

west elm contract

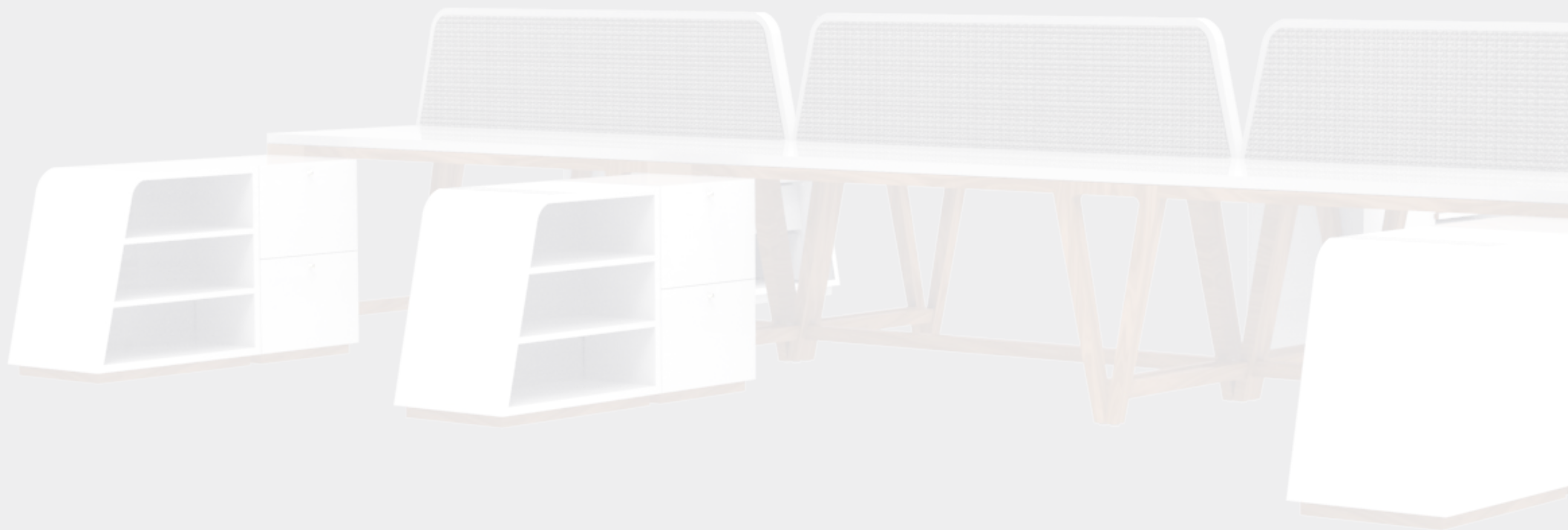
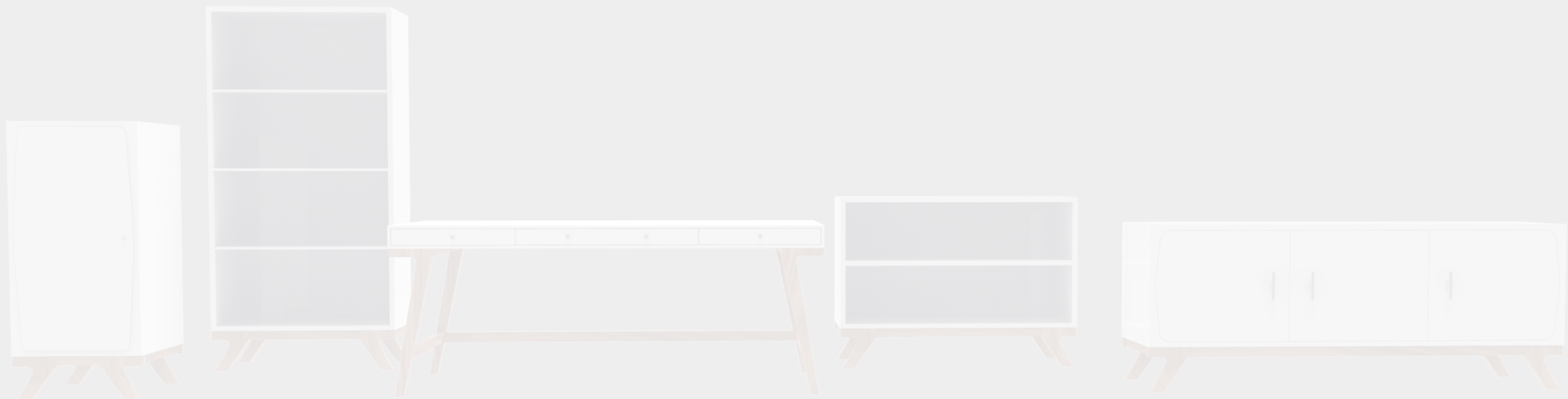
what if...

There was a line of contract furniture designed to meet the aesthetic and functional needs of today's startup companies? What if that line of furniture was able to expand and grow with those startups as they became Fortune 500 companies? And, what if it adheres to the strictest environmental guidelines set forth anywhere...by any organization? And yet, despite it's beauty and design integrity, exceeds every code, regulation and guideline required. What if this line of furniture was designed by...west elm?

