

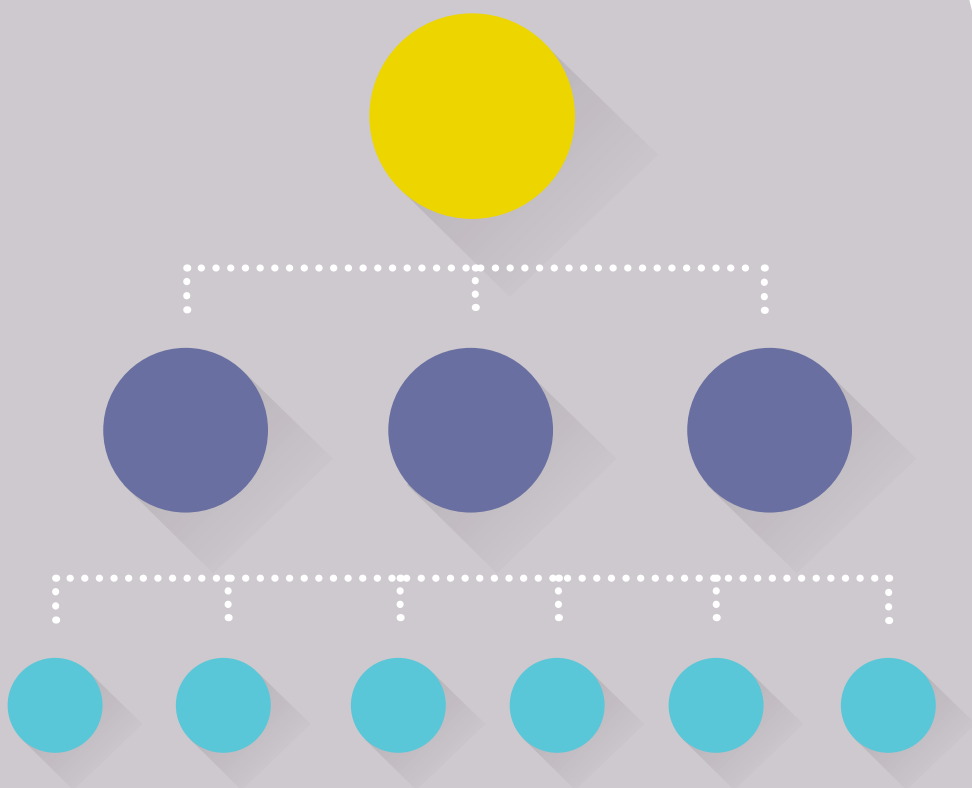


**RE  
THIN  
KING  
WORK**

**dynamobel**

## Where do you want to grow?

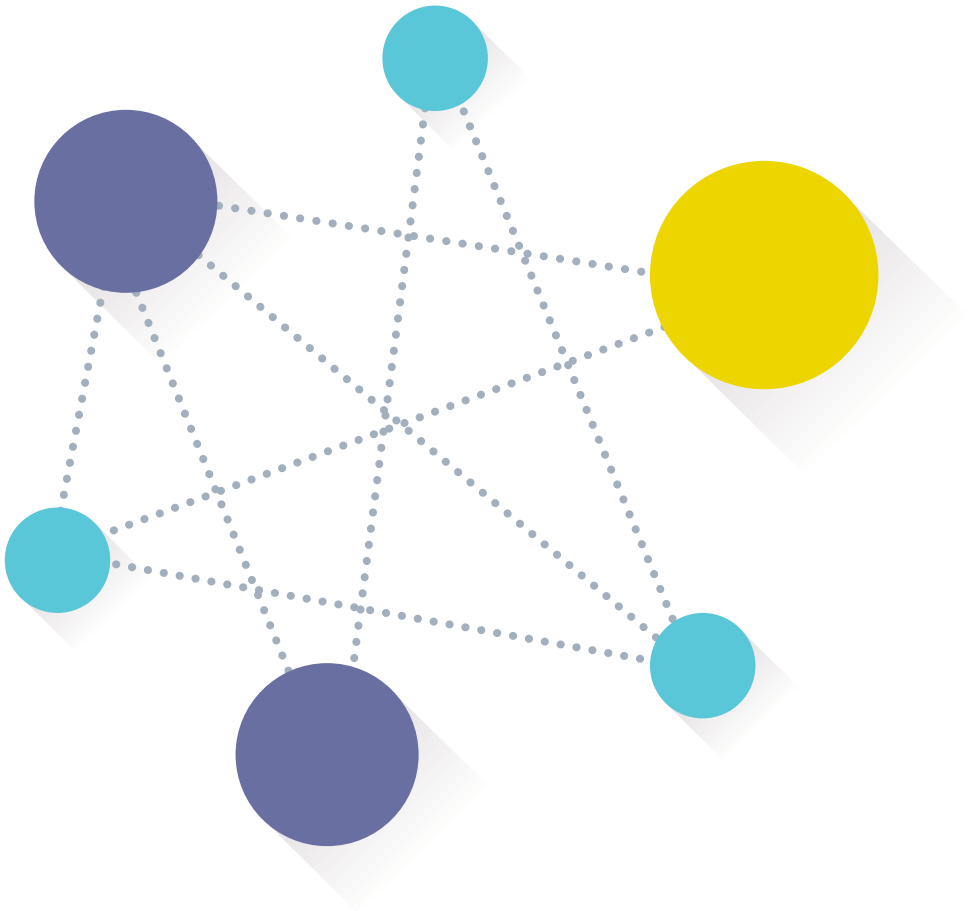
The old pyramidal organisational model that hindered interaction between all the talent in the organisation is a thing of the past.



