convenient, efficient and functional. Lifting system, switching from a serious to a relaxed work pattern at ease.



### Product Value

4

- Cantilever beam design with 45°inclined connection of the side cabinet, invisible screws, more sophisticated craft and high cost-performance ratio.
- 1 design patent, 1 utility model patent



EI88R-2. 2680

Meaning: I-work Generation II Large Executive Desk, wood veneer series, 2.6 meters long, right type.

First  
Section

Second  
Section

**Note:**

1. In each section, the letters and numbers are all spelled without blank space;
2. The first section is finished with “.”, and there is a blank space between the first and second section.
3. All alphabets should be capitalized.









### Industrial Designer

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Veneer Furniture

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END .  
THANK YOU!

