

vertex

'və:tɛks/*noun* **1.** the highest point; the top or apex.

In any Organization.....



The one who takes the decisions....

The one who decides and guides the organization to attain its Goal is.....

The number 1...the master mind...



CEO COO CIO CFO CTO



The **most important person**.. So is his office.....



A mark of his personality.....



Customized to portray his position and rank...

What will we have to offer for this requirement.....



But **this is not enough**..... for the **best in the organization**, the suite should also be the **best**....

Unique.... To **match** his requirements

Exclusive... **Like none other** in the organization....

At the same time,

It should be **readily available** design to chose from....

And with the **master finishing of a mass manufactured** table....

How can this be possible???

Exclusive yet modular.....

Unique yet mass manufactured?????

So here was a **challenge**.....that we put across to product designers in India.....

TO Design a Suite for the CXO of the company.... Which was not only the **most exclusive design** to match the aura of the position..

But also,

That, which was **modular and to be mass manufactured....**

IIID- GODREJ INNOVATIONS 2012 furniture and product design awards – got more than 40 entries for this challenge.....

Few of them got past the second phase of prototyping too....

But only the **best WON this challenge.....**

And the winner is**Designer Jinu Kurian** of *Design Works*, designed .. The award winning

suite design....which was christened as

VERTEX



PRESENTING..... VERTEX

The **table** for the CXO...

Which fulfilled all our requirements...

Exclusive, **Elite**,

Modular and Factory manufactured.....



Design of VERTEX was done in 4 simple steps...

To start with, **CLASSIFY** – the working patterns, activities, gadgets and accessories, products specific to a utility. By classifying, we understand the needs of the CXO enabling us to **design for the Person specific**.

Then from the regular workstation **SUBTRACT** - all the fixed components like the pedestal , Storage , Modesty , Display etc ...leaving **the main table and active workspace as a basic structure**.

To give it a **touch of belonging** to the workspace **MODIFY** – The organic profile with an extension to take care of the accessories and gadgets...giving the top a **signature feel**.

Finally as per the needs and the moods of the space to be created **ADD** – **accessories** like the discussion table , writing board and the back storage to **configure your own exclusive workspace**...just as **Unique as the person** who would use it.....

VERTEX





CHOOSE YOUR WORKING SUITE TO SUIT YOUR NEEDS...

CHOOSE From the range of SKUs:

1. Main primary desk with a personal drawer
2. Low Height Return storage



3. Secondary Back storage Unit
4. Discussion Table and Marker Board

UNIQUE FEATURES :

The **Suite** is a blend of Solid **Corian surfaces in which the veneer is fused seamlessly** . The combination of the veneer represents the hierarchical supremacy while the corian represents the contemporary and modern approach in today business scenario.

The **main table** has an organic profile, with an extended active area for placing gadgets and accessories of ones choice and use.

The **understructure** is made up of powder coated M.S material which provides ample stability and support to the table. The **legs** made of seasoned solid wood add to the dignity to the complete suite.



The **unique personal handy pullout drawer** accessible to only the main user adds to the utility of the table.

The **modesty panel** also made of Corian complements the top suitably.

UNIQUE FEATURES :

The **Return Unit** is a low height storage which takes care of not only the immediate ancillary storage needs, but also has a electrical console to power the gadget and accessories.

It consist of 2 pull out drawers. The push to open drawer gives a smooth experience of operating the drawers while maintaining the clean flush front look

The **prewired electrical console** is powered with an **A&H Meyer Netbox**, which provides neat and accessible power, voice and data sockets.



The main table and the return unit are available in **the LH & RH variation** to cater to any layout positions of the cabin.

UNIQUE FEATURES :

The **Back storage unit** is a complement to the main desk and the return storage unit and can house ample items of secondary use. The table along with the storage gives that additional **space for display** of memorabilia, collectibles and trophies.

The storage is divided into the upper and the lower sections. The **push to open** feature makes its appearances in the shutters of these storages also.



UNIQUE FEATURES :

The **center table or Discussion** table is a standalone accessory to add on to the main suite as per ones requirements . The **marker board** is also designed in glass to complement the entire suite.



SIZE RANGE OF TABLE:

The main table is available in **2 sizes , in LH and RH variations**, to select from viz.

1. 2400 mm W x 1800 mm D
2. 2100 mm W x 1500 mm D

The return storage, the back storage and the other accessories that complement the table are available in a single size option.



DELIVERY

Lead-time will 6 to 7 weeks ex-works from date of booking.

ORDER BOOKING

Project Booking (Prior to sending of Works Order, Site Validation & Declaration Certificates to be authorized by Branch Service Team)

ASSEMBLY & SERVICE

The assembly guideline sheet and details about service components with coding & pricing will be circulated by service department separately.

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