

Two designers. LINAK® products. No limitations.

LINAK, a Danish based corporation, makes things move. It is our specialty and we help move lots of everyday things from tractors to hospital beds to sit-stand desks. How a designer looks at these components and brings their own vision to life is a beautiful process.

For your inspiration, LINAK has brought together two accomplished designers: Niels Gammelgaard (Pelikan Design, IKEA, Fritz Hansen, Erik Jorgensen) and Rie Nørregaard (Omhu, Microsoft, OXO, Samsung). Each has been presented with the same LINAK product offerings; two DL14 desk legs, a ZERO watt control box and desk control. The creative output must be a desk that moves. Beyond that, there are no limitations.

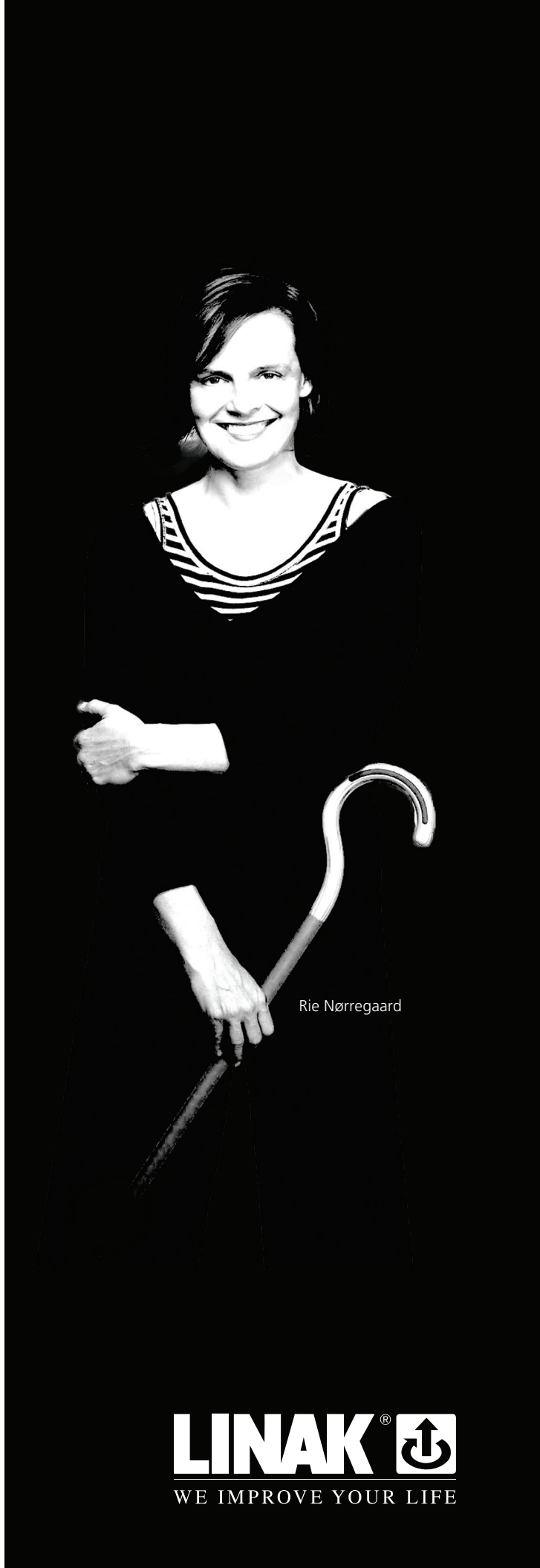
To gain a better perspective on how these moving desks would come to fruition, we asked our designers to give us some insight.

Rie Nørregaard describes the moment that prompted her creative inspiration for the business she is in, "...when I realized the huge improvements in baby and child product design over the last ten years, yet well designed products that help the aging population don't really exist." This is what led to the creation of Omhu (www.Omhu.com), and the company's first design, the award-winning Omhu cane, which she is very proud of. "It's so nice to make a product that is helpful and makes people happy when they use it," she says.

And what about the inspiration that led to the desk she has designed for LINAK? Rie holds the carpentry of Mr. Hisao Hanafusa of Miya Shoji in high regard so it's no surprise that she would infuse her design with Japanese and Scandinavian styles. She is a minimalist, loves working with color and thinks contrasts are important. Working with 200-year-old wood, she has created a new design that beautifully blends fluid curves and unfinished edges. She delights in mentioning, "The precision of electric movement is exciting."

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www.movingdesks.com



Rie Nørregaard

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Niels Gammelgaard echoes the sentiment, "When it comes to workstations it is fantastic to have the possibility to change between standing and sitting." He also points out that in Denmark height adjustable desks are standard issue. Niels is the designer behind the interior of the Copenhagen city train, a project for which he is most proud. A modernist, Niels is inspired by the likes of Frank Lloyd Wright. He grew up with the curious wonder of why our everyday tools were not fashioned into a more user-friendly way. He says, "It is so important to make intelligent tools for people's everyday work."

LINAK too stands behind the philosophy of improving people's life including the 'tools' people use such as their desks. In discussing the desk that Niels created, a clean design was imperative; his materials take center stage when it comes to industrial production.

Come see for yourself as these two designers' moving desks are featured in a show that's sure to impress. We hope you will join us at the **LINAK booth (#4070, 7th floor)** for a reception on June 13th from 2:00-5:00pm at the NeoCon show in Chicago.

www.movingdesks.com



Niels Gammelgaard

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