**How things were**  
Control and command

Older companies have developed from hierarchical structures to new organic networks

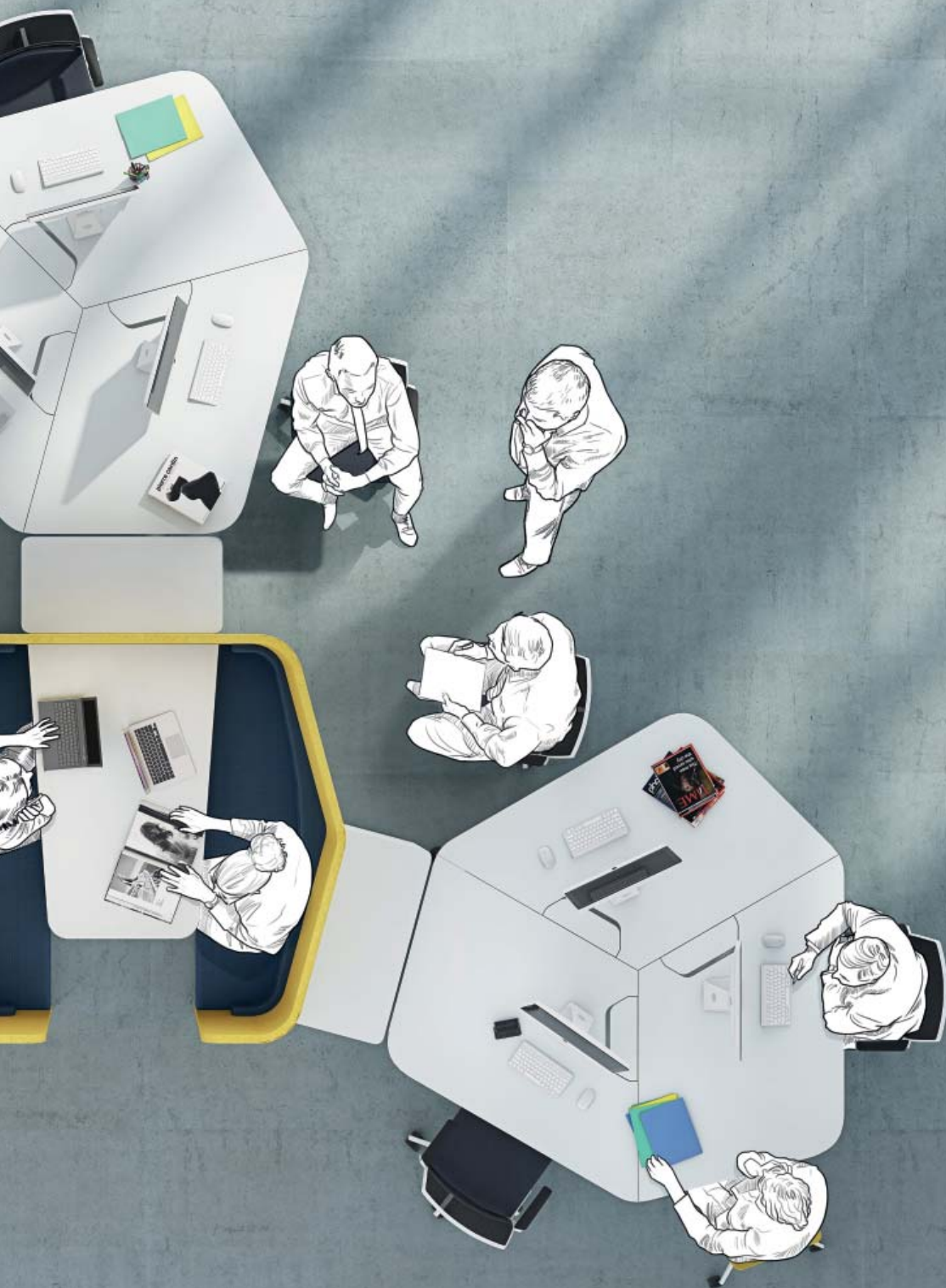
- Shared values and culture
- Transparent goals and projects
- Free flow of information and feedback
- People rewarded for their skills and abilities, not position



