

HAWORTH®

20/20

ISSUE 05 | OCT 2015



ap.haworth.com/2020



IN THIS ISSUE



NEWS

INFINITY TAKES YOU TO ITALY - CONCLUSION
CELEBRATING 10 YEARS WITH ZODY
HAWORTH XFRIENDS INTEGRATION
INDIAN GREEN BUILDING COUNCIL AWARD
SHANGHAI SHOWROOM OPENING
LA SHOWROOM OPENING

EVENTS

WORKTECH15 ASIA
CORENET GLOBAL PHILIPPINES CHAPTER
SUSTAINABLE DESIGN PRINCIPLES EVENT
ORGAN DONATION CAMPAIGN
YOGA BY THE FIRE
FURNITURE DONATION
CORENET SYMPOSIUM
NEOCON 15
FITNESS

PEOPLE

INTRODUCING
JOHN DEVRIES
THOMAS CHOULOT
HEATHER GRAHAM

TRENDS

CULTURE
EDUCATION

CLIENT SPACES

LINKEDIN
NVIDIA
TARGET CORPORATION
L&T FINANCE

INFINITY TAKES YOU TO ITALY CONCLUSION

WINNER !
1st
place

“Infinity is an adaptable workplace solution with a minimal design approach catering to different sensibilities of the user.”

- Nagaraju Mundraji, Soumya Jagarlapudi, Nivedita Papi Reddy, Sandeep Dev Pagadala

HAWORTH

liquid space
HYDERABAD

INFINITY TAKES YOU TO ITALY

After 38 Mockups, 74 Lunch & Learn presentations, 50 contest entries and 8965 online visitors, we have concluded the “Infinity Takes You To Italy” contest!

We would like to congratulate our winner LiquidSpace from Hyderabad for their great work.

[SEE THE SUBMISSIONS HERE](#)



Here are some moments of the Italy trip with the winning team, LiquidSpace from Hyderabad.

“This participation provided us with an opportunity to learn more about furniture design and helped us look at the minute details that an individual will need in today’s work place , winning this competition has given us great satisfaction and confidence to participate in more competitions like this in the future .” - LiquidSpace



CELEBRATING 10 YEARS



Zody is committed to offering superior seated comfort through global and sustainable design - from workstations to the boardroom. Join us in celebrating Zody's 10th year anniversary as a champion for wellness at work.

Learn how to adjust your Zody chair
Watch the behind-the-scenes footage of our Zody pop up display

ap.haworth.com/zody10thanniversary



Integration of
Haworth xFriends
website with
ap.haworth.com

Haworth is proud to announce the integration of Haworth xFriends products onto Haworth's main website, ap.haworth.com.

The site will host the full portfolio of haworth & haworth xFriends collaborative products. Users will be able to access and download product information, images and CAD symbols directly.

The existing website, www.haworthxFriends.com will continue in parallel.



INDIAN GREEN BUILDING COUNCIL AWARD

We are pleased to announce that our manufacturing facility in Chennai received a silver rating by the committee of CII - Indian Green Building Council (IGBC). The committee comprised of architects, manufacturers and other industry representatives.

IGBC Green New Buildings was launched by Indian Green Building Council to address national priorities such as green concepts and techniques in the building sector addressing issues such as water, energy efficiency and conserving natural resources. The rating programme incorporates too and methodologies like diverse climatic zones and changing lifestyles.

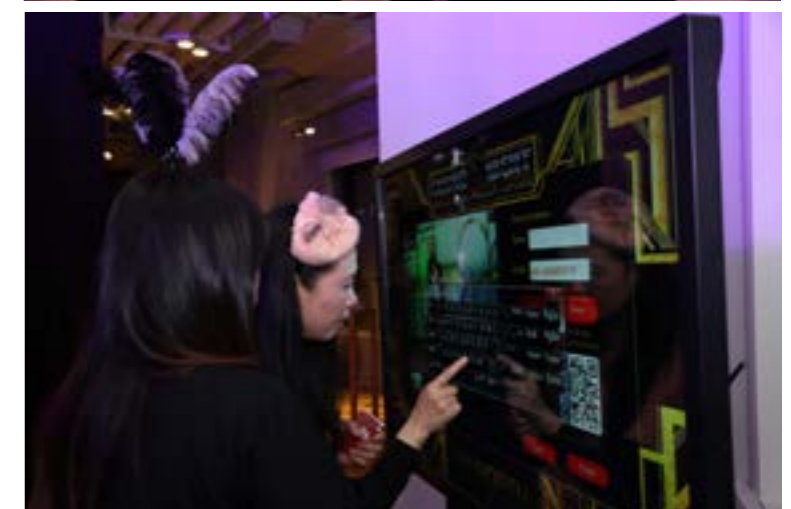
Haworth is dedicated to reducing the impact that the manufacturing and design process has on the environment.

