



**Dynamic Spaces** features magnetic layers that are customizable; the made-to-measure product fits the needs of individual clients and their interiors.

## *Ideas that Stick*

Visual Magnetics adds a layer of ingenuity to the NYC headquarters of WeWork

Since its launch in 2007, Visual Magnetics (*Frame 100*, p. 210) has proved that some ideas do indeed stick. The company that manufactures magnetic wallcoverings and modular solutions for offices and other interiors focuses on building strong, meaningful connections. One such union involved Jeremiah Britton and Devin Vermeulen of co-working platform WeWork, who used Visual Magnetics' dynamic magnetic materials to make a modular layered mural for WeWork's New York City headquarters. Visual Magnetics' new collection – aptly named *Dynamic Spaces* – is a surface design system that employs printable, changeable and layerable magnetic wallcoverings; graphic elements; and magnetically locked 3D elements to transform walls. Emerging from this new generation of wallcoverings is

VM-DRYerase, a product with a magnetic base and a writable dry-erase finish that – much like a Post-it note – allows employees at WeWork to stick diagrams and messages on the office walls. Customizable in any shape or size, removable VM-DRYerase is a durable film that can be transferred from one area to another, enhancing the firm's highly flexible working environment. WeWork's directors are highly enthusiastic about their new workplace: 'Visual Magnetics is a great way to achieve efficiency and maintain flexibility. You can easily swap-out inspiring wallcoverings and use the walls to display workflows, charts and graphs. Together with DRYerase, it all works together to form a coherent and creative design scheme.' — **MO**

[visualmagnetics.com](http://visualmagnetics.com)



VM-DRYerase can be drawn and written on, inviting users to leave messages for co-workers.



Visual Magnetics' are ideal for spaces requiring flexibility; the company's removable VM-DRYerase film can be transferred from one wall to another.