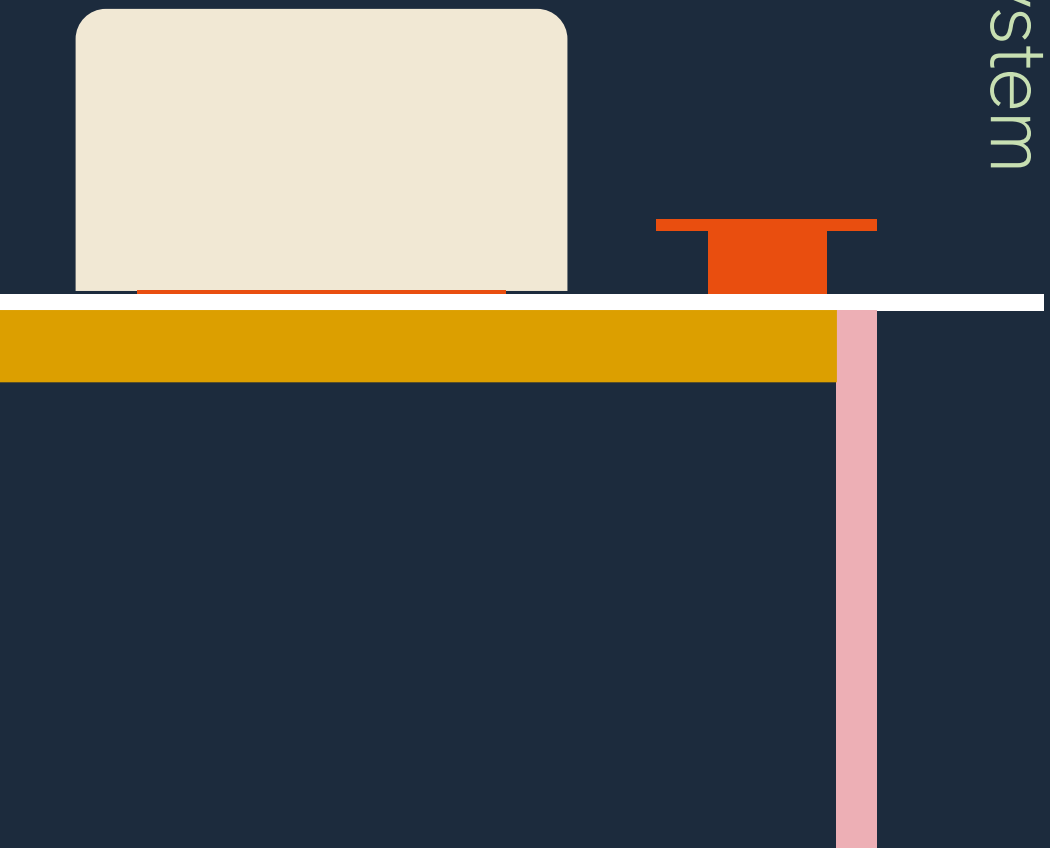


# Morse Table System by John Tree

NaughtOne





Introducing the Morse Table System.  
A resourceful table that empowers flexibility through simplicity. Designed to run at endless lengths and with a multitude of accessories, Morse complements and adds interest to any space.



# More with less

Changing work patterns have highlighted how flexible the humble table can be, quickly changing modes between working, meeting, conferencing, schooling, coffee drinking and dining, all within the space of a day. All these fast changes are achieved by simply scooping up or sliding along piles of books, plates, laptops...

