



Client: Herman Miller
Project: Virtual Herman Miller

INVITATION

Herman Miller has been at the forefront of 'spacial' thinking and innovative design throughout most of the 20th Century. How could Rivers Run Red extend that thinking into the emerging virtual spaces of the 21st Century?

ENGAGEMENT

It was important to allow virtual residents to gain access to Herman Miller's design philosophy and add authenticity to their own builds and virtual space development. For Herman Miller it was important to gain front-line experience of the form and function of these new virtual spaces. For example, in a virtual world, people still want to sit and perform the same actions they would in the real world. However, in the virtual world where a chair doesn't necessarily need legs - what can be removed, and what remains important?

RESULTS

Herman Miller virtual furniture is quickly becoming the de facto choice for 3D enterprise spaces. Further speaks to the blur between the real world and virtual. The project put Herman Miller products at the heart of the growing business/corporate communities in Second Life®. With the rapid growth of virtual co-creation presences, Herman Miller can move into the heart of this new sector: virtual meetings, co-design, conferences and seminars. Also, avatars were given the opportunity to own an authentic virtual classic, for their business or home.

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