



SitOnIt • Seating®

Project Spotlight

Nonprofit Chooses SitOnIt for Beautiful Renovation in Historic Building



INSTALL FACTS:

Sales Rep: Schneider League Associates

Dealer: Washington Workplace

Time Frame: Sept 2014

Product: Focus, Focus Stool,
Focus Side, Prava

ABOUT THE PROJECT

Founded in 1951 to try to heal the wounds of World War II, Youth for Understanding (YFU) is an international educational organization operating in more than 50 countries. With a mission to “advance intercultural understanding, mutual respect and social responsibility”, the organization engages youth from around the world in cultural exchanges. When the organization moved its headquarters to the historic brick and glass Wonder Bread Factory in Washington, DC, it garnered a lot of attention. The move was part of a “bold new vision” YFU has laid out for the next ten years.

The designers who worked with leadership at YFU during the historic renovation knew that they would need seating that would have the style to fit in an architecturally interesting building, provide comfort for long hours and withstand the wear and tear of student use. Dealer Washington Workplace knew they could find the answer through Schneider League Associates – SitOnIt Seating’s Focus collection and Prava.

WHAT MADE THE DIFFERENCE?

Amy O’Brien, Vice President of Sales at Washington Workplace understood that, working with a nonprofit, it would be important to get them the best value they could find. And they knew this would be a showpiece headquarters. They brought in a wide selection of chairs for several weeks so that decision-makers at the nonprofit would have the opportunity to use them.

Focus, Focus Side and Focus café stools as well as Prava were put through extensive testing – and came out on top. Both Focus and Prava were hits for their comfort and durability. The fact that they were available with field-replaceable parts was important for a nonprofit serving youth, where wear and tear just goes with the territory. And the price-point was key for the nonprofit.

The designer on the project loved being able to play with fun colors for the seating, using red, green, orange and blue to light up a space that would welcome youth.

WHAT’S NEXT

This was a showpiece project for everyone involved from the designers to dealers and sales reps. It’s led to a lot of excellent press and is truly a calling card for future business for everyone involved.