



Retail

Designing the **spaces** of the future

Corbett Inc.

With hybrid working and learning transforming the way people interact with the world around them, Corbett Inc. decided to partner with Lenovo to help companies create inspiring, engaging, tech-enhanced spaces.

Lenovo

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Who is Corbett Inc.?

With experience centers located throughout the Northeastern US, Corbett Inc. designs workplaces, learning environments, and healthcare spaces for organizations in multiple sectors. Founded eight decades ago, Corbett Inc. pioneers new ways of living, learning, and working by transforming space into engaging experiences.

To help develop innovative educational environments, Corbett Inc. recently launched Fluxspace, a Lenovo reseller. This new venture co-creates with leaders, learners, and educators to harness the power of coding, hydroponics, robotics, 3D printing, and immersive technologies to build spaces that inspire discovery, growth, and creativity.

Corbett.inc

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The Challenge

Technology is transforming the spaces we use every day and offering new ways for us to be more creative, efficient, and productive. Yet, despite recent advancements in connectivity solutions, augmented reality, immersive environments, and much more, many companies are struggling to realize the full potential of these technologies in the workplace, classroom, and many other environments.

“The switch to hybrid working and learning has changed the way we interact with the built environment,” explains Bill Corbett, President of Corbett Inc. “More organizations are now asking us to help imagine the future of the office, the classroom, or the health center. We know these spaces will continue to be technology rich, but that doesn’t mean they have to be complicated or uninspiring. To prove this, we decided to redesign our experience centers to showcase how a range of cutting-edge technologies can enhance many different environments.”



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“Hybrid working and learning is here to stay, and technology will play a key part in helping us move more fluidly between spaces without interrupting productivity or putting the brakes on learning. As interior space advisors, it is our job to show people how they can achieve this and help them design environments that actively support their goals as an organization. So, we looked for a technology partner to provide powerful yet easy-to-use solutions.”

Bill Corbett

President, Corbett Inc.

Laying the foundations

To support seamless design, Corbett Inc. equips its interior designers and experience advisors with Lenovo ThinkCentre and Legion desktops and ThinkPad laptops, which provide excellent performance for compute-intensive computer aided design (CAD) workflows.

Corbett Inc. also embeds a rich array of Lenovo solutions into various spaces within its experience centers. For instance, the company uses Lenovo ThinkSmart Core to combine best-in-class cameras, microphones, and display solutions in its versatile meeting rooms, and provides visitors with one-touch Zoom and Microsoft Teams calling capabilities via Lenovo ThinkSmart Hubs.

Hardware

- Lenovo Legion gaming PCs
- Lenovo ThinkCentre desktops
- Lenovo ThinkPad laptops
- Lenovo ThinkSmart Core
- Lenovo ThinkSmart Hub
- Lenovo ThinkReality A6 glasses
- Lenovo ThinkVision monitors

Creating immersive spaces

As well as showcasing how Lenovo technologies can enhance connectivity and productivity in the workplace, Corbett Inc. also leverages Lenovo solutions to help educators enhance the learning experience. For instance, the company creates fully immersive VR experiences using Lenovo ThinkReality A6 Glasses—empowering teachers to bring ideas to life and create more opportunities for hands-on learning.

To enable multiple visitors to share in the same VR experience, Corbett Inc. worked with Igloo Vision—enabling visitors to experience everything from deep-sea swimming to flying a fighter jet at Mach speed. The company also uses Lenovo Legion gaming PCs to build dedicated e-sports arenas for players of all ages, including bringing gaming to the patient’s bedside in hospital settings.



“We just love how flexible, reliable, and versatile Lenovo solutions are. We can adapt them for use in multiple environments, creating truly breathtaking experiences. Plus, we also have access to Lenovo’s extensive partner network, which is full of other leading technology vendors who can provide pretty much everything we need—from AI-enabled webcams to 4K ultra-high-definition projectors.”

Bill Corbett

President, Corbett Inc.



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Results

With Lenovo technology built in into its interior designs, Corbet Inc. is even better placed to help businesses, universities, schools, healthcare providers, and many more organizations to deliver unforgettable experiences.

The renovated experience centers have already driven a significant uptick in sales. Inspired by this success, the company is now opening new experience centers in Geneva, NY Finger Lakes Region and Middletown, PA, and plans to create designs for many more types of spaces—including art galleries, museums, and pop-up venues.



Helps create memorable experiences



Drives sales growth



Creates opportunities for expansion



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“We’re really proud of the exciting and engaging experiences that we’ve already created using Lenovo technology. Through our experience centers, we can help our clients touch, feel, hear, and see the transformative potential of technology and support them in building inspiring spaces that boost creativity and productivity.”

Bill Corbett

President, Corbett Inc.

Why **Lenovo**?

While Corbett Inc. was keen to make technology the centerpiece of its experience centers, it looked to make sure that any solutions it implemented would be user-friendly, and easy to use.

“We all have different levels of technology literacy and, because of this, a one-size-fits-all approach simply doesn’t work,” explains Corbett. “We wanted to partner with a technology provider that offers simple and reliable solutions, and that’s exactly what we found in Lenovo. Plus, we also like the fact that Lenovo is just as committed as we are to building truly inclusive spaces that are inspiring for everyone, irrespective of age or background.”



How can interior space advisors create immersive spaces?

Corbett Inc. harnesses the power of Lenovo solutions to help people live, work, discover, and play in new and exciting ways.

[Explore Lenovo ThinkSmart Solutions](#)