

## **Laura Guido-Clark,** **Creative Director of Materials Innovation at Herman Miller.**

From her design studio in Berkeley, CA, Laura Guido-Clark has explored the emotive effects of colors and patterns in placemaking for more than 20 years. Her curious affinity for color and patented process, called Climatology, allow her to partner with premier brands to create meaningful products that respond to human values and needs. Herman Miller has worked closely with Laura to explore, develop, and produce materials that facilitate both productivity and pleasure.

For Aeron, materials don't simply contribute to the appearance of the chair, they are the design. Laura's approach to the colors, materials, and finishes for the Aeron resulted in a harmonious look-and-feel that unites many disparate materials into a seamless whole. Through hundreds of samples, tests, and iterations, Laura and the development team arrived at three tightly curated, holistic material expressions: Graphite, Carbon, and Mineral. All three were inspired by nature and are intended to harmonize with any environment.

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