



Hum is here: Award-winning Hum office furniture available at OstermanCron

Extensive research results in innovative office furniture designed for how our minds work

CINCINNATI, OH. – November 20, 2008 – The award-winning and innovative “Hum” office furniture product line from [Kimball Office](#) is now available at [OstermanCron's](#) office furniture showroom in Blue Ash. Unlike any other workplace furniture system, Hum blends physical and cognitive ergonomics to create office environments that work the way minds think and work. Hum was researched and designed by [Formway Design](#), the award-winning design studio based in Wellington, New Zealand

Research drives the design: The result of a three year multi-disciplined [study](#) into how people work – continually shifting between concentration and collaboration – and what they need to work at their best, Hum uses four core elements to facilitate easy shifts between individual work and teams, and back again – without changing place or losing context. Personal Workspaces are height-adjustable convex tabletops that enable smooth transitions from solo to group work. See Me™ Screens use an openwork pattern to filter distractions without isolation, ensuring timely and appropriate interactions between teammates. Terraces are raised, horizontal planes that give people the means to organize work and share information in ways that make sense to them. Meet Me™ Spaces are positioned where two Personal Workspaces abut, creating a natural point for teammates to exchange ideas without missing a beat. Space-efficient and highly adaptable, Hum is a facility-wide solution that can be configured to fit the needs of individuals, teams, and entire organizations.

Designed with the environment in mind, Hum contains significant recycled content, uses rapidly renewable materials, can be refurbished, is easily taken apart for end-of-life recycling, and meets LEED indoor air quality standards.

Hum is Here—Only at OstermanCron: As Greater Cincinnati, Dayton, and Columbus' only Kimball Office Select Dealer, Hum is available exclusively at OstermanCron. “OstermanCron has been specifying office furniture for over ten years and I personally have been in the business over 30 years,” said Joel Osterman, president at OstermanCron. “Hum is the most original and inventive furniture system we’ve seen. It truly breaks-through the traditional design and thinking behind workplace systems, and brings a fresh approach that’s backed up by years of extensive research. It’s got the potential to dramatically impact a business.”

Break-through design garnering awards: Since its introduction in June 2008, Hum-Minds at Work has been recognized by critical organizations and publications.

- *Buildings* magazine singled out Hum for “Grand in Workplace Productivity” category.
- Hum received Gold awards in the Furniture Sustainable Product Design categories, as well as the coveted Stringer Award for outstanding achievement among all category entries in the 2008 BeST Design Awards sponsored by the Designers Institute of New Zealand. The awards celebrate the country’s best achievements of the past year in product, interior and graphic design. The judges praised Hum as a standout winner in the furniture category, noting they were impressed not only with its design resolution, but also the thorough and sophisticated research process used in its development.
- IIDEX/NeoCon Canada awarded Hum the Silver Innovation Award in the Furniture Systems category

For further details regarding the Hum product, go to www.ostermancron.com/hum

About OstermanCron

[OstermanCron](#) is a progressive office furniture dealer serving the Greater Cincinnati, Dayton, and Columbus areas. OstermanCron represents [Kimball Office](#) and [National office furniture](#) as well as over [100 office furniture manufacturers](#). OstermanCron is Southwest Ohio and Northern Kentucky’s only *Select* dealer of [Kimball Office](#). The company is committed to creating healthy, productive workspaces and is a proponent of eco-friendly and ergonomic furniture solutions. In addition to furniture procurement, OstermanCron provides [office furniture-related services](#) including project management, CAD drawings, furniture installation, ergonomic assessments, education services, reconfiguration, refurbishing and maintenance, and move management. Founded in 1997, the company has helped furnish hundreds of offices and medical facilities throughout Greater Cincinnati. For more information contact OstermanCron at 513-771-3377 (Cincinnati), 614-870-8588 (Columbus) or visit www.ostermancron.com.