[TAKE A LOOK AT OUR SUSTAINABILITY REPORTS HERE](#)

SHANGHAI OPENING PARTY

We celebrated the highly anticipated and exciting new space in Shanghai with a black-tie, casino-themed evening.

[VIEW MORE IMAGES HERE](#)



LA SHOWROOM OPENING

In June 2015, we officially opened our new showroom in downtown Los Angeles! In conjunction of the opening, Haworth hosted a Regional A+D event for guests from the Western Region with a panel discussion around Well Building the day before officially opening our LA showroom, that meets Well Building Standards.

Designed in collaboration with GMB and Perkins + Will, Haworth's LA showroom is located in the LA financial district downtown. It's an energetic space on the 48th floor with 360-degree views.

The showroom meets LEED Gold certification through its energy, lighting, and water reduction, as well as its use of recyclable and recycled materials. The building is also a pilot project for the Well Building Standard, a performance-focused system for measuring, certifying, and monitoring features of the built environment to promote the health and wellness for people.

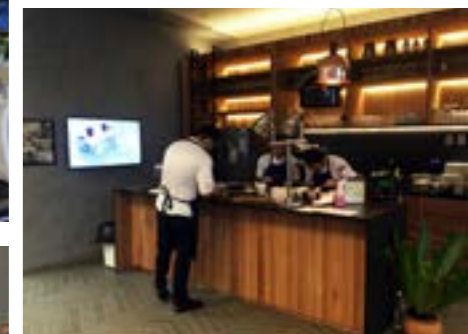
[READ MORE HERE](#)



WORKTECH15 ASIA

What is the Future of Work?

Haworth is proud to be a gold sponsor of the WORKTECH15 Asia conference which was held in September in Singapore. Our VP and GM, Frank was a guest speaker and he shared more about vertical communities during the conference. WORKTECH15 Asia is a forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation. After the conference, Haworth also hosted an intimate dinner for 20 VIP



CORENET GLOBAL PHILIPPINES CHAPTER

Haworth Philippines was proud to be the official partner for CoreNet Global Philippines Chapter's "A night with Aleksandar Sasha Zeljic, Gensler". Sasha shared about trends in design or tech companies and focus on what are the drivers and how are amenities shaping spec office building design. We are pleased to have our Regional Manager of the Philippines & Indonesia, Victor Maningo to share his thoughts and learnings from this event.



1. Why did Haworth Philippines participate in this event?

One of our top key objectives for Haworth when entering the Philippines Market was to establish a presence as a knowledge leader for the built environment. Secondly, as a Committee Member for CoreNet Philippines, we have been intimately involved in growing the awareness of the current trends in the Design Industry and the Real Estate Market. We have a rich history in Asia of being a catalyst and a platform for change and have been instrumental in engaging change-makers and disrupters in the Philippine Market to ensure that the growth potential mentioned are met with the right mindset and sustainable intentions. We wanted to be an integral part of the process and to make sure that there was a viable venue to share the "Wisdom of the Crowds".

2. Among the trends he shared, what do you think stood out the most or most in line with Haworth's vision?

One of the trends shared by Sasha that was very poignant, which aligns with Haworth's vision in Asia Pacific and globally, was that, while traditional models (design, economy, etc) still work, they may not be as efficient and effective as they once were. With the advent of digital technology and its exponential rise, disrupters in any given industry have become game changers and industry leaders. For example, Uber is now the world's largest taxi company but yet own no cars; or that Facebook, the world's most popular media owner creates no content. The list goes on and on and are simple examples of disrupters leading their industry by leaps and bounds.



3. Can you explain some of the differences between design trends of offices in the past and present?

In the past, the objective and success of the workplace was based on connecting spaces and furniture to ensure that the allotted real estate was maximized from a monetary and accommodation perspective. I remember when subjective programming sessions were the only data used to determine the design guidelines. Today, the most efficient, effective, and profitable workplaces are ones that connect people and ideas. This also demands a more in-depth understanding of the context and culture of the workplace.

