

HAWORTH®

20/20

ISSUE 11 | JUNE 2018



IN THIS ISSUE



FEATURE

- JASPER MORRISON NIGHT OF DESIGN
- 30 TATES IN 30 DAYS ENTRIES

PRODUCT

- QUALITY OFFICE CERTIFICATE FOR DYNAFLEX
- INTRODUCING SOJI
- SAY HELLO TO WALLIE BY LUXXBOX

EVENTS

- FRAME 2018, AMSTERDAM
- MAGAZINE LAUNCH, DELHI SHOWROOM
- SPACES WITH ERSÄ, TURKEY
- EARTH WEEK 2018 - GLOBAL KIDS COLOURING PAGE ACTIVITY
- SALONE DEL MOBILE 2018 / MILAN DESIGN WEEK 2018
- FUTURE OF WORK @ HAWORTH TOKYO

CASE STUDIES

- HONEYWELL, PERTH
- INC RESEARCH, PRAGUE
- DUFF & PHELPS, MUMBAI INDIA

INSPIRING SPACES

DID YOU KNOW?

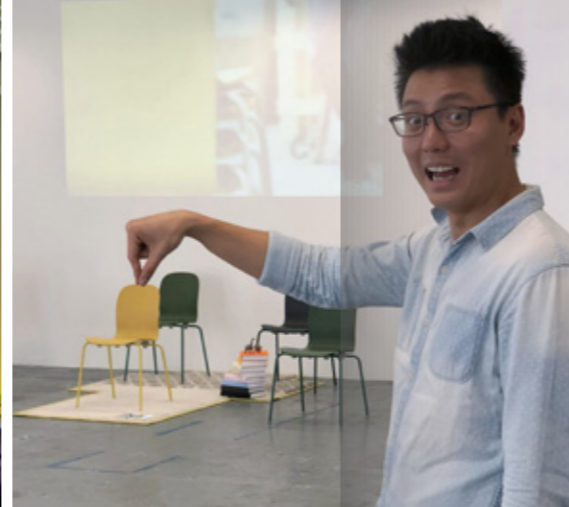
- FIVE KEY ELEMENTS THAT WILL TRANSFORM THE FUTURE SMART OFFICE
- ACTIVITY BASED WORKING VS. AGILE WORKING
- IDEALAB, FRANCE
- HAWORTH MEMBER WINS RED DOT BEST OF THE BEST AWARD, 2017
- WORKSPACE EXPO 2018
- IFTAR PARTY AT HYDERABAD SHOWROOM

A NIGHT OF DESIGN WITH JASPER MORRISON



Exploring Jasper Morrison's works through Cappellini, guests learned about Jasper's design philosophy and how his pure, authentic approach paves the way for inspiring spaces. Cappellini's keynote address further investigated how to build design-centric workplaces that motivate us to live and work better.

haworth.com/ap/jaspermorrison



30 TATES IN 30 DAYS

We invited clients and partners to visit this photo contest at seven pop up locations and check out Jasper Morrison's range of #SuperNormal pieces.

It was an exciting way to dive deeper into Jasper Morrison's authentic design paradigm for functional day-to-day items.



