

COVID-19


Be Original Americas Companies Lend Innovation to COVID-19 Fight


Burgeon Group, Cerno, Loll Designs, Rich Brilliant Willing and more join the fight

 **HFN Staff** // News & Commentary • April 13, 2020



 Dr. Leslike Easle testing the London Box prototype

 **NEW YORK**—The nonprofit organization Be Original Americas is spotlighting its members that are making an impact with design during the coronavirus pandemic as part of its #DoingWellByDoing Right social media campaign.

 Several companies are stepping up to help with their ingenuity and resources.

Phoenix-based Burgeon Group, known for creating interactive learning spaces for children, is developing an intubation shield for doctors to use while treating COVID-19 patients. With shortages in protective equipment, Burgeon Group created the “London Box” as an alternative to protect doctors and nurses when connecting patients to ventilators. The clear cube surrounds the patient’s upper body and has two armholes cut in it to allow access for the physician’s hands. Burgeon Group is developing and distributing prototypes to hospitals across the United States.



Kevin Morris creating face shields at Cerno

Cerno designs, which makes modern light fixtures, is leveraging its capabilities and is manufacturing approximately 10,000 face shields to donate to local hospitals.

“Everyone has something they can contribute to this fight,” said company co-founder Daniel Wacholder. “We saw a need to make something, and that is what we do. How could we pass on an opportunity to protect someone on the front lines with less than a dollar in material and 30 seconds of labor?”



A rendering of the Emergency Field Hospital Bed by Loll DesignsLoll Designs, with its knowledge of making sustainable outdoor furnishings, is making hospital beds and additional safety equipment from durable and sanitary HDPE (high density polyethylene). Hygienic, easily cleanable and 100 percent recyclable, the Emergency Hospital Field Beds can be assembled on-site and allow hospitals to admit more patients.



The Richard Brilliant Willing face shield

brooklyn-based lighting company Rich Brilliant Willing is using its knowledge of lean manufacturing and rapid design approach to manufacture personal protective equipment (PPE), specifically face shields, for healthcare workers at several New York hospitals. Working in conjunction with its Industry City neighbor iMakr, RBW has been supplying materials to digital fabricators to assemble approximately 10,000 face shields.

Danish lighting brand Louis Poulsen is donating 1,000 N95 masks to the Cleveland Medical Clinic in Weston, Fla., where its U.S. offices are located, as well as other local health professionals and first responders, including police officers and the fire department, to combat COVID-19.

And Bend Goods, the Los Angeles-based wire-furniture company, is having a 30 percent-off online sale and will be donating a portion of proceeds to the Project Angel Food Bank, the 2019 California nonprofit of the year that is providing free and healthy meals to the local community.