4. We know that you travel often and have worked in many parts of the world. Can you share with us on what distinguishes Philippines from the rest of Asia Pacific?

The Philippines is a unique and exciting market for many reasons and the growth projections to 2025 are extremely "Bullish". However, one thing that distinguishes the Philippines (bad and good) from the rest of Asia Pacific is its rich history with the Western world, particularly with Spain and most recently with the United States. I raise this because both the culture and the economy seem to be straddling an identity between Western individuality and Asian collective-communitarian values. This is relevant and unique because the Philippines is a paradoxical nation, where individual glories often clash with a long history of collective disappointment. As the younger generation exercises their "Prodigal Child" return home and the Global Economy makes it way into the market in droves, they (we) are confronted with a traditional paradigm rooted deep in existing legacies. This is a country with extremely large growth potential and is ripe for its long awaited debut as a true "Tiger Economy" in Asia. However, in order for it to do so it has to experience some changes in its cultural and economic foundations.

Victor can be contacted at victor.maningo@haworth.com

SUSTAINABLE DESIGN PRINCIPLE EVENT

Haworth Australia was the gold sponsor for the 2015 Sustainable Design Principles Event. SDPE provides an avenue for designers, architects and the building industry to engage with and discover new sustainable products and learn about the sustainable future of our world through key commercial and residential projects.

This year, SDPE 2015 focused on the UTS Dr Chau Chak Wing Building by Gehry Partners, its building challenges and how it functions as a space for the development of knowledge and ideas, serving the community for decades to come.

The event was held in the auditorium of the Dr Chau Chak Wing Building in Ultimo on Thursday the 10th of September and included keynote speaker Danielle McCartney, manager of sustainability at the University of Technology, Sydney.



ORGAN DONATION CAMPAIGN

Partnering with Shatayu – The Gift of Life, Haworth Mumbai has organized an organ donation drive at their showroom from 27-28 August to help raise awareness and promote organ donation. At the end of the event, we are proud to say that there were 15 sign ups from our A&Ds and Haworth members.

YOGA BY THE FIRE

On 21 July 2015, The Porter Sydney launched a 4 week series of Yoga by the Fire! Guests enjoyed delicious and healthy treats from partners Bowery Lane, FitSnax and xesús blends after a revitalising session of yoga by the fireplace.



FURNITURE DONATION

An act of kindness can go a long way. We are proud to support Henkel in their initiative to improve quality of the schools in a remote village in China.

[FIND OUT MORE HERE](#)



CORENET SYMPOSIUM

Haworth is proud to be part of CoreNet Symposium in New Zealand on 25 June, 2015. Our very own Strategic Services Manager, Dylan Martyn, shared insights garnered from recent Haworth research and client engagements on improving the physical, mental, social and cultural wellbeing of our work environments.

Dylan also lead a co-creative workshop where participants were given the tools to create the next generation of wellness workplace solutions.



FITNESS

Together with Technogym, Haworth Shanghai hosted complimentary functional training classes for 3 weeks in their showroom.



 NEOCON 15

In various stages of development from exploration to limited editions and signature product lines, the Haworth, Inc. product introductions at NeoCon 2015 inspire and empower people to perform at their best. New product highlights include:

- Openest

The next generation of Openest will extend lounge furnishings to focus on individual and small group work by incorporating work surfaces, power and data. Designed by Patricia Urquiola.

- Downtown

Downtown's family of executive, conference and guest seating features leather that fits like a glove, exemplifying comfort and design. Designed by Jean-Marie Massaud for Poltrona Frau.

- Orla

This seating family blends classic and contemporary design to enhance any lounge or collaborative area. Designed by Jasper Morrison for Cappellini.

