

# QUAD



TOTALLY REVITALIZED, **GRUPE LACASSE** SETS 2012 IN MOTION.  
The exciting new Lacasse casegoods program  
debutes at **NeoCon!**



## Sparks

**Though Sparkeology is just 3 years old, it already has a strong (and growing) lineup of products.**

**By Rob Kirkbride**

**S**parkeology is a small division of library furniture maker The Worden Co. dedicated to pieces that enhance casual, collaborative spaces. The brand turns three this year and hopes that its name (and new furniture) cause a spark in the industry.

Sparkeology is focusing on power this year at NeoCon. The company is bringing power to casual furniture to make it easy for users to connect, charge up and keep working. Sparkeology is adding power to many of its products including the Sylvie chair, Manny ottoman and Stella table, to name a few.









Eddie

Sparkeology is also adding a few ancillary pieces as well, such as the Stella coat rack.

Though the company is just 3 years old, it already has a strong (and growing) lineup of products. Still, it hasn't been easy for the brand to find broad representation, especially during a recession when larger companies were pressuring reps to stick to the lines they knew.

Vice President of Marketing and Sales Robin Lane said she hopes the improved economy will mean improved distribution for the brand as well. "We are a small company and we are spending so much time working with the architecture and design community and setting up new reps," she said. "That is definitely loosening up a bit. It is fun being a small company with great products."

Sparkeology was launched in 2010 to serve the library furniture market along side The Worden Co. from which it was spawned with the help of architecture and design firm Via Design and its sister company Viable and graphic design firm Square One Design, all West Michigan companies. At about the same time, facility managers began seeing the benefits of collaboration, which made the furniture perfect for corporate settings as well.

What the company lacks in size it makes up for in market-

ing panache. Last year Sparkeology played off its new upholstered stool with trumpet-shaped base called Cupcake with a free cupcake for every visitor to its brightly colored pink booth and chalkboard walls. This year, the company theme is "Don't Miss a Beat" and will encourage show-goers to take a moment to charge electronics and share their favorite songs, which will be played in the booth.

"I don't know about everyone else, but we are giddy about NeoCon," Lane said. "It is so exciting to us to meet our customers face-to-face and feed off the excitement of the event."

The company also believes in unconventional marketing. It was launched using social media to its fullest, attracting followers quickly to its Facebook and Twitter pages.

Sparkeology operates independently, but it has the advantage of drawing on Worden's manufacturing strengths. Branding and marketing is handled by Square One, while Sparkeology's design and engineering is led by Valerie Schneider of Via Design and Scott Sikkema of Viable. Delegating these functions allows Worden to maintain its own focus instead of burdening its designers and engineers with creating a new product line. The process is made even more efficient by the close relationship between Via and Viable. 🏠



