



Marcus Koepke

Furniture designer

Hometown: Indianapolis, Indiana

Product spotlight: The HON Company's new Purpose™ Seating

“Observation is my inspiration. When I observe people, I begin to see all the everyday workarounds or temporary fixes they’ve created just to deal with small problems in their daily lives. We all do it — a pillow on an uncomfortable chair or a stack of books to prop up a low computer screen. Those workarounds add up, and in workplace settings they can lead to stress and tension and even pain. My designs help correct those problems so people don’t have to live with the workarounds. They can focus on the work and be more productive and comfortable.” — *Marcus Koepke, designer of Purpose*

About Koepke

Marcus Koepke was born in Milwaukee and raised in Chicago, Cleveland and Kalamazoo, Michigan. He grew up in an environment where design was important — his father is an industrial designer who fostered Marcus’s strong and natural design instinct.

Koepke earned a Bachelor of Science degree from the University of Cincinnati’s College of Design, Architecture, Art and Planning. While in college Marcus pursued an internship with Fitch Design, formerly Richardson Smith of Worthington, Ohio, and also helped develop original displays for rockets and satellites at the National Air and Space Museum in Washington, D.C.

Koepke began his design career in Boston, Mass., in 1975 as an in-house and original member of the design team at Digital Equipment Corporation (DEC), which was acquired by HP, and gained valuable insight integrating design into business. During his career at Digital, Koepke received awards for industrial design excellence in the development of workstations, monitors, keyboards and digital PCs. His was one of the first convertible desktop-to-floor standing workstations on the market.

In 1989, Koepke started his own design practice — Marcus Curtis Design in Michigan. The office was relocated to Indianapolis, Indiana, in 1994 to become more centralized in the furniture industry and his growing client base. During the past two decades, Koepke has completed 20 chair lines for various top industry office furniture manufacturers, including [The HON Company](#). His latest design for HON is Purpose™ seating — featuring an independent seat and back design that intuitively responds to each user’s posture, weight and movement.

For more information about Purpose, visit www.hon.com/purpose.