



Sony Corporation of America

Project Profile

filzfelt •





Sony Corporation of America

Specifier	Studios Architecture
Location	New York NY
Products	Akustika 10 Wall + ARO Plank 1
Felt Colors	170 Asche + 201 Rot
Photographer	Arenson Office + Eric Laignel

For the US headquarters of Sony, the company who first introduced portable music with the Walkman in 1979, Studios Architecture reflects the personality of the entertainment company's iconic labels including Epic, Columbia, and RCA. This not-so-simple task is accomplished while maintaining a cohesive design scheme that holds the entire crew together. Akustika 10 Wall panels are mounted to Knoll® desking systems to add the natural texture of 100% wool felt along with acoustic absorption in a more diminutive panel height. Elsewhere, a bold red hue of felt is used in a custom horizontal installation of ARO Plank 1 at banquette seating covered in Spinneybeck® leather. ARO Plank 1 absorbs serious amounts of sound while adding saturated color and three-dimensional patterning in the (not so) corporate conference room.

