



CASE STUDY BY POPPIN

Blue Ridge Labs

ABOUT BLUE RIDGE LABS

Blue Ridge Labs specializes in identifying new ways to use technology to improve the lives of low-income New Yorkers and their families. The program offers a range of resources to support individuals and teams who are working to identify, test, and launch tech-enabled products or ventures that can further their poverty-fighting work.

AT A GLANCE:

Location: Brooklyn, NY

Industry: Philanthropy, Incubator

Products: Series A Desk System, Series A Standing Tables, Stow 3-Drawer File Cabinets, Upbeat Stools, Box Benches, Desktop Accessories.

DESIGN CHALLENGE

As an incubator for multiple start-up teams, Blue Ridge Labs needed to maximize flexibility while staying within their tight budget.

THE GOAL

- Create a diverse, flexible, and modern environment
- Enable teams to grow dynamically in and out of the space
- Build a branded space that encourages teamwork

THE SOLUTION

- Standing Tables create an ergonomic and flexible workspace
- Series A Desks allow the space to change quickly and easily
- Navy and Lime Green accessories brand the space and foster familiarity



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“When it came time to pick furniture, Poppin was the answer for us. The furniture is beautiful, modern and durable...it is modular, which will allow us to easily move and change the layout as our programs grow and change.”

- Hannah Calhoon
DIRECTOR, BLUE RIDGE LABS



DESIGN ON A DIME

As an incubator for non-profits and philanthropic endeavors, Blue Ridge Labs needed quality products on a tight budget.

GROW AS YOU GO

As the teams in the incubator change, the workspace needs to be able to grow with them. Our modular Desk System reconfigures in seconds to accommodate their needs.

STORAGE SOLUTIONS

Our Box Benches offer an affordable storage alternative in their brand colors. The Box Bench collapses down to just 2" high, making it easy to store when not in use.

SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Rows of open Series A Desks allow for office-wide communication and collaboration.



Upbeat Stools work double duty as a lunch bar or ergonomic standing work zone.

FLOORPLAN

We work directly with brands and/or their designers to create an assortment based on the project's unique needs.

POPPIN TIP

Even if you're working within a tight budget, choose products with lasting quality. A solution that continues to work for your team as you grow allows you to do more with less.

