



muzo

Case Study Penn State University

Penn State University LaunchBox: fostering entrepreneurship with flexible furniture options from Muzo.

LaunchBox is a signature program of the “Invent Penn State Initiative”, a commonwealth-wide system to spur economic development, job creation, and student career success. It is a \$30 million initiative to generate economic development, create jobs and drive student career success. The initiative redefines the University’s land-grant mission to include entrepreneurship and innovation programs, including the development of “innovation hubs” in Penn State Commonwealth Campus communities across the state.

As a proud supporter of local arts and growing businesses in general, Muzo was delighted to align our design & furniture expertise with Penn State & the Hazleton Community ‘LaunchBox’.

Building a vision

Muzo has been working with the State Of Pennsylvania since initially investing in the region in 2010. This eventually led us to our first meeting with representatives at Penn State. Gary Lawler, Chancellor at Penn State, recalls our first committee meeting for the new ‘LaunchBox’ He says: “During a steering committee meeting, local economic development representatives mentioned that Muzo had located their USA production facilities in our area. They suggested contacting the Muzo team for recommendations on how to outfit the space.”

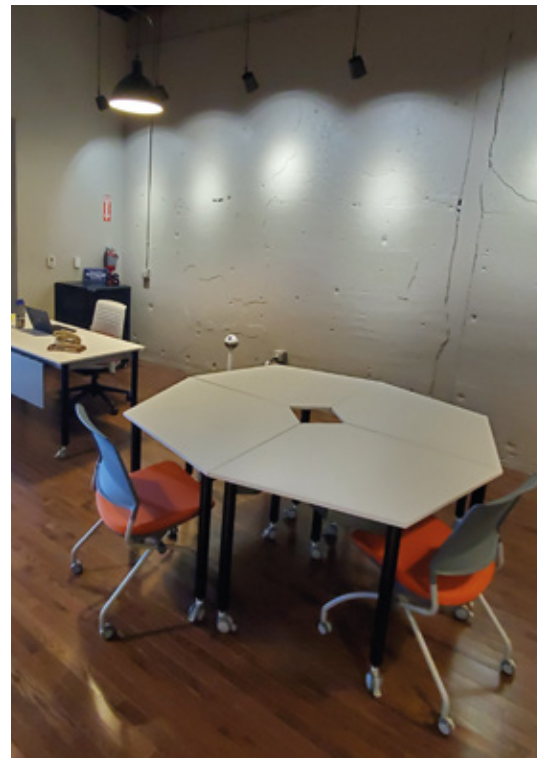
The LaunchBox team were soon visiting the Muzo factory & showroom, which Gary adds gave them a “real sense of [Muzo’s] product line and unique capabilities.” He says: “The resulting design plan perfectly fits our needs, and the finished space is very modern and industrial.”



Paying Tribute To Hazleton's Industrial Roots

From the outset a key element of the design was to pay tribute to Hazleton's industrial roots. Decked out in stainless steel and the signature orange and blue colors, the LaunchBox provides a modern alternative for progressive young businesses.

So, what were the goals for the space, and how did Muzo help achieve them? Gary Lawler adds: "The space is to be used as an idea generator, business incubator and business accelerator. Our vision is for entrepreneurs to start their own business. Ultimately, we want to improve job creation and economic development in the region." The business incubator is open to students at Penn State University, as well as community members in various stages of product and business development. LaunchBox also offers programs to middle and high school students, planting the seed of entrepreneurship from an early age.



What Muzo did

Penn State was looking for a totally limitless incubator space – no encumbrance in terms of space or flexibility. We installed a series of Kite tables, allowing for full expansion and contraction of the study areas depending on the users' needs. By nesting into one another and lining up in a honeycomb effect, more users can collaborate or work individually as needs be.

Gary adds: “We now have greater flexibility to maximize use of the entire space. Whether these are individual workspaces, group collaboration areas or the boardroom, there is ample opportunity to reconfigure the products for the needs of the moment.”

Modern entrepreneurship also requires connectivity. For simple transitions and workflows, we installed our visible Powerball fast charging stations for quick plug and play action.



How the LaunchBox looks today

The dynamic space includes single offices, 'maker spaces' and a unique boardroom with garage doors, the new LaunchBox design fosters entrepreneurship for all industries. Gary notes the industrial style of both the individual and co-working spaces, brought into the 21st Century with flexible Switch chairs, Versatilis tables and "Agile" Stash storage lockers and Personal Storage Stash boxes.

Today, Gary looks forward to seeing just how much the newly refurbished and inspiring LaunchBox can contribute to the local community. Already, the facility has enabled Penn State to engage with a wider range of people, particularly those from the Hispanic community. He says: "As a university, one of our objectives is outreach to our local community. The mission of the LaunchBox is to inspire and advance innovation and entrepreneurship. We're here to transform great ideas into viable products and business opportunities".

