

CORNING



The Team

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A Window Into the Future of Offices

Background: First developed by Corning scientists in the 1970's, Gorilla Glass (GG) is a specialty material renowned for its unrivaled strength. These properties have made GG the perfect complement to all personal electronics because of its incredibly thin form factor and extreme scratch resistance. Gorilla Glass marries the incredible durability of metal materials with the beauty, translucency, and material characteristics of classic glass. We plan to build on this solid foundation as we leverage the unique properties of Gorilla Glass to meet the demands of the corporate sector. The office space is currently undergoing significant movement away from cubicles in favor of open floor plans, while employees are often spending less and less of their workday in the office. Simultaneously, unparalleled visibility and green building practices are becoming industry standards.

Vision: In a rapidly transforming work environment, we seek to target major office deficiencies and leverage the unique properties of Gorilla Glass to overcome them. We hope to provide an office product which includes the visibility and aesthetic of traditional glass products but provides enhanced functionality and durability available only with Gorilla Glass. Our user-centric approach to workplace design will focus on user-controllable spaces, with an emphasis on creating an environment which dynamically adjusts to suit the needs of its users. Our benchmarking and need finding have identified a near ubiquitous desire for products which better manage the balance between public and private spaces in the office, and thus we envision a design which addresses this gap in current product offerings.



The Plan: Use Gorilla Glass's durability and features to revolutionize these office settings.

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Stanford CFP

This CFP sought to create a variable opacity partition so as to replace the imposing whiteboards as a brainstorming surface in the Stanford 310 loft while allowing more light to flow and providing the option of dynamic visibility adjustment.



Aalto CFP

This CFP sought to explore the interaction between writing surface and writing tool. It attempted to turn cluttered desk space into a rapid writing surface while preserving the usability of that space and protecting the written content from being erased or misplaced.

Design Requirements: *Our Solution should...*

Design Strategy

Meet Corning's Requests

Go Big!

Make a *large* impact – so much the better if with *large* sheets of Gorilla.

Leverage Gorilla Glass Properties

Make It Interactive

Maximize the value of Gorilla's durability by taking it out into the world.

Satisfy Discovered Office Needs

Manage Privacy

Address a business need to seamlessly transition from public to private.

New Market

Explore new spaces outside of digital displays and other Corning markets.

Be Flexible

Embrace the thin, flexible form factor rather than succeeding in spite of it.

Control Sound

Balance interaction with privacy by actively managing conversation and ambient noise.

Think Corporate

Solve real needs in the business world.

Transparency

Never forget that transparency is a large part of what makes GG unique.

Lighten Up!

Open up office spaces by allowing light to flow more freely and fostering visibility.

Plan for Future Action: Invent or Re-Invent?

As we continue to find products in offices that can naturally benefit from Gorilla Glass, we must decide whether to pursue this type of solution or instead develop an entirely new product offering. Some ideas we plan to explore are:

Collaborative Writing Surfaces optimized for both vertical and horizontal orientations that include a mechanism for digitally capturing content and then reproducing it later.

Adaptable Partitions which provide active noise cancelling capabilities and can instantly transition from translucent to opaque to meet continually changing privacy needs.

Workspaces and Storage Solutions which leverage Gorilla Glass's translucency to facilitate material discovery and inventory management while maintaining cleanliness.

Dark Horse Candidates which include Gorilla Glass business cards, reusable printing surfaces, alternate material facades, and other options yet to be discovered!