...mission statement

We will create a crossover commercial brand offering office furniture leveraging west elm's relevant designs, residential aesthetic, and value proposition. The unique system will appeal to start ups and design professionals while also having a broader appeal to the new corporate culture of an open plan work environment, incorporating community desking and collaborative spaces.

The office component will start with three distinct lines that are efficient to manufacture, follow strict environmental standards, and will be flexible and easy to install. We will create a best in class distribution, warehouse and installation system with a superior end to end customer service model.



VMAD

MODERN COLLECTION**EXECUTIVE GROUP****B.****A. CREDENZA**

+ Ice White Lacquer with walnut wood finish.
+ Alternate finishes available.

Overall Dimensions:
76"w x 20"d x 31"h

B. OPEN BOOKCASE

+ Ice White Lacquer with walnut wood finish.
+ Alternate finishes available.

Overall Dimensions:
36"w x 18"d x 72"h

C. EXECUTIVE DESK

+ Ice White Lacquer with walnut wood finish.
+ Alternate finishes available.

Overall Dimensions:
76"w x 36"d x 30"h

D. EXECUTIVE 48" CABINET

+ Ice White Lacquer with walnut wood finish.
+ Alternate finishes available.

Overall Dimensions:
18"w x 20"d x 48"h

E. OPEN SHELVING

+ Ice White Lacquer with walnut wood finish.
+ Alternate finishes available.

