



# CONTRACT DESIGN DURING COVID

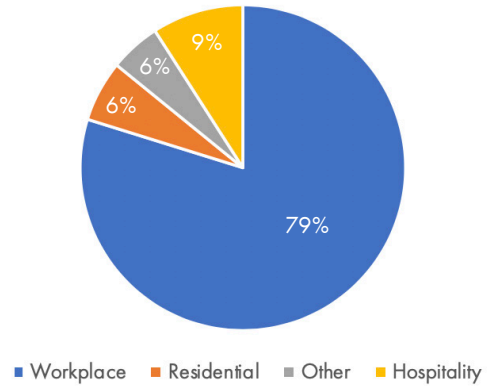
WORDS BY JUDD ROSENGART AND SEAN MCKUSICK, VP'S OF SALES

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During our 15 years, we have witnessed architectural and interior design evolve in the high end residential market into accessible design direct to consumer, in recent years penetrating the commercial and contract environment. With it, relative per unit budgets were larger on lower quantity, allowing high end desire to meet exclusive, handmade aesthetic. Over the last four years, Uhuru has transitioned from the residential space into the traditional commercial furniture arena, and coming full circle as with our resimmercial aesthetic. This shift has allowed us to observe the contract industry during COVID through a unique lens. Many furniture markets around the country have slowed, but we are seeing innovative specifiers and end users moving forward with workplace concepts and buildouts.

More than ever, commercial spaces need to be flexible, safe, and innovative as a place to gather and collaborate. We at Uhuru are seeing clients and specifiers take this time to think through their footprints and how they will return to a new future of work, connected to home. This is resulting in a focus on ancillary and customized furniture systems. While companies continue to work remotely, it cannot be stressed enough that "a change in scenery is a change in energy," says HOK Design Director, Bill Bouchey. High design ancillary and custom work at affordable prices allow organizations to leverage design and form to drive the next generation of work. Edgy without being trendy, Uhuru's aesthetic drives innovation in the home and office.

OPPORTUNITY TYPE  
April 15 - July 15, 2020



OPPORTUNITIES: PRODUCT TYPE BY DISTRIBUTION  
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