"Our collaboration with area organizations and businesses throughout the planning, opening and operation of the LaunchBox is also anticipated to impact the continued revitalization of downtown Hazleton and economic development in the entire community."



THE VITALS

3,000 sq ft

Individual offices

Maker spaces

Boardroom

Podcast Suite

MUZO PRODUCTS

Kite folding tables

Butcher Block Versatilis tables

LJ3 stools

LJ2 Seats

LJ1 chairs

Switch Task Chairs

Switch conference chairs

Switch Task Chairs

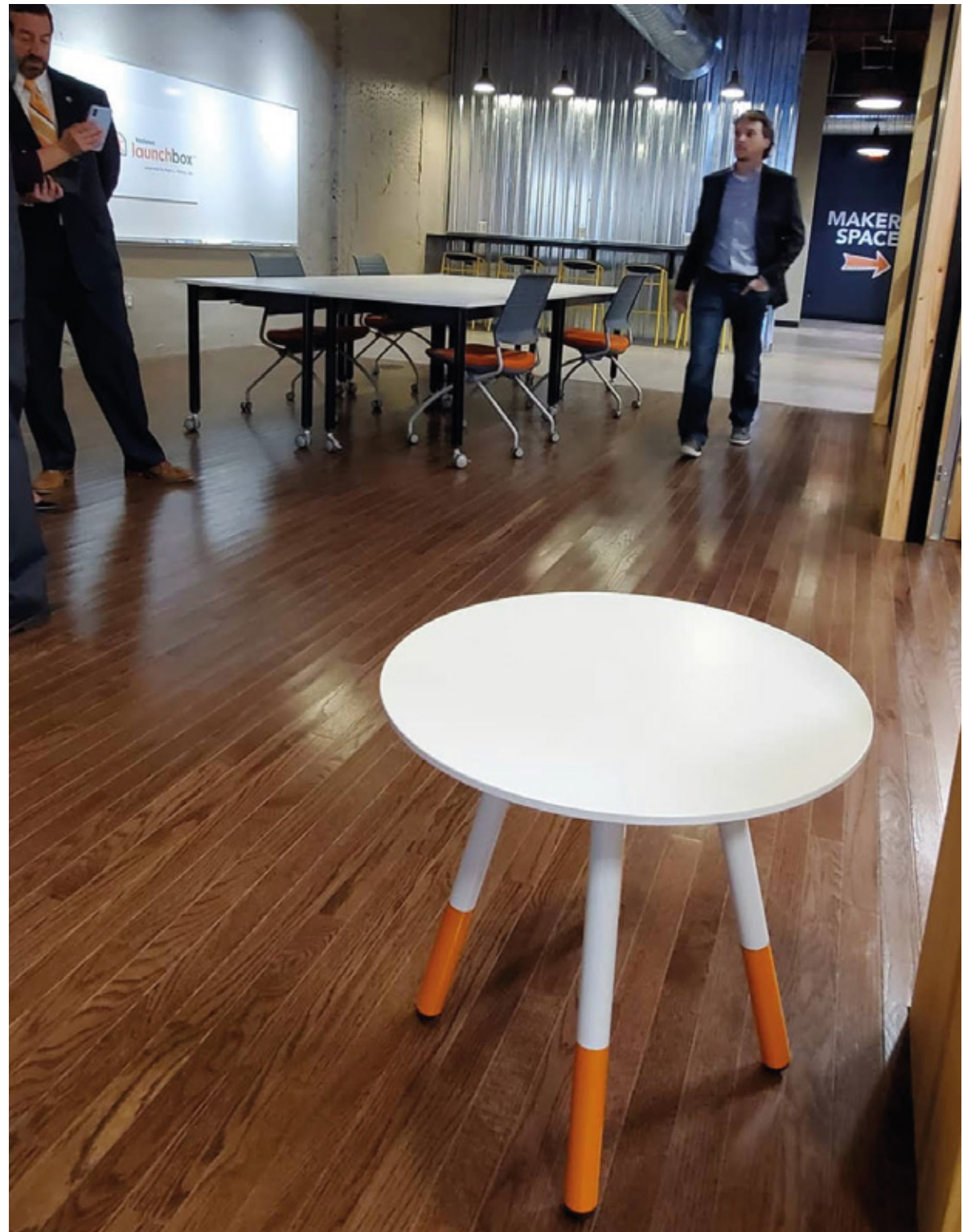
Versatilis Workstations

Stash Storage Lockers

Stash Personal Storage Organisers

Powerball

Box Lounger





Penn State Case Study Video
(click to watch)