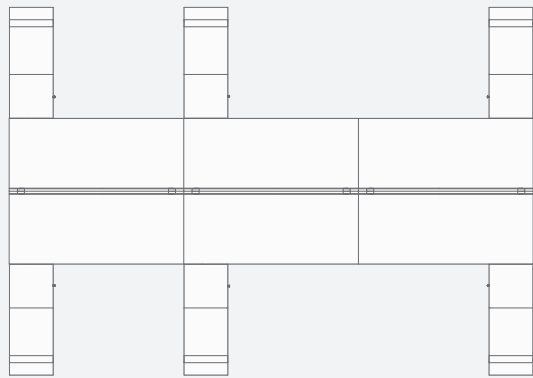
Overall Dimensions:
48"w x 18"d x 36"h



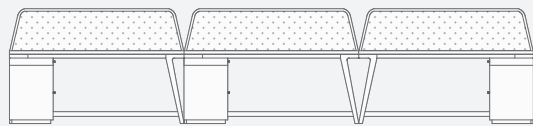
MODERN COLLECTION

OPEN OFFICE SOLUTION

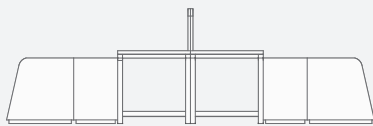
typical six-pack configuration



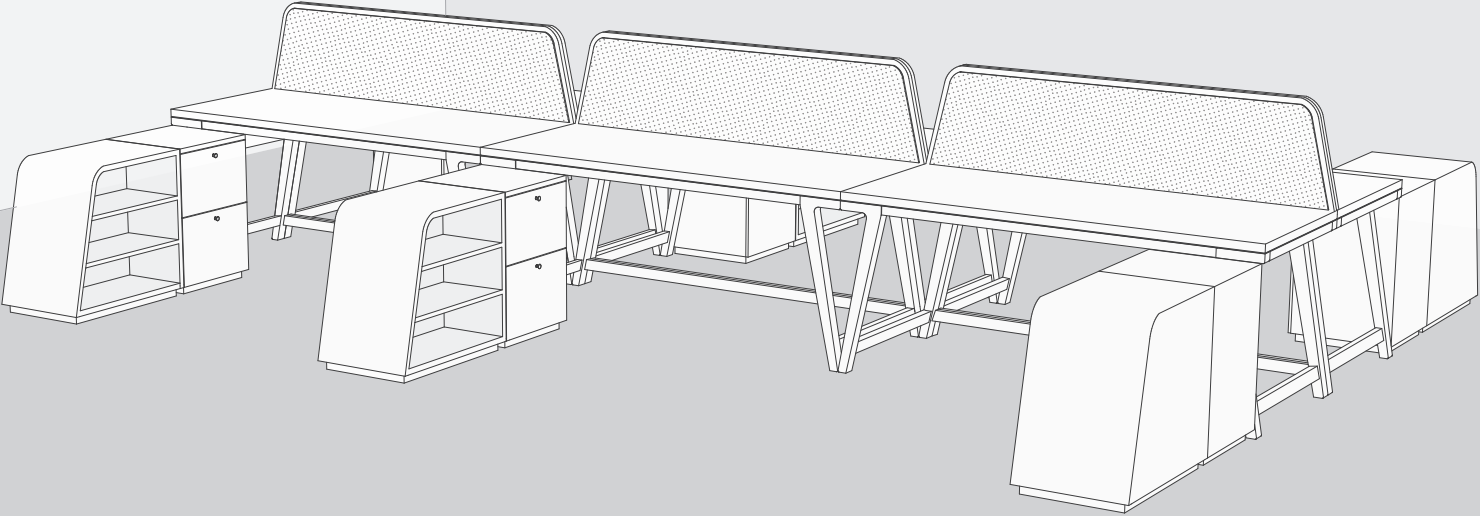
+ Plan



+ Front Elevation



+ Side Elevation

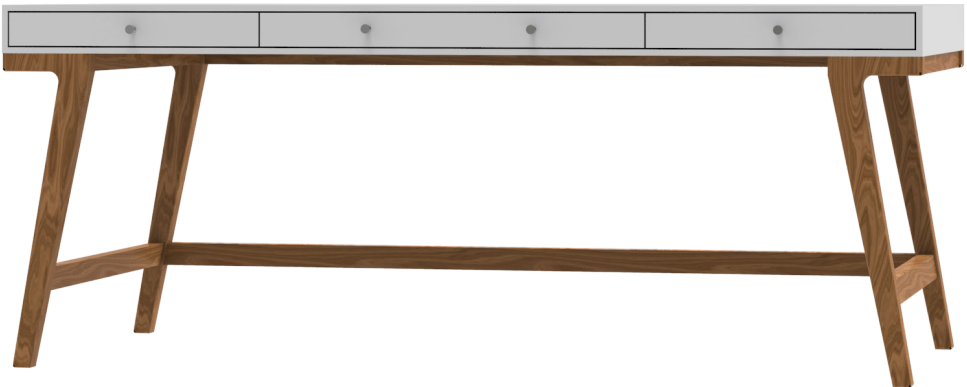


+ Perspective

MODERN COLLECTION

EXECUTIVE DESK

A0000001
EACH \$2,600.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:
76”w x 36”d x 30”h

Finishes:

+ Lacquer



+ Wood



Notes:

MODERN COLLECTION

72” WORKSTATION

A0000002
EACH \$1,550.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:

72”w x 30”d x 31”h

Finishes:

+ Lacquer



+ Wood



Notes:

MODERN COLLECTION

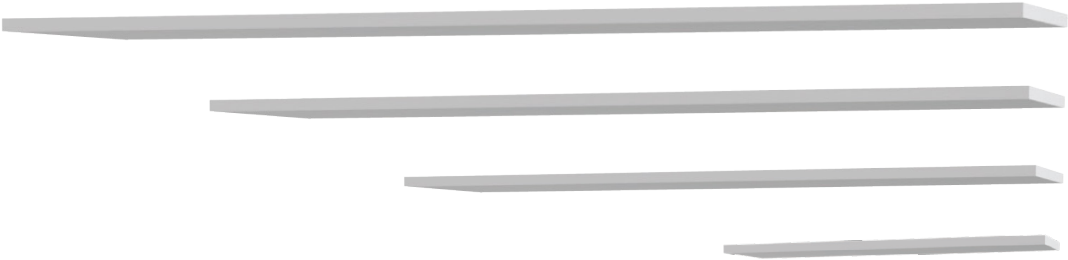
FILE CABINET WORKSURFACE

A0000005
EACH \$150.00

A0000007
EACH \$85.00

A0000006
EACH \$135.00

A0000008
EACH \$65.00



+ Ice White lacquer.

+ Alternate finishes available.

Dimensions:

60”w x 18”d
48”w x 18”d
30”w x 18”d
18”w x 18”d

Finishes:

+ Lacquer

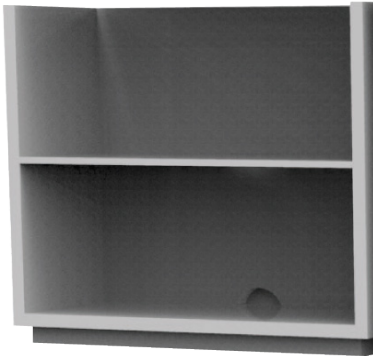


Notes:

MODERN COLLECTION

TWO SHELF BOOKCASE

A0000009
EACH \$395.00



- + Ice White lacquer.
- + Alternate finishes available.
- + Plinth also available in wood finish.

Dimensions:
30”w x 18”d X 27”H

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

TWO DRAWER PEDESTAL FILE

A0000010
EACH \$425.00



- + Ice White lacquer.
- + Alternate finishes available.
- + Plinth also available in wood finish.

Dimensions:
18”w x 18”d X 27”H

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

30” LATERAL FILE CABINET

A0000011
EACH \$515.00



- + Ice White lacquer.
- + Alternate finishes available.
- + Plinth also available in wood finish.

Overall Dimensions:
30”w x 18”d x 27”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

EXECUTIVE 48” CABINET

A0000012
EACH \$850.00



- + Ice White lacquer with walnut wood finish.
- + Alternate finishes available.

Overall Dimensions:
18”w x 18”d x 48”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

CURVED SHELF

A0000013
EACH \$475.00



- + Ice White lacquer.
- + Alternate finishes available.
- + Plinth also available in wood finish.

