

Your world inspires us

A research pioneer, our founder Norwood Hubbell recognized the need for mobility in schoolrooms in 1955, so he started making furniture that was “fleet of foot.”

Continuing his legacy, we strive to gain insights that truly help students learn versus following the latest furniture fad. Using design thinking and human-centered design processes, we focus on understanding the entire educational ecosystem, so schools can create effective learning environments.

We dive into current concerns and educational trends. We observe classroom dynamics and interview key stakeholders including administrative leaders, educators, students and maintenance staff. Key findings lead to innovative new products and applications.



• **OBSERVING REALITY**