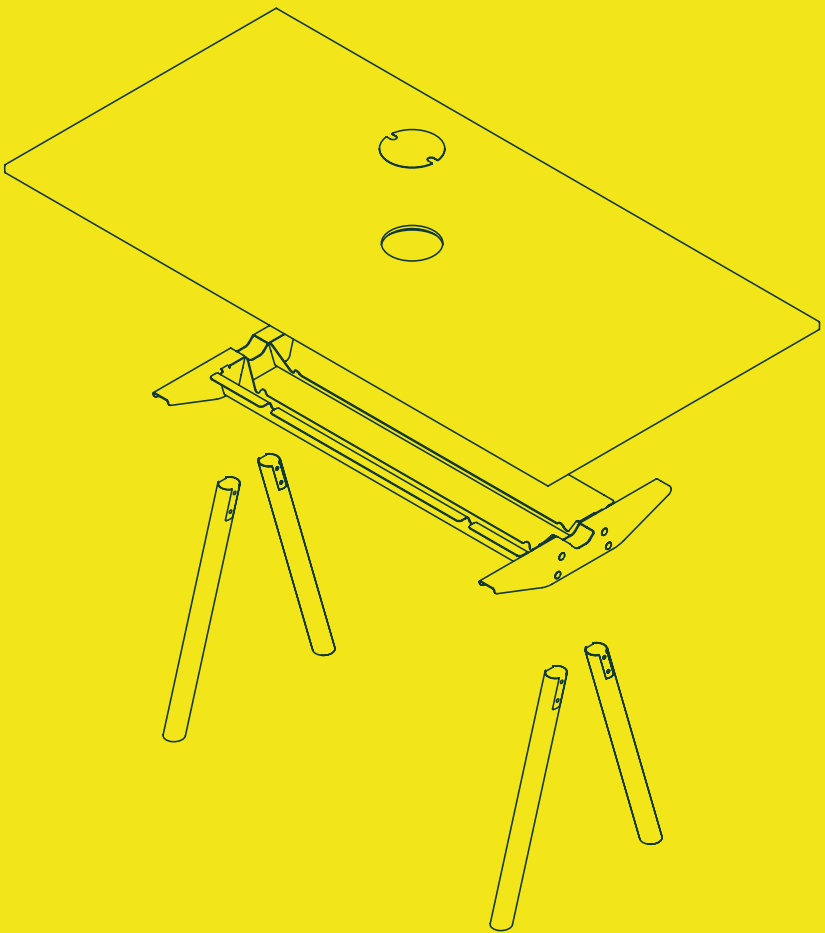
The Morse Table System transitions from dining table to solo work table or team work bench with ease, so that the same space can serve multiple purposes in the one day. It's grown-up enough to be right

at home in premium airport lounges, as a place to touch down with a laptop between flights, and yet it's equally comfortable in design studios, as a surface for collaboration and creativity. Morse also fits right in in universities, as a table for research and learning.

Designed to be anything but prescriptive, this dexterous table encourages personal expression. Morse offers seemingly infinite possibilities when it comes to tabletop colour and series of unique accessories that resemble dots and dashes, giving this versatile table its name.



Designed for a  
sustainable future

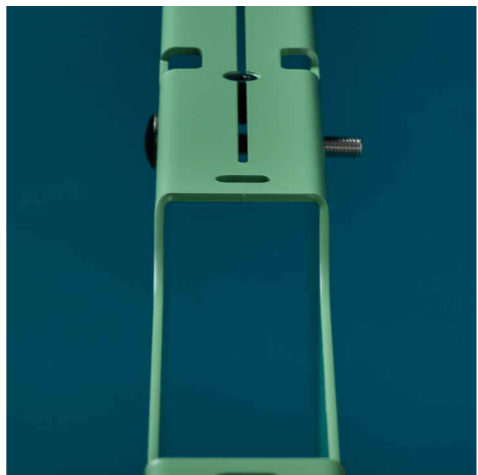
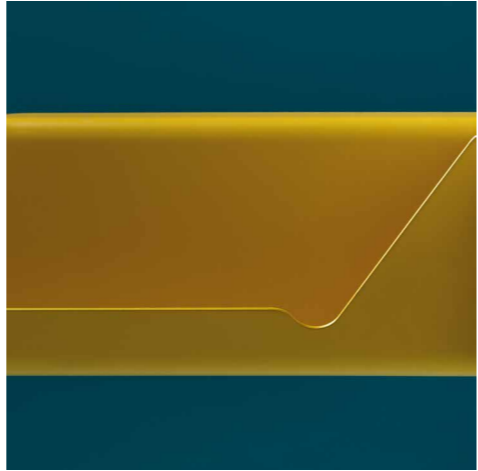


Since our beginning, we have always wanted to impact the world positively. We led the way in environmental certifications and designing and manufacturing sustainable products that meet the most rigorous industry standards for commercial interiors. We keep all production local in the UK, USA and Asia when possible, reducing carbon footprint and miles travelled.