Overall Dimensions:
30”w x 18”d x 27”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

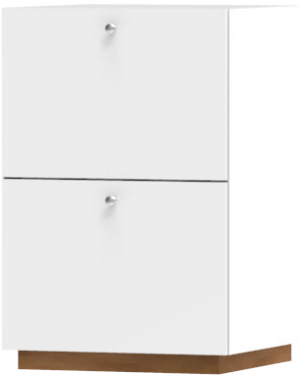
Black Pinewood

Notes:

MODERN COLLECTION

SMALL FILE CABINET

A0000014
EACH \$575.00



- + Ice White lacquer.
- + Alternate finishes available.
- + Plinth also available in wood finish.

Overall Dimensions:
18”w x 18”d x 27”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

48” STORAGE CABINET

A0000015
EACH \$1,050.00



- + Ice White lacquer.
- + Alternate finishes available.
- + Plinth also available in wood finish.

Overall Dimensions:
18”w x 18”d x 48”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

TACKABLE SCREEN

A0000016
EACH \$550.00

A0000017
EACH \$550.00

A0000018
EACH \$550.00

A0000019
EACH \$550.00



- + Ice White lacquer with tackable fabric screen.
- + Alternate finishes available.

Overall Dimensions:
72”w 18”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

Notes:

MODERN COLLECTION

PRIVACY SCREEN

A0000020
EACH \$185.00



+ Frosted glass finish with chrome support.

Overall Dimensions:

18”d x 15”h

Finishes:

+ Glass



Frosted

+ Metal



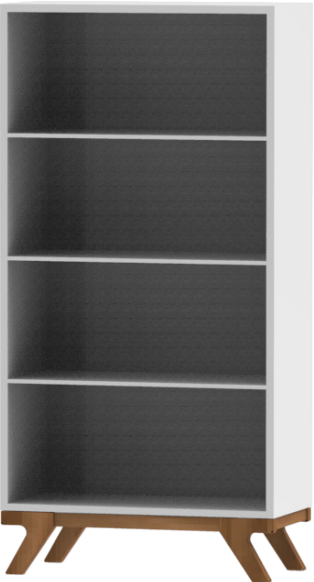
Chrome

Notes:

MODERN COLLECTION

OPEN BOOKCASE

A0000021
EACH \$1,395.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:

44”w x 16”d x 72”h

Finishes:

+ Lacquer



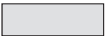
Ice White



White



Ivory



Light Grey



Grey

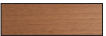
+ Wood



Maple



Bamboo



Walnut



Teak



Grey Oak



Black Pinewood

Notes:

MODERN COLLECTION

CREDENZA

A0000022
EACH \$2,100.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:

76”w x 20”d x 31”h

Finishes:

+ Lacquer



+ Wood



Notes:

MODERN COLLECTION

48” OPEN BOOKCASE

A0000023
EACH \$650.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:

48”w x 18”d x 36”h

Finishes:

+ Lacquer



+ Wood



Notes:

MODERN COLLECTION

GUEST CHAIR

A0000024
EACH \$299.00



+ Upholstered seat with walnut wood finish legs.

+ Alternate finishes available.

Overall Dimensions:
20”w x 20”d x 36”h

Notes:

Finishes:

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

MODERN COLLECTION

GUEST CHAIR

A0000025
EACH \$299.00



+ Upholstered seat with walnut wood finish legs.

+ Alternate finishes available.

Overall Dimensions:
20”w x 20”d x 36”h

Notes:

Finishes:

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

MODERN COLLECTION

GUEST CHAIR

A0000026
EACH \$299.00



+ Upholstered seat with walnut wood finish legs.

+ Alternate finishes available.

Overall Dimensions:
20”w x 20”d x 36”h

Finishes:

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

LARGE WARDROBE

A0000027
EACH \$2,195.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:
38”w x 18”d x 72”h

Finishes:

+ Lacquer

Ice White

White

Ivory

Light Grey

Grey

+ Wood

Maple

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

MODERN COLLECTION

72” WORKSURFACE

A0000028
EACH \$1,250.00



+ Ice White lacquer with walnut wood finish.

+ Alternate finishes available.

Overall Dimensions:

72”w x 30”d x 3-1/8”h

Finishes:

+ Lacquer



+ Wood



Notes:

MODERN COLLECTION

WORKSURFACE LEGS

A0000029
EACH \$400.00



+ Ice White lacquer with walnut wood finish.

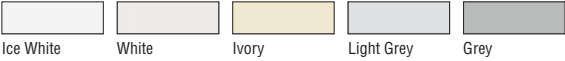
+ Alternate finishes available.

Overall Dimensions:

7-1/2”w x 30”d x 28-3/8”h

Finishes:

+ Lacquer



+ Wood



Notes:

EXECUTIVE GROUP

A. EXECUTIVE CREDENZA

- + Acorn with brass hardware.
- + Alternate finishes available.

Overall Dimensions:
60"w x 20"d x 31"h

B. EXECUTIVE BOOKCASE

- + Acorn with brass hardware.
- + Alternate finishes available.

Overall Dimensions:
32"w x 18"d x 72"h

C. EXECUTIVE DESK

- + Acorn with brass hardware.
- + Alternate finishes available.

