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FEB 2023 **V35**

A Love Letter to the
Contract Design
Industry

Delving Into the
Public Sector

Appalachian State
Studio Competition
with Davis Furniture

SWFTLY

Custom Made Wood & Steel
Office Furniture

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HELLO SWFTLY, Custom Made Wood & Steel Office Furniture

By Sara Collins

The COVID-19 pandemic changed the modern office, says Mark Warren, founder of West Michigan's newest office furniture manufacturer, SWFTLY.

"Working from home changed the narrative on what working looks like," says Warren. "We worked at home for roughly three years and that comfortability and productivity needs to continue to be reflected in one's office surroundings."

Beginning in 2022 and now alive in the first quarter of this year, SWFTLY strives to bring several unique aspects to an area currently flourishing in the furniture and design space.

At a top priority is sustainability.

"We are big re-use people," says Warren. "Roughly 50% of

our wood is off-cut material, which would traditionally go in scrap, but we recover it and re-use it to create something new."

This is one way SWFTLY is ensuring character stays within furniture, incorporating a back story within each piece while consciously protecting the environment.

"We try to source within 25 miles of our facility, but also we try to find people that are disposing of material and reusing it," says Warren.

SWFTLY additionally prioritizes one's identity. The custom made furniture reflects the client's self and their company by listening to the story of the client and their brand and designing pieces to reflect who they are.

SWFTLY

It begins with, "I have an idea" and going forward is handled by the team's designers, engineers, and craftsmen. During this entire process, the SWFTLY team leverages relationships while taking care of the process, from just an idea to perfect completion. The team cares about their client's stories.

SWFTLY desires to be brand forward.

A recent designed and executed project for Black Line did just that.

With a client's desire to create a table relating to chess and the popular Netflix show, *The Queen's Gambit*, SWFTLY jumped into the challenge and designed a table with concrete bases portraying similar characteristics to chessmen.

The pawn table's function is practical, while illustrating the company's unique and preferred design. This is a unique aspect of what SWFTLY can seamlessly execute for clients.

Both reusing decommissioned materials and keeping identity and brand in one's office is what SWFTLY believes to add character. And you can never have too much character.

SWFTLY specializes in wood and steel, but confidently handles others such as concrete, quartz, laminate, etc.

This is where their pride in their craftsmanship begins.

The team handles several complex materials and has the ability to simplify the process by incorporating every desired material into one piece of furniture.

"We pay attention to every detail," says Warren. "Whether it's a statement piece or a simple center drawer."

Complexity becomes simplicity with this one-stop shop.

In addition to custom made pieces, SWFTLY specializes in staples, making office spaces practical, comfortable, and versatile according to personal preference.

Meet Zippy, SWFTLY's office accessory made out of steel.

The piece has 250 colors to choose from and three ways to use it. Zippy can be placed on a desk to elevate your work space, set across your lap to use as a small tray, or flipped sideways and set on the floor in front of you to be used as a side table.



SWFTLY

It's sturdy, it's practical, and most importantly it's versatility makes a day at the office feel similar to a day at home.

Also in SWFTLY's collection is Barrel, the quickest way to create more space for storage.

This open credenza incorporates open shelves with deep storage cases to open the possibility of personal decoration to practicality.

The cases are perfect for storing large personal items without cluttering the space around it. Barrel is customizable with 250 different colors and several choices of wood and metal to match the desires of the client.

Next, SWFTLY's bolt has changed the design of basic tables with inverted steel bases.

This product is available in bench, desk, counter, or bar height in either a rectangle or round shape. It is additionally customizable for aesthetic preferences and desires.

SWFTLY desires to have a relationship with a client who knows what they want. A client may come to the team with several ideas, place them in the hands of SWFTLY, and relax while knowing it is being taken care of within a timely manner.

Attention to incorporating several materials, sustainability, comfortability, and identity rise to the top of what clients will find during the entire process with SWFTLY.



Barrel



Barrel



Bolt

SWFTLY