

Form + Function: Visual and Acoustic Privacy

Case Study

Location

New York, NY

Product & End-Use

Betacoustic Sound Absorbing Sheer by Creation Baumann



Vitra believes in the office as being a place for employees to meet for communication and information which is why they support an open layout. However, they also needed to provide visual and acoustic privacy for different aspects of employees daily routine in the office. It was important that any solution be flexible and have acoustic properties.

“Betacoustic has definitely created a sense of privacy and helped with dividing the open space while contributing to an overall sound dampening in the office.”

Katherina Weisflog, Vitra



Vitra installed Betacoustic in two locations in their busy meatpacking district showroom. One surrounding a video conferencing area and the other in the customer facing ‘Chair Lab.’ By blending the sheer Betacoustic with an opaque textile Vitra created a flexible solution giving them light emission and sound absorption while maintaining visual privacy.

Photos: Creation Baumann

Carnegie