



INSPIREDESIGN

innovative vision for today's hotel

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GREAT **FOOD & WINE...** AN **ENVIRONMENT**
THAT SPURS **CREATIVITY.**

—ED DAVIS

WHAT'S / HOT

FLUID MOVEMENT

Modular seating uses form to create function



Modular seating's flexibility allows designers and guests to configure and reconfigure seating areas — interior and exterior — to suit various needs.

WORDS BY GREGG WALLIS

With its ability to transform to meet a variety of needs, modular seating has become a great solution for hotels seeking a stylish and economical way to accommodate evolving guest needs.

"The demand for more convenient and flexible solutions is growing, as hotel meeting areas have shifted from meeting rooms to spaces to meet," said Kelli Fellers, Nelson Worldwide. "The same room can serve a dual-purpose with alternate configurations."

"Modular seating gives a flexibility to spaces, whereas other furniture may limit you," said Adam Meshberg, founder/principal, Meshberg Group. "The ability to configure or reconfigure it can allow for multiple uses or multiple things happening simultaneously." And, this holds true for both indoor and outdoor hospitality environments.

Its ability to meet different needs can mean that one piece can do the work of many. "You are not locked into a certain piece," said Meshberg. "A lot of people might need a place to sit and they don't necessarily want to be sitting right next to each other. They want to feel like they have a little bit of privacy."

Said Fellers, "Lighter-weight, easy-to-move, modular furniture that is quickly adaptable to multiple configurations is a great solution to the challenge of flexibility and convenience. And while the leisure market is a prime example, meeting space with conventional solutions can be paired with more comfortable modular furniture elements to create conversation, ideation and other balanced needs for the business function."

One piece meeting many needs can also be economical. "You don't have to spend a lot of money on a large piece when you can spend less money on something that has multiple uses and it is really going to earn its value better," said Meshberg.