When we're thinking of new products, we begin at the end. We create everything in our range with its life cycle in mind. Designing for the future opens a world of possibilities for us. We proudly offer a take-back programme, allowing people to return a product to us, so we can recycle, upcycle and re-use materials. In 2021 we launched

the Ever Sofa and Chair, our first product designed with the principles of circularity. We made it easy to service for remanufacturing or disassembling at the end of its life so we can properly recycle the materials. Our practices are constantly improving. We're on our way and willing to go further.

With the launch of Morse we've continued to build on our sustainable design principles. Like all our new designs, it is built with longevity and with the end in mind. The timeless design, and highly adaptable/flexible system approach promotes extended use. The simple 'kit of parts' is a wonderful example of reductive use of materials which is easy to disassemble and recycle at the end of its life.



Visual and mechanical simplicity.



Book Ends  
w80 d150 h160 mm

NaughtOne RAL palette



Dash Shelf  
w550 d200 h75 mm



Dot Shelf  
w250 d250 h100 mm



Divider  
w600 d150 h410 mm



Dot Tray  
w140 d140 h50 mm

Fun yet high functioning, this table combines technical brilliance with the potential for personal expression through form, colour and accessories.



Cable management leg  
in oak or steel

Morse can deliver simple power solutions to suit any need, all while providing straightforward cable management.





# Designer Q+A

We sat down with John to learn more about this intelligent table system.



Q/1. How did this project come about?

J.T. It naturally grew out of early conversations about this idea of a source table system; something very, very simple, but that does a lot. It really hooked into that idea that's so central to NaughtOne's ethos: absolute simplicity, infinite possibility.

Q/1. What was your approach to designing Morse?

J.T. The approach was very much about trying to do as much as possible with as fewer parts as possible. The intention was to really simplify and reduce down the design.

For this system, good design is about invisibility. Visual and Mechanical simplicity. It takes quite a lot of work to achieve.

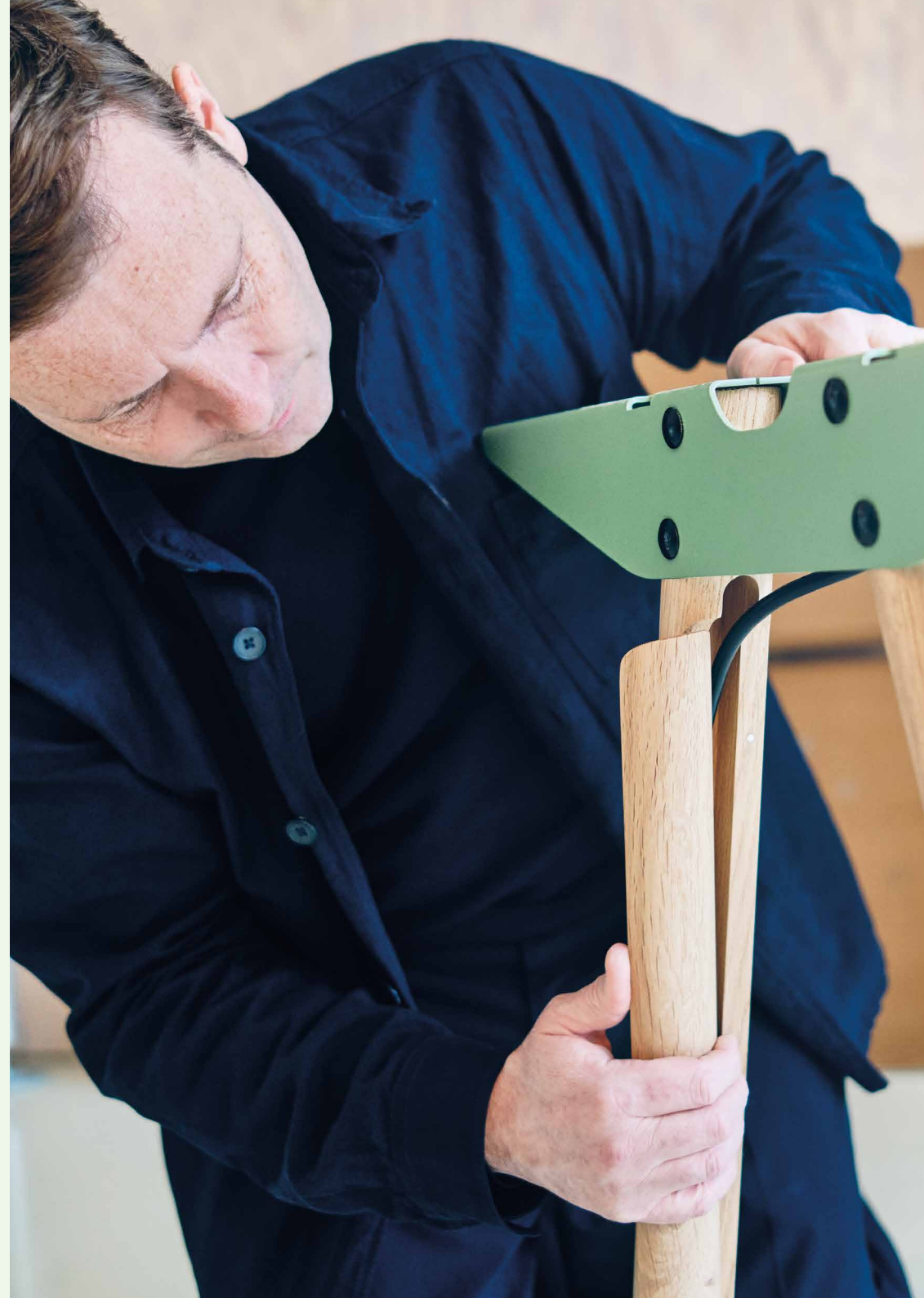
Working with NaughtOne's inhouse engineering team we explored which elements could have multiple functions. Could this part, for example, also clamp onto the leg and join onto the beam? And could it support cables? The aim was to make every part work really hard, and really well.

