



### Case Study Highlights

**Product** Stellar® 224 chairs and Focus™ Cachet Swing-Away

**Quantity** 805 total chairs

**Location** Newark, New Jersey

**Contact** [www.business.rutgers.edu](http://www.business.rutgers.edu)

**Architect** NK Architects

## American Seating and Rutgers University's Business School Build a Better Future

For more than 120 years, American Seating has been providing innovative solutions for universities across the nation, offering them superior quality seating products that provide flexibility for the most demanding environments, as well as adaptability to accommodate for future growth and expansion.

In 2006, Rutgers Business School (RBS) was seeking to expand on the success of their business programs after a twenty-five percent increase in student enrollment. Lacking space for expansion, the university decided to move RBS from three buildings on its main campus to one central building in downtown Newark, only a few blocks from its longtime location. RBS selected this new strategic location in Newark's financial epicenter as a way to increase the school's visibility and help catapult RBS into one of the top 25 business schools in the world.

### Trading Up

Opening its doors in September 2009, the new headquarters of RBS is home to 3,500 undergraduate, MBA, and PhD students and more than 300 faculty and staff. This new state-of-the-art renovated facility, with a total square footage of 184,000, was the second largest capital investment in Rutgers history, totaling \$83 million.

Since the building was constructed in 1983 and used for corporate offices, adapting it to fit the needs of this premiere educational institution posed several challenges.

The new building – also called the main tower – now houses approximately 30 classrooms, which are fully outfitted with “smart” electronic classroom technology that includes built-in computers, touch-screen podiums, lecture recording capabilities and projector screens. The interior has carpeted floors, modern lighting and sleek and neutral “corporate” tones throughout.

In order to accommodate large groups of students for lecture lessons, a stunning 15,000 square foot glass pavilion was built adjacent to the main building. The ultra-modern pavilion features a Times-Square like news ticker scrolling across the outside, a simulated stock trading room, student lounges, an inviting entrance lobby, a sustainable rooftop garden and the three primary stepped lecture halls that can house upwards of 100 students at one time.

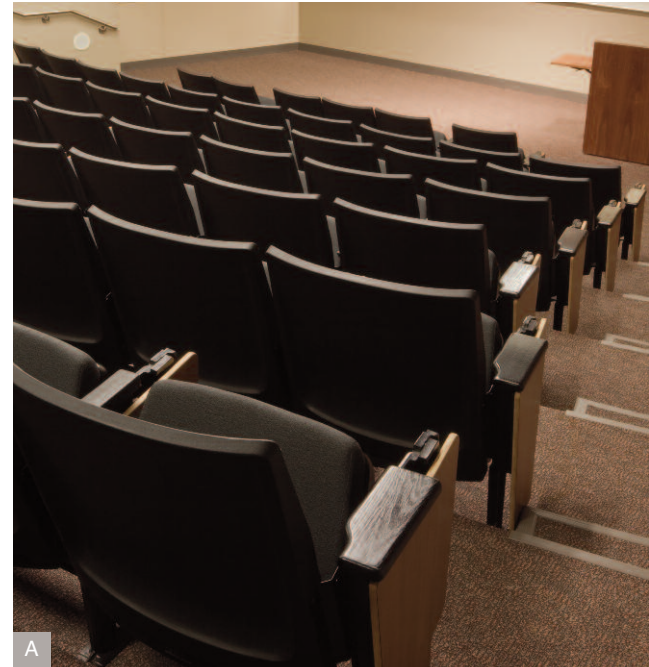
### With Entrepreneurial Drive

“RBS wanted to ensure that everything in the new headquarters was of the best quality, so we took ample time in our search for the products that would meet our needs and would match the upscale design of the school,” said David Yen, senior project manager for RBS.

Selecting the best seating solution was a critical part of Yen's overall process.

“As an architect, if you consider the seating as a major component of the room rather than an element you bring in later, it really allows you to tailor the lighting, the sound and other design elements around where you want the seats to be,” said Dan Topping, senior associate of NK Architects, the firm that designed this important project.

*Continued on Page 3...*



### Project Partner List

- David Yen, senior project manager, Rutgers University-Newark Campus
- Dan Topping, senior associate, NK Architects
- Rich Freshie, sales representative for American Seating, Memmo & Freshie
- Ron Slay, regional manager, American Seating

A: *Stellar 224* is the major component in all three auditoriums.

B: *Focus Cachet Swing-Away* is a comfortable professional solution.



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American Seating was able to present RBS and NK Architects several of its fixed education seating products, including the *Focus™ Cachet® Swing-Away*, which offers a balanced action rocker mechanism and flexible chairs with ergonomic curves. *Focus Cachet* is a comfortable fit for a variety of learning environments. Comfort was a very important consideration for RBS since its students spend long hours seated while learning from the best in the business world. This product also offers flexible configuration, including a varied selection of tabletop options, which made it even more appealing for RBS.

