

PolyVision Motif™ Receives Red Dot Design Award in International Design Competition

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PolyVision, a Steelcase Inc. company, today announced that its product Motif™ — a modular collaborative wall panel system — received the distinction for Product Design through the annual Red Dot Design Awards, an international communications and product design competition.

Created in collaboration with Belgian design firm MADE, Motif was designed to be configured in countless ways to turn unused wall space into a place for teams to express and share ideas together. Motif addresses the demand for both form and function from collaborative writing surfaces. On the development of Motif, Product Manager Kim Allen said “We saw a gap in the market where functional writing surfaces also served as design expressions when not in use. Filling that gap, Motif allows for the transition of an unused vertical space to a productive work center for any collaboration space. We’re honored that its intentional design has received recognition.”

Three standard sizes allow for flexible compositions in a variety of locations, from traditional settings such as private offices and conference rooms, to more innovative placements in cafés, lounge areas and corridors. Motif panels provide an elegant, artful addition to any interior space.

“Believing in design-thinking and embracing continuous innovation as one of our company pillars made this product a reality. These efforts are now recognized and acknowledged through The Red Dot Design Award, the very best of the design industry.” said Teun Habraken, MADE Project Leader of Product Design.

Motif can be used to craft thoughtful negative space with positive colors and patterns or to explore themes of repetition, contrast, balance and symmetry. Panels can be positioned to flow one into the next or to add bursts of color to accent a collaborative wall. The simple installation process allows for easy reconfiguration and exchange of accent panels for a fresh, new look any time.

The Red Dot Award program, formerly known as Design Innovations, is ranked among the largest design competitions worldwide. The competition is divided into three sections – product design, communication design and concept design — which are staged and awarded separately. The coveted trophy is the Red Dot, the international seal of quality for outstanding design. Judged on design quality, styling and the implementation of innovative technology, PolyVision’s Motif was selected from 4,000 entries from 40 different countries.