**How things work**  
Inspire and collaborate

**A collaborative  
concept that  
connects talent**





## CELL

### COLLABORATIVE WORK CELL SYSTEM

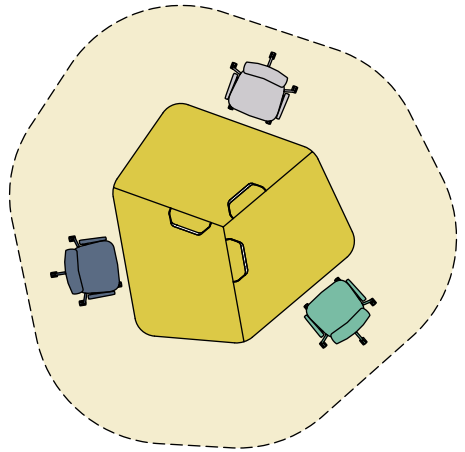
The increase in the cost of each m<sup>2</sup> of office space means an increasing number of people work in less and less space.

The BENCH concept is currently used for more than 90% of office work stations.

But the Bench system is not compatible with the new approach to work. Work teams are no longer uniform.

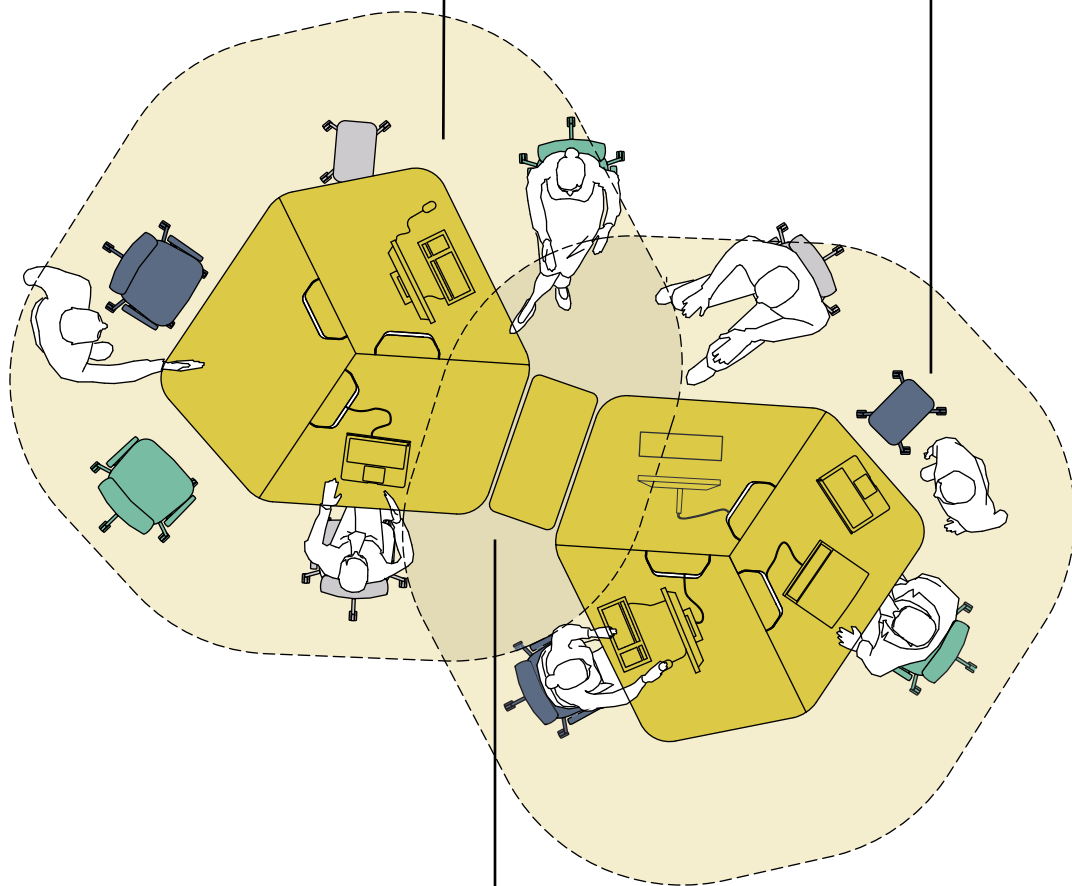
The trend nowadays is for people to have the freedom even to choose their own workplace.

