Essay 2

Knoll, Showroom C, 1950 | Foster & Partner, Apple Park 2017

The furniture in both showroom c, and apple park, are mid-century modern, classic Californian design. This is expressed by the simplicity and bright colors of the furniture that stand out with an aesthetic feel to the interior environment. Ahead of its time, the knoll showroom played a large roll in influencing the design culture of industry and technology; This influence can be observed by the interior design used by Apple Park today. Both Designs are representative of corporate culture embracing the style of futurism and applying it to the furniture they use

In the 1950s, Knoll was key in pushing technology into design post-war. The showroom on 575 Madison was said to be a cornerstone of design and spatial planning. It is impressive because of the initial space that was given – low ceilings and many columns seemed prohibitive on the flexibility of the space. Knoll was able to distract from the columns by the use of bright colored panels and a shallow reflective pool separating areas. The comfortable futuristic furniture fit in a neat way that made the space seem larger in areas lacking in space. We can see similar techniques in modern corporate spaces such as technology startups like Airbnb.

Apple Park attempts to take a new grasp on futuristic design as can be seen by the UFO shape of the park. The concept behind the circular design was that it would bring designers and engineers of all types closer in proximity to inspire interdisciplinary innovation. The orange chair, designed by Eero Sooriam is in loud contrast to the glass walls for a futuristic feel.