

# DOUBLE NEGATIVE PUTS COMFORT IN FOCUS



**DOUBLE NEGATIVE** outfitted its workstations with M/Flex monitor arms.



## ADAPTING TO THE USER

When Double Negative, Europe's largest provider of visual effects for film, decided to merge their London locations into one purpose-driven headquarters, they had the opportunity to start fresh with the 1,000 workstations that they needed to outfit.

Double Negative's artists spend long periods of time at their workstations, so they required an extremely accommodating set-up. "If the artists are more comfortable, then they may take fewer breaks away from their workstations," said Steve Lynn, head of infrastructure at Double Negative. As such, they sought monitor arms that would lend themselves to flexible monitor placement and maximise desk space. In addition, they were keen to use solutions that were environmentally friendly for their project. Above all, Double Negative

wanted products that would cater to all users. In other words, they wanted to implement tools that would adapt to the user, not the other way around.

## FINDING THE RIGHT SUPPORT

When Double Negative went to MCM Architecture, their A & D firm, with their needs, it didn't take long for MCM to recommend Humanscale, long renowned for creating products that fit the user. Humanscale's M/Flex monitor arm, which is highly scalable and supports multiple monitors, was named as an eligible contender. Other products were also considered, including the SBFI arm, the Technology Desking arm and the CBS arm.

The right choice was immediately clear. Due to M/Flex's superior pairing of aesthetics and

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Steve Lynn, head of infrastructure at Double Negative

functionality, it transcended all other manufacturers' offerings. "The M/Flex arms seemed to be well built and offered the best combination of position flexibility and monitor stability," said Lynn. And M/Flex—which uses few, light parts, thereby reducing its environmental impact—even complemented Double Negative's sustainability efforts.

In the end, Double Negative purchased 1,020 M/Flex monitor arms to outfit their workstations.

## “EXACTLY WHAT WE NEED”

With the help of M/Flex, Double Negative's new workstations now adapt to the artists' needs. Humanscale's monitor arm has categorically improved the quality of work life at Double Negative "essentially by making the workstations more comfortable and flexible spaces for our artists to work at," said Lynn. He continued, "The product is well designed and gives us exactly what we need." As an added perk, M/Flex's aesthetics enhance the work environment, as well.

For Double Negative, M/Flex provides a uniform, scalable install that can accommodate any desking requirement the company may have—now or in the future.