We are now independent “cells”, free to come and go, and are just as likely to work alone as we are as part of a team with colleagues operating in our immediate environment or others in remote locations by means of new technologies.



Cell provides space for  
impromptu visits

Cell can integrate “floating”  
people, thereby increasing  
work station efficiency per m<sup>2</sup>



Cell makes it possible to connect  
cells in order to form molecules  
and create teams







# Bringing life to the workplace



## HEIGHT-ADJUSTABLE CELL

### PRIVACY AND ERGONOMICS MADE TO MEASURE

The height-adjustable Cell desk fosters healthy habits thanks to the changing position of the work surface and, consequently, the posture of the user. The easy operation of the controls invites the user to make instant postural changes, animating him or her and making the working day a more dynamic and productive experience.

Individualised, customisable adaptation makes interpersonal meetings possible while maintaining the privacy of the other members of the group.



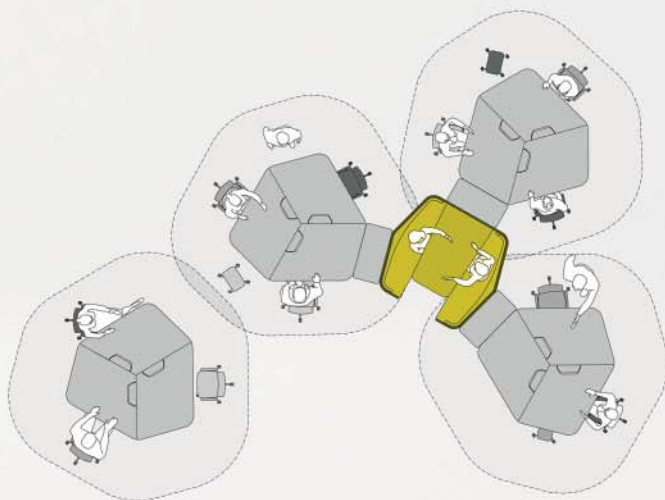


## VIVA ALCOBA

The new office work model, with a preference for open spaces, calls for solutions for everyday tasks which require privacy, discussion and concentration.

Viva - Alcobra is the new concept that Dynamobel has come up with to meet such requirements, an easy-to-implement solution which blends in with the work environment.





## VIVA FORUM C

The objective of the latest open-office concept is collaboration as a means to encourage new team dynamics. When office spaces are used like this, Dynamobel knows that operational areas and meeting areas for discussions and swapping ideas need to exist alongside one another.

Encouraging collaborative habits in a company is of the utmost importance because the interaction of several users leads to better proposals, benefitting both the company and its clients. The programme helps to generate a dynamic environment in which formal and informal meetings can be held naturally without interrupting the work of the rest of the team.

