What is Steelcase?
Steelcase Inc. is the global sales leader of workspace products, furnishings, and services. Innovation at Steelcase began with the non-flammable metal wastebasket in 1902.
In FY 2012, the company generated $2.75 billion in revenue and employed 10,000 people worldwide (3,500 in Grand Rapids). Current offerings include solutions for all aspects of workspace furnishing:
• Desk systems
• Seating
• Media solutions
• Acoustic wall systems
• Workspace consulting

What is Seating New Product Development?
Each product that is released goes through a 2-3 year new product development (NPD) process. Many people of different backgrounds are involved in a delicate balancing act.

• Marketing (Who will buy this, why, and how many?)
• Industrial Design (Does form complement function?)
• Engineering (How can we make it?)
• Quality (Can we make it consistently?)

What does a seating intern do?
• Interact with 5+ project teams
• Ergonomic Research and Modeling
  • PRO/MANIKIN, CAESAR data
• Coordinate prototype builds
  • (100+ parts, 3 weeks)
• Torque Analysis
  • Optimal torque for pivot hinges
• CAD modeling (parts, mechanisms)
• Conduct testing
  • 2 arm rests, propose design solution
• Transport product, visit suppliers
• Emergent product and prototype fixes
• Documentation and Analysis

Top middle: Recommendations for ergonomic seating design.
Center: Measuring force to raise armrest with force gauge.
Above: Latching pivot mechanism for an ottoman.
Bottom right: Focused work in the Steelcase University Café.
Right: Chair glide model for a cubicle system.