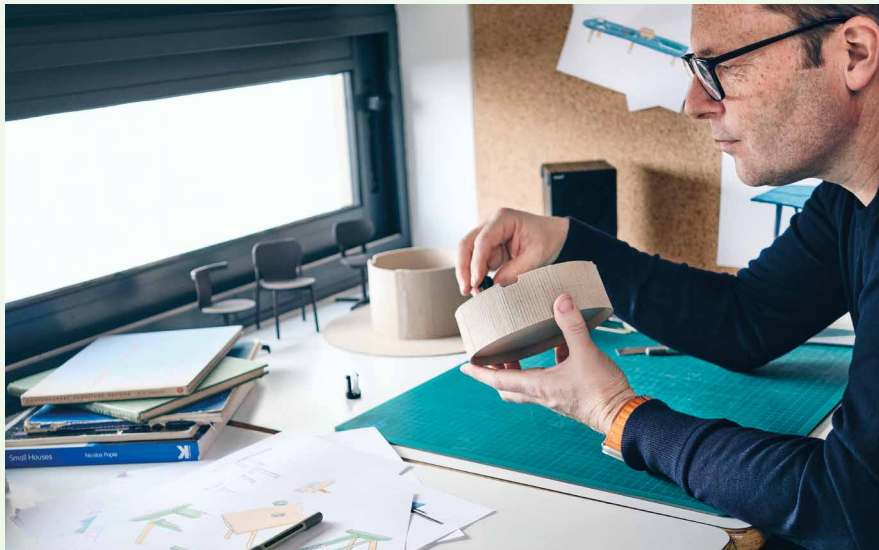
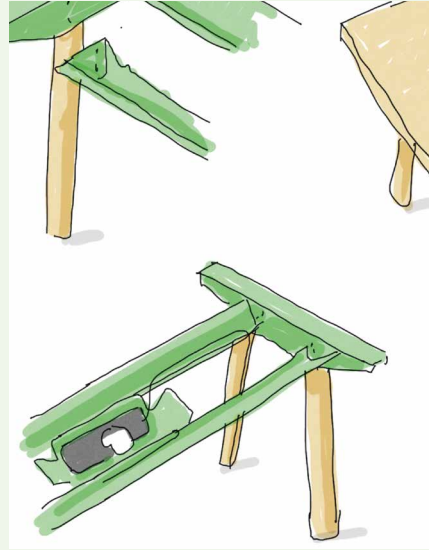
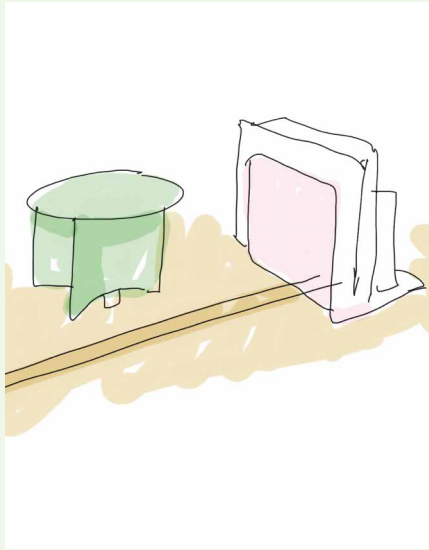
Q/1. What makes Morse unique?