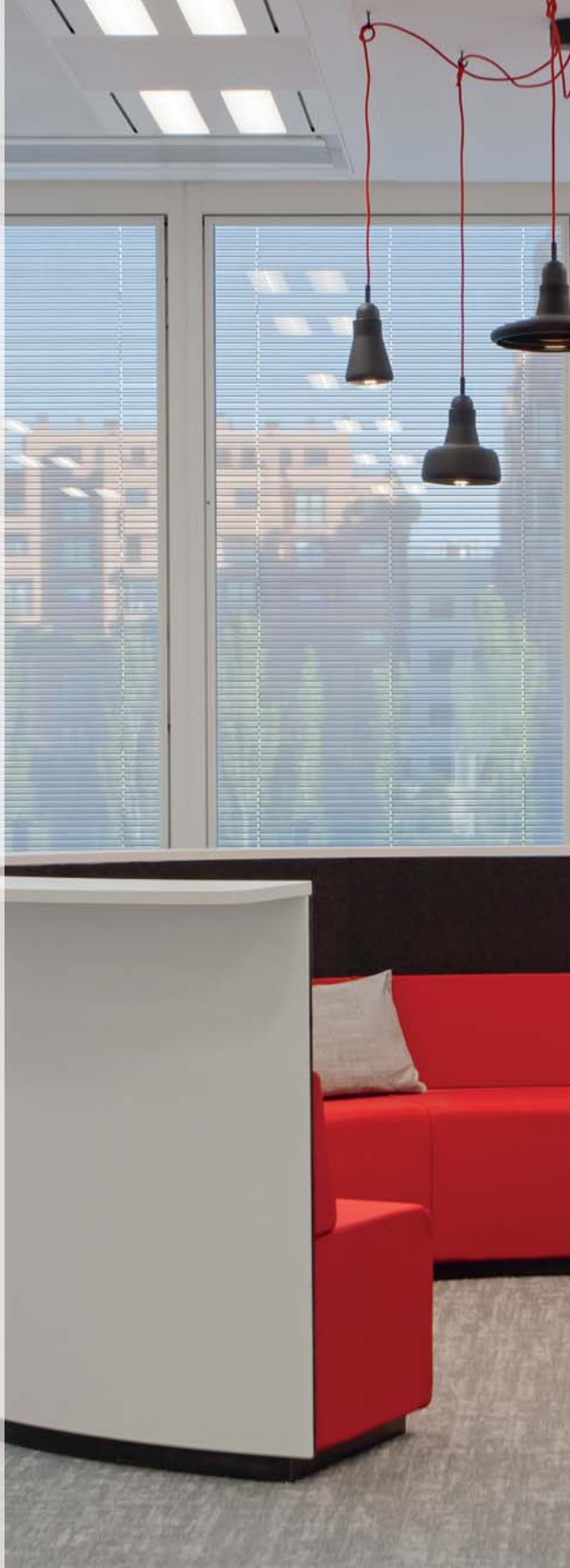






Photo: Javier Serrano Alix  
Project design: CBRE Arquitectura



## VIVA FORUM C

Thanks to the range available and the modular expansion concept behind it, Forum C adapts to the needs of each space, meaning that, with the combination of different materials and finishes on offer, it can be integrated into any environment, converting open spaces into areas in which ideas flourish.

Forum C, more than just office furniture. A dynamic meeting point, the ideal place to develop projects which call for interpersonal collaboration both naturally and successfully.







A close-up, low-angle shot of a modern dining set. The table is made of light-colored wood with a thick, solid top and a dark-stained edge. The chair is also made of light-colored wood, featuring a curved backrest and a dark blue upholstered seat. The background is a plain, light-colored wall and floor.

**BE WOOD**  
SOUL OF WOOD



## BE WOOD

Be Wood is a step back into the future, a classic of the most contemporary kind; a contradiction as pure as the wood which is its essence.

These are the origins of Dynamobel's new seating range; the pleasing paradox between the surge of the metal industry and the great talent of our master craftsmen, once again with a piece of wood in their hands, but one born of a delicate industrial process and refined to become the very soul of our new chair.





# YOUR DREAMS OUR GOALS

**01** Project: Pascual. Photo: Javier Serrano Alix.  
Design: CBRE Arquitectura.

**02** Project: Habitual by Ricard Camarena.

**03** Project: AXA. Photo: Javier Serrano Alix.  
Design: CBRE Arquitectura.

**04** Project: Varian.

**05** Project: University of Navarre.

**06** Project: Enagas.

**07** Project: Canalla Bistro by Ricard Camarena. Photo: Platea.

**08** Project: Torre Mapfre.

**09** Project: University of Navarre.

**10** Project: Baker McKenzie.

01



02



03



04



05







**RE  
THIN  
KING  
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