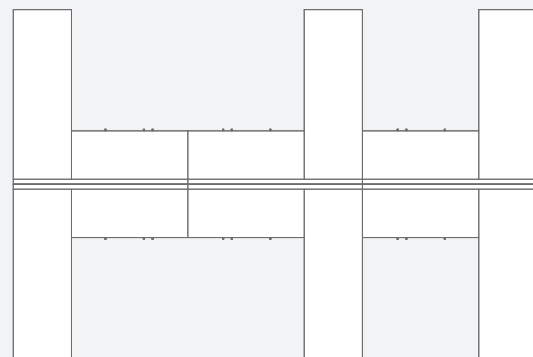
Overall Dimensions:
76"w x 36"d x 30"h



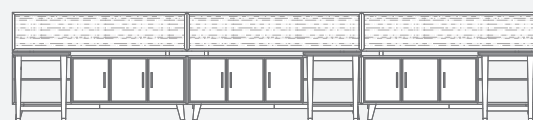
MIDCENTURY COLLECTION

OPEN OFFICE SOLUTION

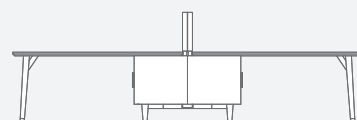
typical six-pack configuration



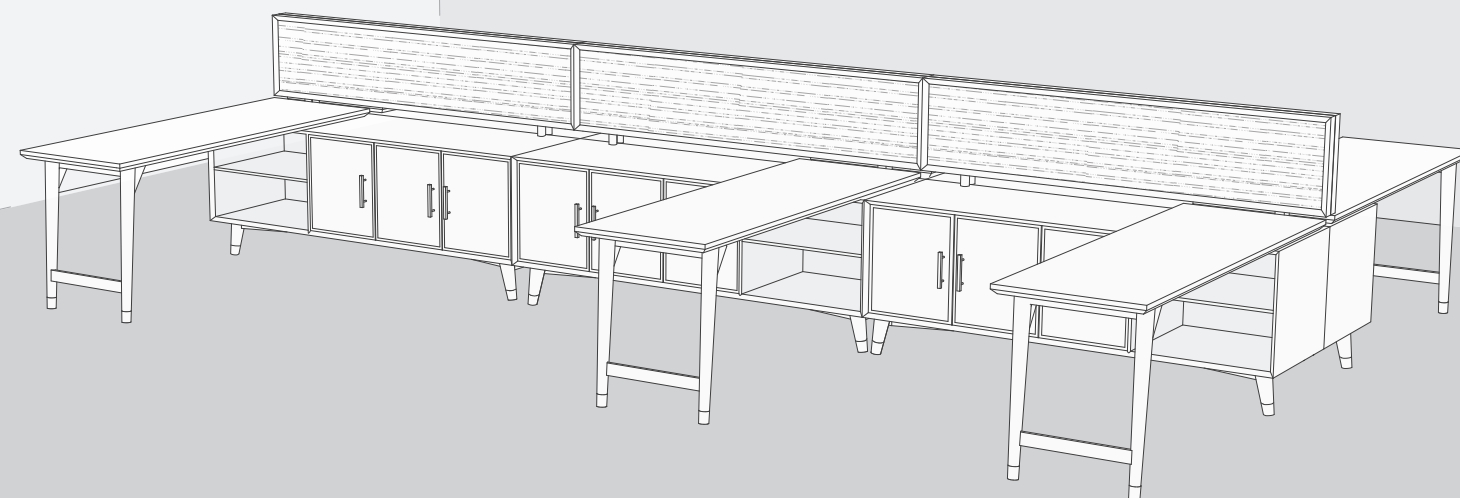
+ Plan



+ Front Elevation



+ Side Elevation



+ Perspective

MIDCENTURY COLLECTION

MIDCENTURY COLLECTION

EXECUTIVE DESK

A0000001
EACH \$2,600.00



+ Acorn with brass hardware

+ Alternate finishes available.

Overall Dimensions:

68"w x 32"d x 30"h

Finishes:

+ Wood



+ Metal



Notes:

MIDCENTURY COLLECTION

STORAGE CREDENZA + SCREEN

A0000002
EACH \$2,950.00



+ Acorn with brass hardware
+ Alternate finishes available.

Overall Dimensions:
72”w x 20”d x 30”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

Brass

Notes:

MIDCENTURY COLLECTION

DESK RETURN

A0000003
EACH \$590.00



+ Acorn with brass hardware
+ Alternate finishes available.

Overall Dimensions:
69-3/4”w x 24”d x 30”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

Brass

Notes:

MIDCENTURY COLLECTION

CREDENZA

A0000006
EACH \$2,100.00



- + Acorn with brass hardware
- + Alternate finishes available.

Overall Dimensions:

60”w x 20”d x 28-1/2”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

Brass

Notes:

MIDCENTURY COLLECTION

LATERAL FILE CABINET

A0000007
EACH \$600.00



- + Acorn with brass hardware
- + Alternate finishes available.

