THE CRAVEN CO

AN ARCHITECTURE + DESIGN RESOURCE COMPANY



LOOKBOOK

SOLITUDE - NATURE'S DESIGN- RESILIENCY- COMMUNITY- A SUSTAINABLE WORLD



The CRAVEN Co.
111 CONGRESS AVE, SUITE 500, AUSTIN, TX 78701

CALL OR TEXT: 212-603-9229
INFO@THECRAVENCO.COM

For more information visit
thecravenco.com/Lookbook

ANTARCTICA: INSPIRING DESIGNERS AND RISING GLOBAL AWARENESS



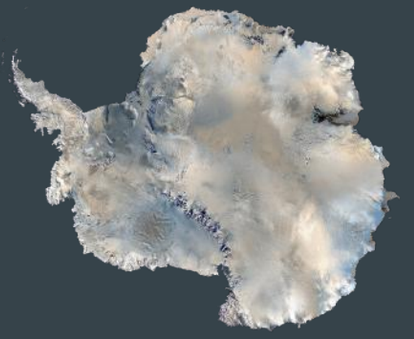
Just before launching The CRAVEN Co., I had the once-in-a-lifetime opportunity to visit Antarctica.

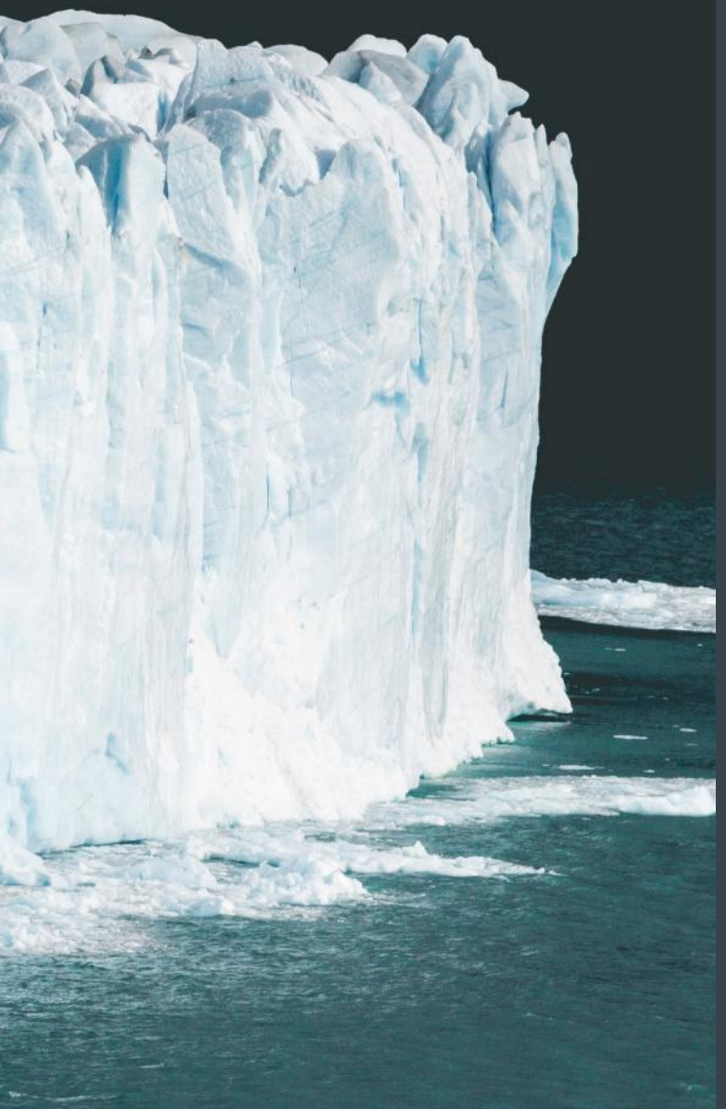
The experience was indescribable. It is a fierce and inhospitable climate, but it is easy to see why this vast, icy wilderness is such a powerful source of inspiration for architects and designers.

In such starkness there is an interplay of extreme colors juxtaposed sky and sea, and also a subtle softness in the mixed textures of hardened snow and etched ice. It lingers with you -- the colors, the sounds, the rugged wildness.

Since returning home to Austin, I'm reminded everyday of Antarctica's impact, both aesthetically and socially on the world around us.

This publication showcases the dynamic product lines of The CRAVEN Co. set against the wonders of Antarctica. I hope the images here act as a reminder of Antarctica's fragile, inspiring beauty.





SOLITUDE

The magnificent solitude of Antarctica has a way of resetting the busy mind.

The quiet gives space to reset the busy mind and the vastness sparks creativity and renewed thinking.

Purposeful solitude has become an essential part of modern office design. Independent and focused work are important, but these spaces should not make us feel isolated.

Instead, these spaces allow workers to easily move between heads-down tasks and engaging collaboration.



ISOLATE AND FOCUS

FOCUS ROOMS

PURPOSEFUL SOLITUDE, AN ESSENTIAL PART OF MODERN OFFICE DESIGN

DISCONNECT AND FOCUS





AN OASIS OF SILENCE IN THE MODERN OFFICE:

Everyone wants to create dynamic office environments, but space is also needed for deep concentration and sensitive conversations.

Focus rooms and dividers can create an office oasis and unlike traditional construction, these spaces can be easily moved and positioned wherever they are needed most.








TIME OUT



SHELTER FROM VISUAL AND ACOUSTIC DISTRACTIONS



NATURE'S DESIGN

NATURE-INSPIRED ARCHITECTURE

Designers seeking to integrate natural elements into their built environments have a rich palette in Antarctica.

Wild. Vivid. Brilliant.