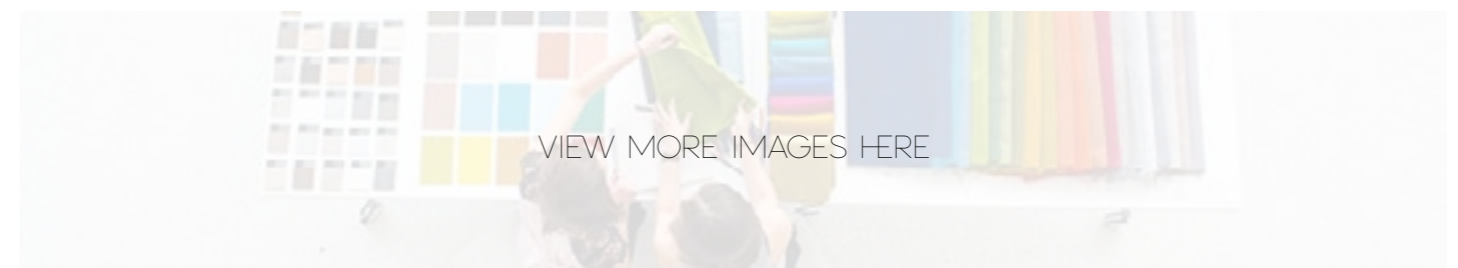
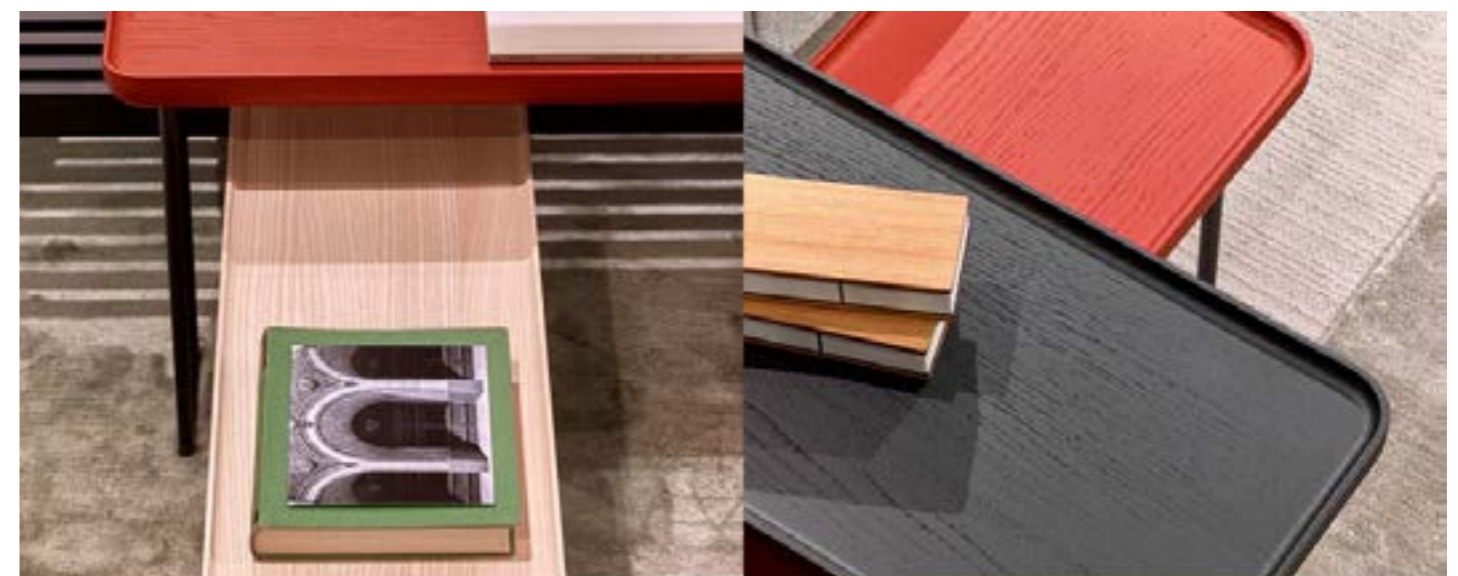
- Torei

This collection of low side tables creates a versatile and fashionable accent for any space. Designed by Luca Nichetto for Cassina.

- Workware Wireless Pro

The versatility of this software experience bridges the gap, simply and intuitively, for sharing and collaborating securely with multiple people in multiple locations. Designed by Ryan McClymonds.

[READ MORE](#)



 INTRODUCING ...

Haworth aims to offer best-in-class service and strategic support to our clients to address their workplace challenges and needs.



JOHN
DEVRIES

John joins the Global Accounts team with a wealth of industry knowledge and global experience. John has spent the last two years with Haworth as a Strategic Account Manager focusing on the Greater China market, helping to grow key accounts and drive new business. John's role is to support the growth, development and workplace strategies of our most important enterprise clients across Asia- Pacific, Middle East, Latin America & Africa. Prior to working for Haworth, John worked within the industry based in the U.S. as a workplace consultant with a focus on technology and ergonomic solutions.

