





IDEON®

SitOnIt • Seating™

Project Spotlight

A Specialty Grocer Launches a Lounge and Hand-Selects IDEON



Harmons

Salt Lake City, UT

INSTALL FACTS:

Dealer: Interior Solutions
Time Frame: Dec 2011 - Apr 2012
Sales Rep: Design Source
Product: IDEON Composium, Visit Wood Arm, Mezzanine Occasional, SitOnIt Seating Focus, Freelance, Rowdy

ABOUT THE PROJECT

A Utah Valley neighborhood grocer for 80 years, Harmons is a specialty store known for its attention to detail. Unique items are hand-selected and customers have come to trust the curated offerings of the store. So when Harmons was launching a two-level store at Salt Lake City's upscale mega mall City Creek, they thought of all the small touches that their customers had come to expect. They planned to make the upper level into a café-style lounge where customers could relax, drink coffee, eat gelato or wait for their cooking class to begin. But that meant Harmons needed comfortable seating to match their style – and handled heavy traffic.

WHAT MADE THE DIFFERENCE?

Enter IDEON. When sales representatives Design Source and dealer Interior Solutions brought in the IDEON soft-seating collection, the grocery store chain loved it. What captured their attention was the design and durability for high traffic, the carded fabric program and the modularity – the ability to arrange pieces flexibly and even trade out parts if they were damaged. A key feature – given the café style of the space – was the wood arm cap where customers can set their coffee cups.

Harmons worked with Design Source and Interior Solutions to mock up different configurations of IDEON pieces. The company was impressed by the Composium collection's versatility – the easy complementing and coordination of its pieces. They liked the flexible options and ended up maximizing seating by using ottomans.

Harmons also needed to outfit spaces for work. The top choice for their conference room – a space for the public as well as staff – was the Focus Work chair from SitOnIt Seating. Harmons stayed with SitOnIt Seating for other behind-the-scenes spaces, as well: Freelance for their offices and Rowdy for their break and training room. Across the board, the warranty and ease of doing business were huge selling points.

WHAT'S NEXT

The launch of the City Creek Harmons brought in the first of many crowds of customers ready to explore the store and relax in the lounge. With the design and durability of IDEON, Harmons outfitted an inviting space that met their needs. As the company grows, they are looking to standardize this look, which means a promising future for SitOnIt Seating and IDEON in Utah.