J.T. The Morse Table System isn't a family of tables; it's a solution that can provide any type of table you want at multiple heights, in the style of your choice.

Morse is designed so that you don't have to choose between tables during the day: one table can adapt exactly to your need. It has a comforting and domestic feel, designed to be visually quiet, but there when you need it. If you clean everything off, it's super minimal and neutral but bring your laptop, dinner or accessories and it's there to be the anchor within the space without dictating the mood. We designed a range of accessories that require no tools to assemble; they simply drop into the channel. This empowers the user to adapt the table to their situation. If they want to have a zone to work in, they can drop a divider in and a little power unit and they instantly have a clearly designated area.

The range of tops, legs and structural elements can really cater to any situation, at any scale, and in any context – from a tiny kitchen to a huge floor in a trading office.





“The ‘kit of parts’ approach lends itself to recyclability at the end of its life. If it’s easy to put together, it’s easy to take apart.”

O/I. The accessories complement the table beautifully. What was the inspiration behind them?

J.T. The inspiration came from utility and actually thinking of what people’s needs were and trying to address them. One of those needs was cable management. And also space definition. They’re like lampposts are on a street; they’re little architectural markers that help define zones of function.

We really wanted it to feel like you could simply drop a few of these accessories in and quickly rearrange the table for a two-week project. All you need to do is put up some dividers, add a couple of pin boards and some power points, and then at the end of two weeks, change it back to a meeting table.

The aim was to encourage the table’s users to take ownership. If they have ownership of the space and the accessories, they will feel more empowered to use it flexibly.

O/I. What were some of the more challenging or technical aspects you encountered?

J.T. We did a lot of visual tuning of the leg – changing it by a few millimetres is enough to make it seem lighter or heavier. To do that across both wood and steel was one of those key aspects

of the table’s design that makes all the difference to how it looks, but it was challenging technically to get it just right, especially when you factor cable management into it; we used the legs to hide the cables. It was a challenge to keep the legs looking strong and elegant at the same time. It was a careful balance of good design and engineering.

O/I. NaughtOne and yourself have a passion about designing for a sustainable future. What sustainable design solutions did you consider in the process?

The primary consideration was to deliver longevity with this product. That’s why we gave it such visual simplicity so in 10 years, 20 years, 30 years, it has the potential to be a classic. It’s highly serviceable and it’s designed to be built upon in the future. If you want to double the length of your table, you can order an extra piece and add to what you have. It never becomes redundant.

In terms of materials, we avoided plastic throughout the whole project. We went for natural materials such as wood. One of the main offerings for the tabletops is a range of linoleums; a very natural material. We also took a reductive approach to the materials, using only what was needed.



John Tree is a London-based designer with a focus on simplicity and economy. His award-winning designs reflect a deep understanding and engagement with the manufacturing process. John's pared-back approach often reduces pieces to their essential elements, resulting in crafted yet industrial

designs with a refined function and essential simplicity that seek to drive longevity.

With a background that includes working at both Sony and Jasper Morrison's design offices, John established his own practice in 2016. His studio works with clients in the furniture, lighting, and electronics industries.

NaughtOne is a British furniture company who design and manufacture furniture for modern spaces. We are proud to partner with specifiers & dealers; to support renowned brands and local companies across the globe.

Our product range has a residential appearance supported by robust commercial performance – designed inside and out. We believe in good design. We have a heritage in craft and upholstery. We have a passion in people and the planet.

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Please recycle.

O/I