Overall Dimensions:

38”w x 22”d x 33”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

Brass

Notes:

MIDCENTURY COLLECTION

SMALL FILE CABINET

A0000008
EACH \$450.00



+ Acorn with brass hardware
+ Alternate finishes available.

Overall Dimensions:
17”w x 18”d x 30”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

Brass

Notes:

MIDCENTURY COLLECTION

EXECUTIVE BOOKCASE

A0000009
EACH \$1,750.00

A0000010
EACH \$1,450.00



+ Acorn with brass hardware
+ Alternate finishes available.

Overall Dimensions:
32”w x 18”d x 72”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

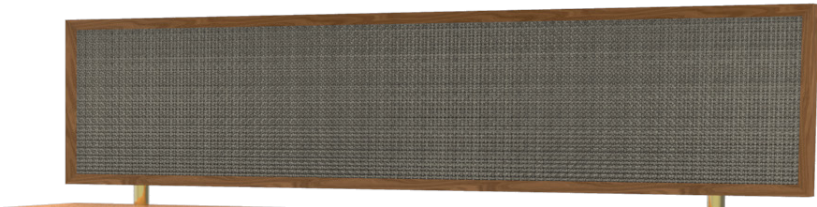
Brass

Notes:

MIDCENTURY COLLECTION

TACKABLE SCREEN

A0000011
EACH \$450.00



+ Fabric screen wtih acorn finish with brass hardware.

+ Alternate finishes available.

Overall Dimensions:
72”w x 18”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

+ Metal

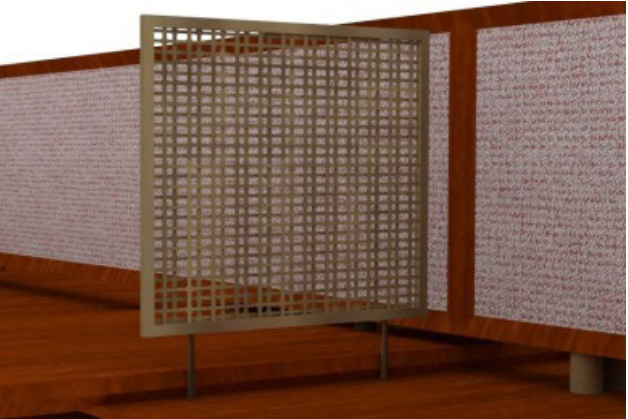
Brass

Notes:

MIDCENTURY COLLECTION

PRIVACY SCREEN

A0000012
EACH \$265.00



+Brass finish.

Overall Dimensions:
16”w 15”h

Finishes:

+ Metal

Brass

Notes:

MIDCENTURY COLLECTION

GUEST CHAIR

A0000013
EACH \$250.00



- + Upholstered seat wtih acorn finish.
- + Alternate finishes available.

Overall Dimensions:
19”w x 19”d x 35”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

Notes:

MIDCENTURY COLLECTION

GUEST CHAIR

A0000014
EACH \$250.00



- + Upholstered seat wtih acorn finish.
- + Alternate finishes available.

Overall Dimensions:
19”w x 19”d x 36”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

Notes:

MIDCENTURY COLLECTION

GUEST CHAIR

A0000015
EACH \$250.00



- + Upholstered seat wtih acorn finish.
- + Alternate finishes available.

Overall Dimensions:
19”w x 19”d x 36”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

Notes:

MIDCENTURY COLLECTION

GUEST CHAIR

A0000016
EACH \$350.00



- + Upholstered seat wtih acorn finish.
- + Alternate finishes available.

Overall Dimensions:
19”w x 19”d x 36”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

Notes:

MIDCENTURY COLLECTION

GUEST CHAIR

A0000017
EACH \$115.00



- + Upholstered seat wtih acorn finish.
- + Alternate finishes available.

Overall Dimensions:
19”w X19”d x 36”h

Finishes:

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

Notes:

MIDCENTURY COLLECTION

GUEST CHAIR

A0000018
EACH \$250.00



- + Upholstered seat wtih acorn finish.
- + Alternate finishes available.

Overall Dimensions:
19”w X19”d x 36”h

+ Wood

Acorn

Bamboo

Walnut

Teak

Grey Oak

Notes:



VMAD

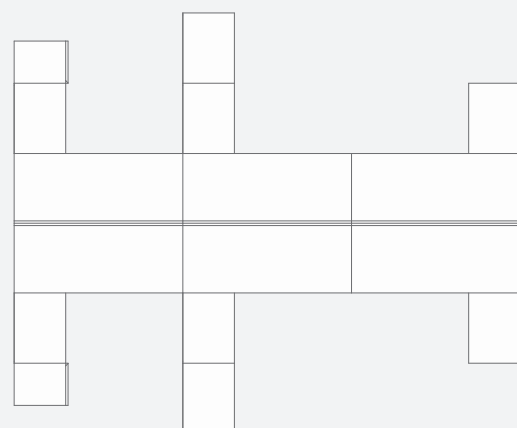
INDUSTRIAL COLLECTION



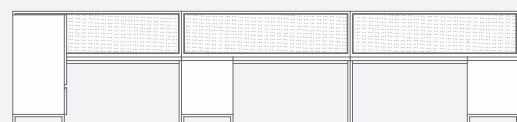
INDUSTRIAL COLLECTION

OPEN OFFICE SOLUTION

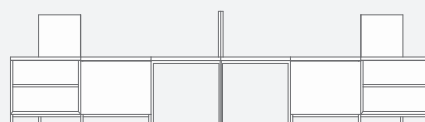
typical six-pack configuration



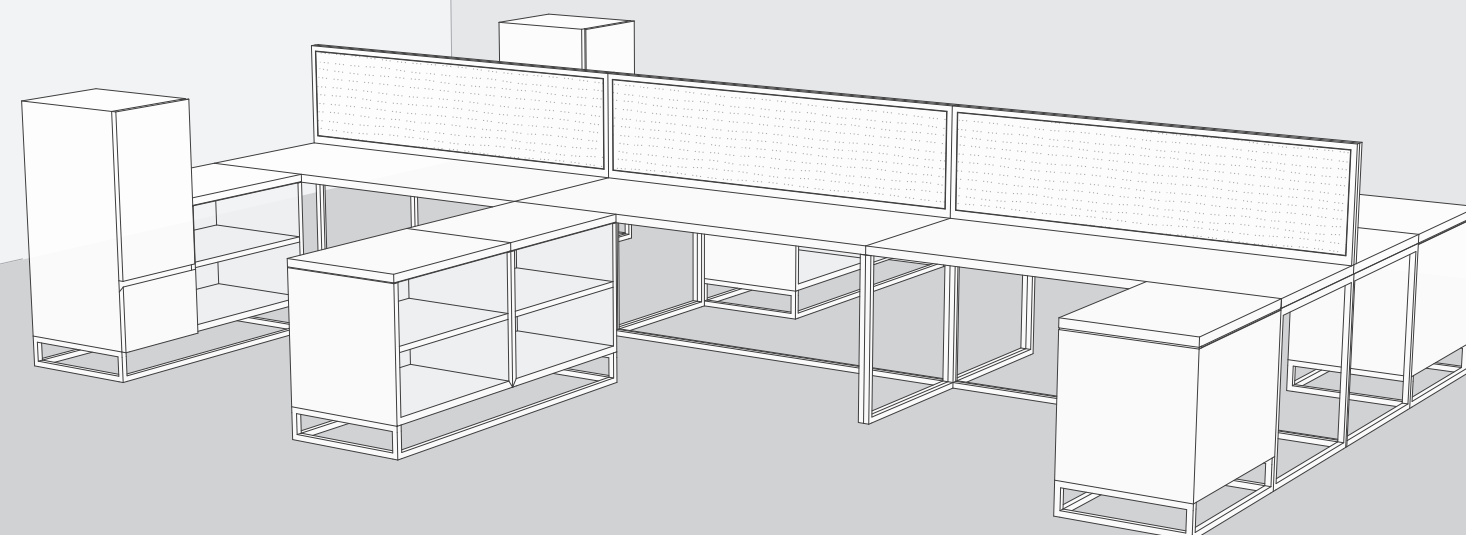
+ Plan



+ Front Elevation



+ Side Elevation

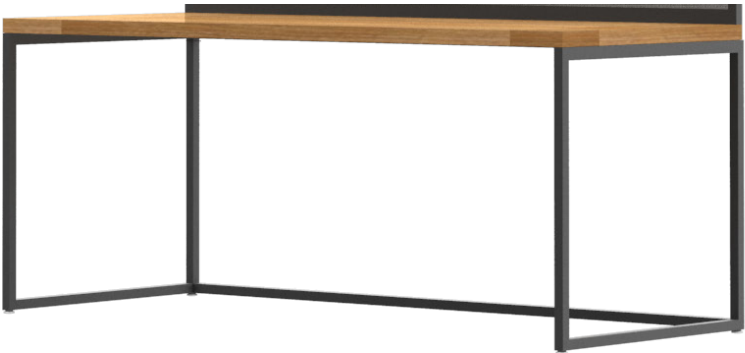


+ Perspective

INDUSTRIAL COLLECTION

72” WORKSTATION

A0000001
EACH \$1,270.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:

72”w x 30”d x 48”h

Finishes:

+ Metal



+ Wood



Notes:

INDUSTRIAL COLLECTION

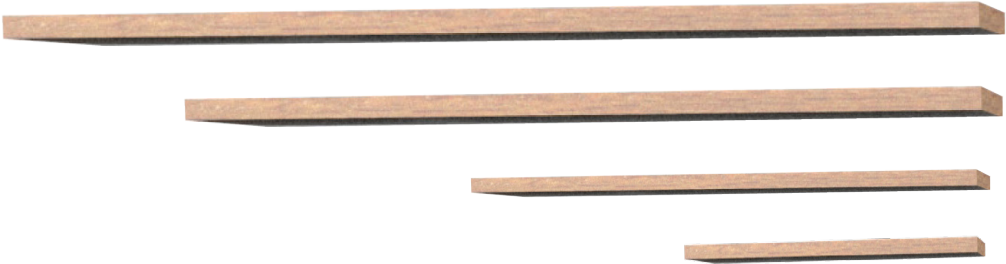
WORKSURFACE

A0000004
EACH \$150.00

A0000006
EACH \$85.00

A0000005
EACH \$135.00

A0000004
EACH \$65.00



+ Acacia in natural finish.

