

The Business of Furniture | April 25, 2026

BOF



Stephen Viscusi:
Haworth, Milan, and a Simple Idea
That's Hard to Scale: *Being Nice*

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Full Live Coverage of
Salone del Mobile.Milano

ROOM and Carolina Introduce New Approach to Privacy in Healthcare Environments for Guests, Patients and Caregivers

Leading providers of flexible architecture and healthcare furnishings team up to launch hygienic Phone Booths.

➔ The new Phone Booth merges ROOM's soundproof, modular design with Carolina's deep expertise in healthcare furnishings to create vital private spaces that cater to the unique needs of hospitals, clinics, and high-traffic facilities.



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Healthcare environments are often far louder than recommended. While the Facility Guidelines Institute and World Health Organization advise patient areas stay at or below 40 decibels, most hospitals average 50 to 70 decibels, with ICUs and surgical suites trending even higher. The impact is real: patients hold back sensitive information, caregivers experience heightened stress and the quality of care suffers. HIPAA requires acoustic privacy, yet traditional healthcare design often overlooks the addition of dedicated private space given the cost of construction. Open layouts, while operationally efficient, leave staff and patients without a quiet place to take a sensitive call, step away, or simply breathe. Respite spaces, when they exist, are often the first to be cut.



“Many of today’s healthcare facilities still lack the physical infrastructure to adequately support privacy for staff, patients and their families,” said Stan Gray, VP Healthcare, Carolina. “By combining ROOM’s workplace expertise with Carolina’s authority in healthcare furnishings, we’ve created a partnership, and a product, that introduces a simple, scalable way to improve the overall experience in the healthcare community.”

The ROOM x Carolina Phone Booth is the first modular, healthcare-grade privacy pod designed specifically for clinical environments. Feedback from clinician partners, including members of the Nursing Institute for Healthcare Design (NIHD), informed key design decisions around privacy, hygiene and usability in real care settings. The Booth provides a soundproof space that allows healthcare professionals and patients to communicate confidentially, regain focus, and take a necessary pause - all without the expense or disruption of traditional construction. While a traditional build-out would take months to complete, the ROOM x Carolina Phone Booth can be installed in as little as one hour.

The Phone Booth reduces noise by 32 decibels courtesy of sustainable soundproofing and is designed to withstand constant, heavy-duty

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cleaning featuring proprietary hygienic interior wall fabrics backed by Tekloom®. High-pressure laminated work surfaces and a powder-coated metal door handle are designed for easy wipe-down, and two ultra-quiet fans wholly replace air every 60 seconds. The Booth is both Greenhealth Approved and SCS Indoor Advantage Gold Certified, which assures the Booth supports a healthy indoor environment by meeting strict chemical emission limits for volatile organic compounds (VOCs).

Additionally, the ROOM x Carolina Phone Booth earned the Certified Autism Resource badge by the International Board of Credentialing and Continuing Education Standards (IBCCES), signifying the pods provide space that minimizes sensory overload.

“The environments we design shape how people feel and perform, and we’re proud to partner with Carolina to bring our flexible architecture to healthcare spaces,” said Thierry Ondet, Managing Director, ROOM. “As care, work, and communication converge, this hygienic, modular solution unlocks private, high-performance spaces everywhere - from healthcare settings to airports and hotel lobbies - powering a more connected, mobile future.” **BoF**

Turf Introduces Acoustic Ceiling Scape, Megalith

A New Continuous Ceiling System Engineered for Seamless Design

➤ Megalith is a new continuous ceiling system designed to transform overhead spaces into sweeping, uninterrupted architectural planes. Created as the counterpart to Turf’s Monolith wall system, Megalith is engineered to provide a full, continuous ceiling scape that offers extensive coverage while maintaining a cohesive, smooth appearance when used with Turf’s wall products.