Antarctica inspires us. The geometric forms ice makes as the sea shapes and breaks it, long shadows cast by the sun set low in the sky, and the scope of color in this land is an abundant source of inspiration.

Nature inspires the shapes, colors and textures used in built environments, connecting us to the outdoor world. We are part of nature and we work better when we are close to it.

Expect to see more of Antarctica's natural beauty in the products and places we build,



PLAYFUL DESIGN INSPIRED BY
NATURAL LANDSCAPES





SCULPTURAL DESIGN:

Dramatic angles and breathtaking forms are the signature of the Antarctic landscape.

Designer Helen Kontouris channels these flowing shapes in her 101 Chair, which invites you to look more closely, explore its angles and take a seat.

It features a twisting form, defined negative space and a side profile that resembles a swan.

“A beautiful quote I heard is that it looks like a suspended piece of fettuccini, mid-twist,” says Kontouris. “It looks like a different chair from each view."

SHAPE OF NATURE









THE BEAUTY AND HARMONY OF THE NATURAL WORLD...



...WITH THE FUNCTIONALITY OF MODERN DESIGN.



RESILIENCY

When the New York Times announced "The Coolest Architecture on Earth is in Antarctica," worldwide attention was drawn to the continent's masterworks of resilient design.

The structures that make up the laboratories and housing in Antarctica must be resilient since the health and safety of the occupants hangs in the balance. They are more like space capsules than traditional buildings, purposely designed to be efficient and flexible in the inhospitable landscape.

Consider Britain’s Halley VI. Built on a floating ice shelf in the Weddell Sea, the station's modular design offers the flexibility critical to working in an ever-changing climate.



BUILT ENVIRONMENTS THAT ADAPT TO CHANGING NEEDS AND USES.

FLEXIBLE WALL SYSTEMS

TRANSFORM SPACE ACCORDING TO THE NEED




NIMBLE & ADAPTABLE



FUTURE-PROOF OFFICE DESIGN

Antarctica is constantly shifting, as is the typical modern workplace. The right products can make any office adaptable and dynamic.

Spaces can be designed that can be transformed from fully open to individual meeting areas with the click of a button.

Demountable walls have a host of features like telescoping doors, single- or double-framed glass panes with drop seals for superior acoustics, motorized and synchronized pulley systems for a flush profile when opened or closed.




SolsticePod
4:22pm


DELINEATED SPACES...



...THAT EVOLVE WITH YOUR BUSINESS



RE-IMAGINING PUBLIC SPACES

COMMUNITY

Antarctica is a place where community is crucial.

From the first explorers to the hardy souls who live and work there today, community is a necessity for survival and success.

The stakes are not as high in the office, but creating work environments where people can come together and flourish is just as important. Creating community in the workplace also creates energy.

Like the elements of nature, designing dynamic workplaces helps foster a sense of place and purpose and can transform groups of individuals into communities.



A WORKPLACE THAT ENERGIZES


ALL TOGETHER NOW



INSPIRING CONFIDENCE IN
SHARED ENVIRONMENTS





TECHNOLOGY THAT ADAPTS TO THE INDIVIDUAL

The evolution of the office is occurring at an unprecedented pace. Agile, flexible spaces are in high demand.

Malleable products allow for convenient transformation of rooms into group spaces with tables and chairs that can be efficiently stored when not in use and easily set up when needed.



OFFICE SPACES THAT ARE VISUALLY APPEALING, FUNCTIONAL AND PROMOTE COLLABORATION





ENERGIZING THROUGH
COLOR AND TEXTURE





LARGE WINDOWS AND AN OPEN FLOOR PLANS...



...PROJECT CONFIDENCE & TRANSPARENCY



DOING WHAT'S RIGHT FROM
THE BEGINNING

A SUSTAINABLE WORLD

Antarctica forces us to confront one of the profound challenges of our age: climate change.

Antarctica is the canary in the coal mine -- the place where the impact of climate change is most visible and why an international community of researchers and scientists has gathered there to study the changing Earth.

The CRAVEN Co. is proud to work with manufacturers and builders who are just as committed to doing right by the planet through sustainable design and eco-friendly practices and materials.



ECO-FRIENDLY FURNITURE



MATERIALS AND SURFACE FINISHES THAT REFLECT
THE CONCEPT OF A CIRCULAR ECONOMY.



ECO-FRIENDLY DESIGNS

Yonda is a comfortable chair family from Wilkhahn with a host of design options for both home and office.

It is a good example of sustainability in its design, materials and surface finishes and reflects the concept of a circular economy.

Products that are beautifully designed and built to last are the height of sustainability—timeless, artful and valued.

BUILT TO LAST

CHAIRS DESIGNED FOR MOVEMENT,
CREATIVITY AND ENGAGEMENT









SMOOTH AND ROUNDED LIKE A PEBBLE, ADELL BLENDS NATURAL INSPIRATION WITH SUSTAINABLE DESIGN. MADE FROM 80% RECYCLED POLYPROPYLENE, IT OFFERS A CALMING, SUPPORTIVE SEAT—PLUSH YET LIGHT, INDOORS OR OUT.





LET'S WORK TOGETHER

What can we learn from Antarctica? Efficiency, collaboration and community can help us overcome even the most difficult environments. Environment matters. The same is true for your next project. We can help.

The CRAVEN Co is an Austin-based architectural + design resource and consulting firm collaborating with clients in Texas and Arkansas.

We work with commercial and residential architects, interior designers, dealers, general contractors and facility managers through the entire design/build/renovation process, providing solutions thoughtfully tailored to the built environment.

And with consideration to ecological sourcing and companies that make sustainability an integral part of their practices.

Robert Craven




Design by WestAustin.Media

