



Make it  
**yours!**  
Edition **N°2**

## Dear Reader,

The versatility of USM Modular Furniture is particularly evident when we visit our customers. It's inspiring to see how imaginatively, pragmatically and stylishly USM is being used in studios, offices, libraries and homes.

On the following pages, we'll show you over 30 different applications. We celebrate the freedom of ideas that inspires this wealth of creativity, the inspiration that USM is time and time again. And we will take you on a trip: From the EuroAirport in Mulhouse to the Johanson family in Drammen; from the Creative Lab in Bologna to a rehabilitation clinic in Okinawa. All over the world, people connect to something special in USM: poetic functionality, practical beauty, strong colors, clear shapes.

This versatility creates a wonderful feeling. It shows that, even after more than 50 years, the solutions from USM are future-proof. At a time when office, residential and public spaces are changing and merging and we wonder how long the traditional office will continue to exist as a place of work and how these developments are changing people and the way they live their lives. One thing is certain: Change keeps on coming – and we're looking forward to it!

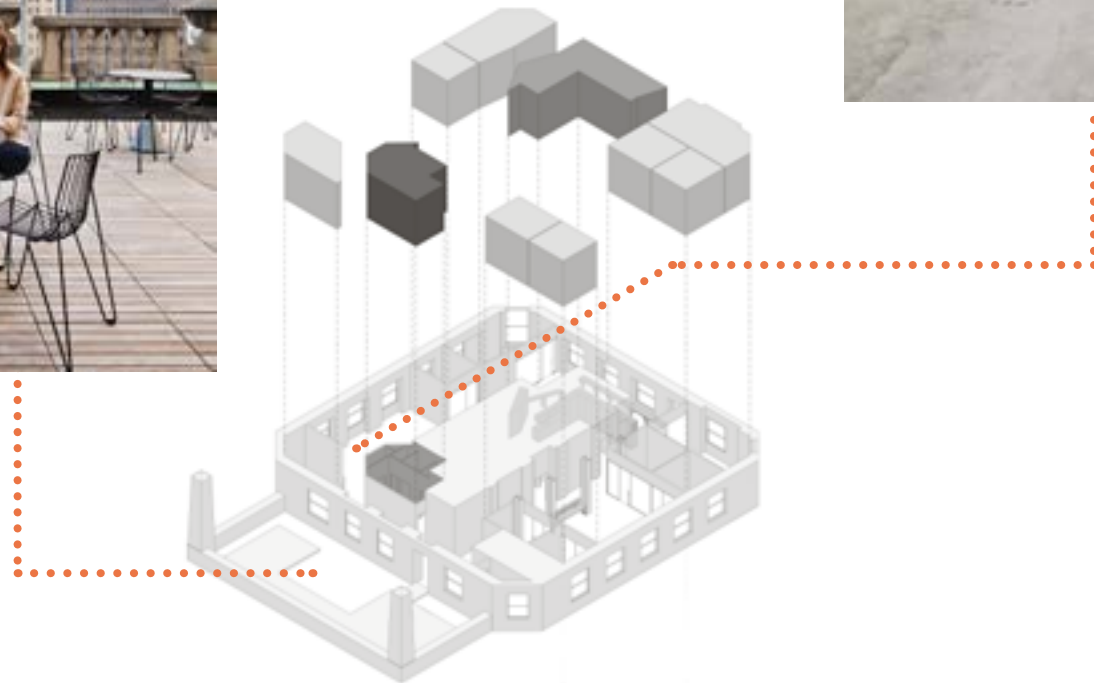
Discover some marvelous changes – and enjoy!  
Sincerely,  
The USM Team

P.S. At [usm.com/homework](https://www.usm.com/homework), we are discussing the increasingly blurring boundaries between work and personal life. Join the discussion!

# Flexible and structural



A European software startup looks to the versatility and dependability of USM to create a flexible office that defines the brand's look, so it could be easily replicated in offices around the globe.



“From the beginning, USM – with its established history – was one of the first products we specified for the project, because it instantly gave the interior space the look of a serious office, and it also offered a wide variety of product and accessories to choose from. We knew the moment we were going to design offices in Paris, New York or Asia, it would be very easy for us to find exactly the same products with the same color scheme.”



Company:  
Zags  
Industry:  
Insurance software  
and solutions  
Location:  
Lower Manhattan,  
New York, USA  
Owns USM since:  
2015



When it came time to design the New York offices of Zags, a startup that develops insurance software and solutions, Studio Razavi architecture was tasked with a design that would work for the New York offices and its Paris headquarters, yet be flexible enough for future offices in Asia as the company expanded. Drawing upon the company's name, Zags, the architects created zig-zagging shapes as a way to break the orthogonality of the space in New York – as illustrated in lighting schemes, for example. “From the beginning, USM – with its established history – was one of the first products we specified for the project, because it instantly gave the

interior space the look of a serious office, and it also offered a wide variety of product and accessories to choose from,” says Andoni Briones, the project architect. “We knew the moment we were going to design offices in Paris, New York or Asia, it would be very easy for us to find exactly the same products with the same color scheme.” And if the company's needs evolved down the road, Briones was satisfied USM would always have products that matched the existing furniture. “That was also a very important reason why we chose USM,” he says.