John can be contacted at john.devries@haworth.com



THOMAS
CHOULOT

Thomas joins Haworth as a Global Account Manager, based in Singapore and will support enterprise clients' strategic needs across Asia-Pacific, Middle East and Africa. Thomas has extensive commercial workplace experience both from a furniture manufacturer and interior design perspective with a strong background in client relationship management, collaborative solutions and technology. The addition of Thomas to our regional team is part of an on-going effort to partner with our clients to support their future workplace needs and ensure Haworth can continue to offer best-in-class service and strategic support.

Thomas can be contacted at thomas.choulot@haworth.com



HEATHER
GRAHAM

Heather joins the Asia-Pacific team from the Haworth Canada team as Global Account Manager. Based in Singapore, Heather will support enterprise clients' global strategies across Asia Pacific, the Middle East and Africa. Heather has 15 years of industry experience in corporate interior design, set design and marketing and the last six years as Senior Business Development Manager for Haworth in Vancouver, Canada. Heather is a naturally energetic, articulate team member with great passion for people, workplace strategy and continuous growth. She is a member of Haworth's Knowledge Studio, and has extensive experience translating client strategy into successful projects. The addition of Heather to our regional team is a part of Haworth's growth strategy and will help to solidify our efforts to partner more effectively with our clients in order to ensure Haworth offers the best service and support.

Heather can be reached at heather.graham@haworth.com

LINKEDIN MUMBAI

Region: Mumbai
Industry: Services

For their third office in India, LinkedIn created an open concept work area that encourages collaboration among employees. With their culture of always putting employees first, height adjustable tables are a crucial part of ensuring comfort and flexibility of every employee's working preference. Adhering to their style of incorporating local elements, colours and art pieces are key features in the working and communal space.

[VIEW PROJECT](#)



NVIDIA

Region: Pune
Industry: Media

Nvidia, a pioneer in visual computing and top quality computer graphics has set up an office in Pune, India. Instead of traditional meeting rooms, they have opted for Airea Pods from Haworth xFriends partner, Orangebox personalising and reinforcing the brand identity with corporate colours and decals. The pods allow countless possibilities of reconfiguration to accommodate needs and expansion while accommodating varying levels of visual and acoustic privacy within the floorplate.

[VIEW PROJECT](#)



TARGET CORPORATION

Region: Bangalore
Industry: Retail

Target India recently expanded its office space to accommodate additional workstations and meeting areas. It was planned by M Moser, a leading interior design firm. Their signature brand colour Red was tastefully highlighted in the furniture as well.

[VIEW PROJECT](#)

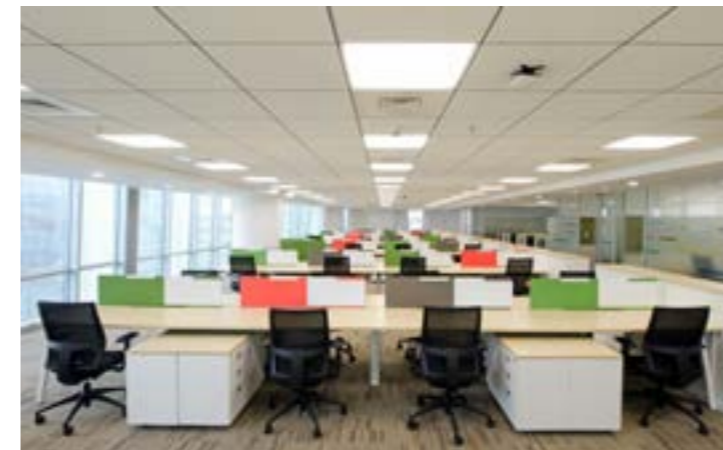


L&T FINANCE HOLDINGS

Region: Mumbai
Industry: Financial

L&T Finance Holdings, a company that offers a diverse range of financial products has engaged Interics Design for their headquarters in Mumbai. The lobby and meeting rooms are designed with warm colours, creating a comfortable and calm ambience for both visitors and employees. Infinity workstations specified with colourful fabric panels, bright Very Wire Stacker chairs and Hay chairs by Haworth xFriends' partner, Orangebox add a pop of vibrance to the office, giving the space a more lively energy where employees work and gather.

[VIEW PROJECT](#)





HAWORTH®

Haworth is a registered trademark of Haworth, Inc.
©Haworth Asia Pacific 2015

haworth.com | eu.haworth.com | ap.haworth.com

20/20

ISSUE 05 | OCT 2015

ap.haworth.com/2020