



WITH STEVEN KINDER
DESIGNER & CREATOR



LOFTwall™
dividers for living & working

Tell me a little bit about your background and how it is related to Loftwall?

I have an industrial design degree from RISD, and have been designing products, furniture, environments and branding systems for companies over the last ten years. In creating Loftwall, I leveraged my experiences in these design disciplines to create a unique solution to divide spaces and create a piece of furniture that the owner could transform into their own style. In addition, the divider can be easily changed or updated by the end user throughout the product's life.

What sparked your interest in developing Loftwall?

I have lived and worked in open spaces, and experienced the need for a simpler, customizable divider solution as an alternative to traditional walls. I really enjoyed the concept of living in open spaces(lofts) but quickly realized that some of the space wasn't being efficiently used and lacked privacy between living areas, because I was leasing the space I was not allowed to build a permanent wall, so a divider seemed to be the best alternative, but there really wasn't a solution I felt met my requirements or sense of aesthetic.

Why do you think someone needs Loftwall?

I have been in and seen many small living and work spaces that could benefit from a simple divider screen to better define the use of the space and to add privacy or function. Loftwall may not be for everyone but it's a simple solution that is movable, changeable and takes up very little space.

What makes Loftwall different from other competing products?

There are a few things, the low profile design has a minimal footprint, almost all the fasteners are integrated into the frame components so, no losing or dealing with small parts, it is completely customizable once you own it, I think it is the only divider solution that allows you to completely change the design after you own it.

How are you using the Internet to engage customers?

Design conscious consumers are very savvy and use the Internet in all steps of their decision making process. We not only wanted to have a website full of information about the product, but utilize social sites to allow customers to share their ideas, experiences and provide feedback. Since LOFTwall is unique in the way it can change as your design tastes of lifestyle changes, we see the need for a community where end users can show off their unique designs and share ideas. In my mind, creating & selling a LOFTwall isn't a two step process, it's relationship that continues after you own one.

How is LOFTwall going to be different than other furniture companies?

We want to really understand the need of each customer and work with them to deliver the right divider to fit their need, as opposed to the traditional, "this is our piece of furniture, it comes in 5 finishes, take it or leave it."..., I've never really liked buying contemporary furniture in that way. We are planning to sell direct on the web and will be offering territories to partners we feel are a fit for our solution.