Overall Dimensions:

72”w x 30”d

Finishes:

+ Wood

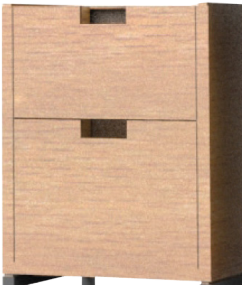


Notes:

INDUSTRIAL COLLECTION

TWO DRAWER FILE CABINET

A0000008
EACH \$300.00



+ Acacia in natural finish.

Overall Dimensions:
18”w x 22”d x 25”h

Finishes:

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

TWO SHELF BOOKCASE

A0000009
EACH \$325.00



+ Acacia in natural finish.

Overall Dimensions:
30”w x 22”d x 25”h

Finishes:

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

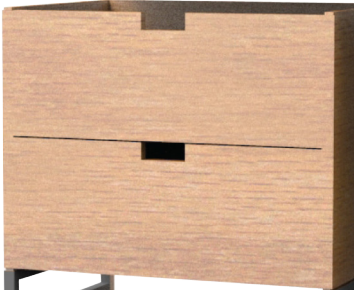
Black Pinewood

Notes:

INDUSTRIAL COLLECTION

30” DRAWER LATERAL FILE CABINET

A0000010
EACH \$375.00



+ Acacia in natural finish.

Overall Dimensions:
30”w x 22”d x 25”h

Finishes:

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

1X2 SHELF

A0000011
EACH \$575.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:
30”w x 22”d x 30”h

Finishes:

+ Metal

Chrome

White

Black

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

FOUR SHELF BOOKCASE

A0000012
EACH \$550.00



+ Acacia in natural finish.

Overall Dimensions:
48”w x 22”d x 25”h

Finishes:

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

CABINET BASE

A0000013
EACH \$85.00

A0000014
EACH \$165.00

A0000015
EACH \$210.00



+ Black steel frame.

Overall Dimensions:
18”w x 22”d x 4”h
30”w x 22”d x 4”h
48”w x 22”d x 4”h

Finishes:

+ Metal

Chrome

White

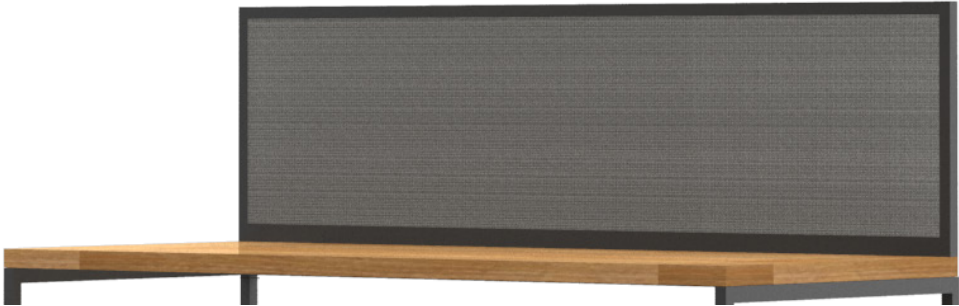
Black

Notes:

INDUSTRIAL COLLECTION

TACKABLE SCREEN

A0000016
EACH \$450.00



+ Tackable screen with black steel frame.

Overall Dimensions:
72”w x 18”h

Finishes:

+ Metal

Chrome

White

Black

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

PRIVACY SCREEN

A0000017
EACH \$165.00



+ Tackable screen with black steel frame.

Overall Dimensions:
30”w x 22”d x 30”h

Finishes:

+ Metal

Chrome

White

Black

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

STORAGE CABINET

A0000018
EACH \$750.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:

18”w x 22”d x 48”h

Finishes:

+ Metal



+ Wood



Notes:

INDUSTRIAL COLLECTION

GUEST CHAIR

A0000019
EACH \$300.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:

18”w x 19”d x 33”h

Finishes:

+ Metal



+ Wood



Notes:

INDUSTRIAL COLLECTION

GUEST CHAIR

A0000020
EACH \$300.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:

18”w x 19”d x 33”h

Finishes:

+ Metal

Chrome

White

Black

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

GUEST CHAIR

A0000021
EACH \$450.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:

18”w x 19”d x 33”h

Finishes:

+ Metal

Chrome

White

Black

+ Wood

Acacia

Bamboo

Walnut

Teak

Grey Oak

Black Pinewood

Notes:

INDUSTRIAL COLLECTION

GUEST CHAIR

A0000022
EACH \$450.00



+ Acacia in natural finish with black steel frame.

Overall Dimensions:

18”w x 19”d x 33”h

Finishes:

+ Metal



+ Wood



Notes:



VMAD