



## Thinking Inside the Box



*How do you breathe life into something like the office cubicle, a necessary, although usually unwelcome, fixture of the contemporary work environment? Michael Golino of DesignJourney Industrial asked himself this question and found an unusual answer, the ORIDJINoffice system.*

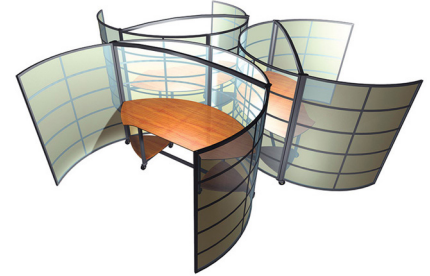
“ORIDJINoffice is a fresh approach and fundamental re-thinking of partition-based office systems. ORIDJINoffice began with basic questions: What should an office be? How should it function? What are the qualities that will make a contemporary work environment both pleasing and successful? As we thought about the state of office environments we noticed that since the middle of the 20th century, offices haven’t changed very much.”

Inspired to create a new working environment, Michael needed the right design tools to help him communicate his vision. He chose Ashlar-Vellum’s Xenon™ 3D modelling software to conceptualize and fabricate the ORIDJINoffice system.

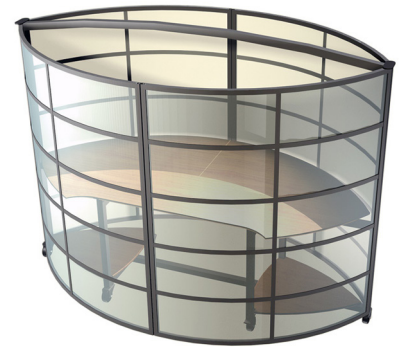
***“Xenon is so easy, I completed the project during the demo period. I downloaded Xenon just to evaluate which CAD package to buy, and ended up completing all my design and presentation work in two weeks.”***

Once again, Ashlar-Vellum CAD and 3D modeling products have helped revolutionize the world around us. The ORIDJINoffice system is “an extendible system that allows for an almost limitless number of floor plan arrangements. From traditional grids to clusters to random arrangements, ORIDJINoffice allows users to easily reconfigure an entire office in hours or even minutes (not days) without the need to hire specialized installers. Because every ORIDJINoffice is modular and on wheels, any individual can simply unlock the wheels, close the wings, and easily push the entire unit to another location.”

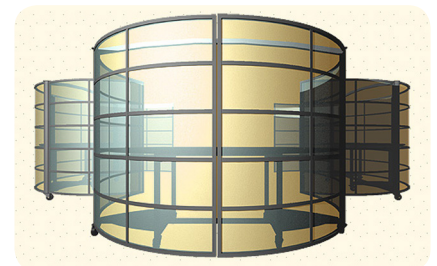
At the 2005 Macworld Expo, MacCentral writer Phillip Michaels said, “I’m not sure words can do justice to the OridjinOffice from DesignJourney Industrial. So I’ll simply say that it may have been the coolest thing I saw all week long at the Expo. And I’m including the Mac mini and the iPod shuffle in that assessment.”



The ORIDJINoffice system can be easily reconfigured in minutes and represents a revolution in partition-based office systems.



The powerful tools in Xenon 3D modelling software helped Michael Golino envision a revolution in personal office space.



### Background/Contact

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