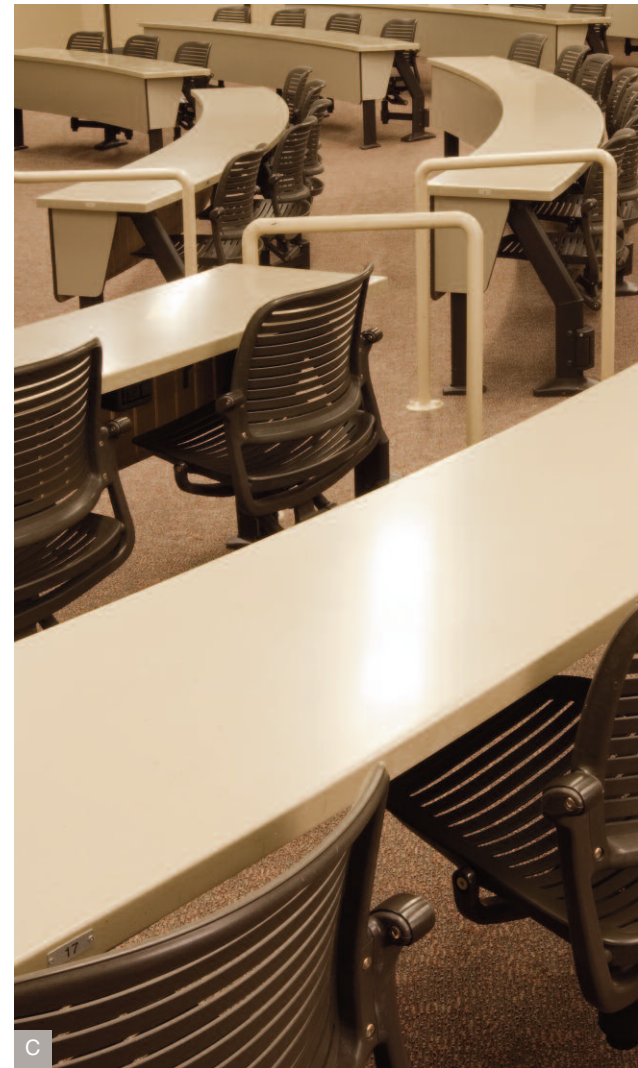
American Seating also suggested its *Stellar®* Series auditorium chairs with customizable tablet arms, an ideal product for use with laptops in today's technology driven world. Both *Focus* and *Stellar* products have crisp, contemporary lines, which blended perfectly with the modern design of RBS' new building. Both products also provide long-term durability and are ADA (Americans with Disabilities Act) compliant.

After a long and thorough competitive evaluation process, American Seating was selected to outfit all three auditoriums in the pavilion and fifteen large lecture rooms in the tower. All together, American Seating provided 96 *Stellar 224* chairs and 709 *Focus Cachet Swing-Away* chairs for RBS.

### Exceeding Expectations

According to Topping, initially some faculty members in the planning committee were opposed to using fixed-lecture products because they had seen other fixed-lecture product perform poorly in the old building when it came to comfort and durability. Fortunately, American Seating's *Focus* fixed-lecture line comes from decades of service and is ergonomically designed to meet the needs of students.

"Now that the building is open, the faculty members are actually happy that the fixed seating was used because they find it looks more professional and the seating is extremely comfortable," highlighted Topping.



C/D: Crisp contemporary lines of both *Focus* and *Stellar* blend perfectly with the modern design of RBS' new building.

### Bringing Business to the Table

In keeping with the overall design theme, RBS was also needing a very upscale look for the fixed lecture tabletops they had selected.

"The school didn't want any seams to be visible in the fixed seating tabletops, nor did they want to use any plastic laminate with these surfaces. As a result, they selected a solid surface, called *Meganite*™, that could be custom formed to create a unique one-piece tabletop with no discernible seams," said Ron Slay, Regional Manager for American Seating, who helped RBS meet its needs with this one-of-a-kind project. "They wanted to go with this high-end finish because of its sleek design, plus they felt these tabletops would last longer, stay cleaner and the seams wouldn't come apart," according to Rich Freschie, American Seating Sales Representative.

American Seating's design team in Grand Rapids, Michigan, was able to accommodate RBS' unique project requirements and develop the perfect tabletop that they requested. In addition to this customized job, American Seating also specially outfitted its *Stellar 224* chair for one of the auditoriums. At RBS' request, American Seating provided higher backs and a specially design writing tablet arm for each chair. These customizations provided for even greater laptop use and seating comfort.

"American Seating was great to work with both in the design process when we had questions and during the installation. They were always very responsive," concluded Topping.

### Financial Futures

Students at RBS are learning that business today is about being reliable, adaptable and flexible in order to meet customers' needs. Adhering to these traits is what has made American Seating a leading solutions provider for more than 120 years.



E



F

E: Specially designed *Stellar 224* with a high back and custom arm tablet.

F: Solid work surfaces for a unique one-piece tabletop with no seams.