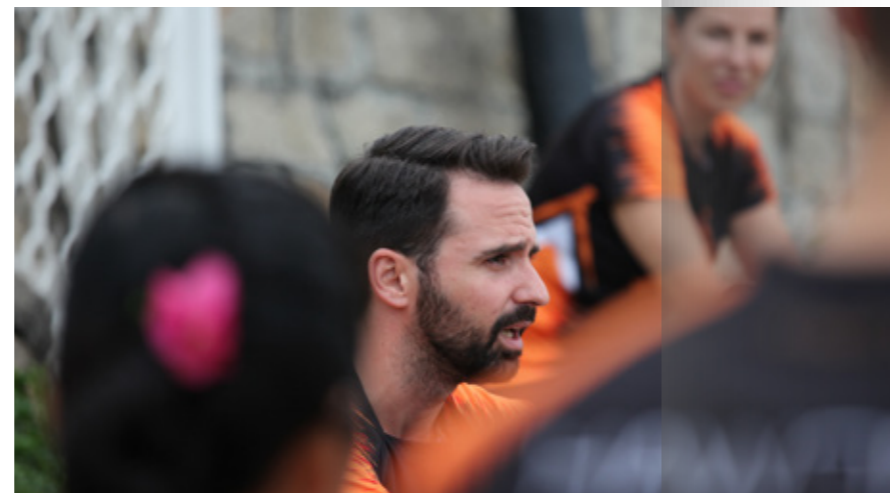
THE TAI TAM TIGERS



Haworth is the proud sponsor of Hong Kong-based Dragon Boat club, the Tai Tam Tigers. Renowned in Hong Kong's paddling community as a fun, very competitive team, dragon boat races feature 20 pairs of athletes who paddle left and right in a long traditional boat representing a dragon.

A drummer at the bow guides the team's stroke rate and speed while a steers-man directs at the stern.

The Tai Tam Tigers recently won the bronze cup in the small mixed category at the Sun Life Stanley Dragon Boat warm-up races.





QUALITY OFFICE CERTIFICATE FOR DYNAFLEX*

We're delighted to announce Dynaflex* has received Quality Office certification under Guideline L-Q 2010, which states all products must meet the requirements for safety, ergonomics, functionality, flexibility, durability and sustainability.

Dynaflex is an office chair that responds to user behaviour in an increasingly dynamic workplace – one that has encouraged a rise in non-traditional seating positions and at times, unhealthy postures.

[Click here to find out more](#)



*Manufactured in Europe.



INTRODUCING SOJI

A NEW TASK CHAIR COMING YOUR WAY

THOUGHTFULLY DESIGNED... INFORMED BY ERGONOMICS.





SAY HELLO TO WALLIE* BY LUXXBOX

Wallie packs a real personality punch. Pinching the best features from Luxxbox's favourite Tingle Stool, it features lockable storage, castors, upholstered tops and more. This little dreamer is bound to be your best office companion.

FRAME 2018, AMSTERDAM



Held 21-22 February, FRAME is the world's leading media brand for interior-design professionals. We were there in force, using our booth to expand our A&D contacts, network, raise brand awareness and discuss our design language while introducing our new colours and materials.



MAGAZINE LAUNCH, DELHI SHOWROOM

Our Delhi showroom hosted the launch party for a new art magazine – “Spotlight on Ceramics” – in January.

Magazine curator, Rekha Bajpai Agarwal, is an award-winning artist (MIKS 2016) who has exhibited locally and internationally for years. Thanks to all the great artists who joined us from across India.



SPACES WITH ERSA, TURKEY

More than 400 guests attended an event hosted by ERSA (Haworth's Turkish dealer) at Istanbul SALT Galata auditorium in March.

Proceedings centred on how new workspaces can adapt to changing work cultures and their effect on those who use them. Sales Manager, Adrienn Barta, represented Haworth alongside guest speaker, Stefan Kiss, who discussed current office trends and solutions.

The day ended with a cocktail hour, where our team engaged more closely with multinational corporates, including Coca-Cola and SAP.

EARTH WEEK 2018 – GLOBAL KIDS COLOURING PAGE ACTIVITY

We invited children 12 years and under from the Haworth family to celebrate Earth Week (April 16-20) by participating in this colouring competition.

Choosing from two Earth-themed pages, submitted pages were subject to a random draw to determine a Haworth Europe winner on April 20. The successful entry – MyKim – has won a €25 gift card.



CELEBRATE EARTH DAY WITH HAWORTH!
NAME MyKim AGE 10 HOMETOWN Sulu
Cog Tan Le



'18 NEO CON

The Haworth Showroom
Chicago—Merchandise Mart

June 11–13

We invite you to visit all of the Haworth spaces at NeoCon 2018.

HAWORTH®

#312

Haworth®
Health
Environments

#3-121


JANUS et Cie®

#1420

TUOHY

#1159

AIS

#1086



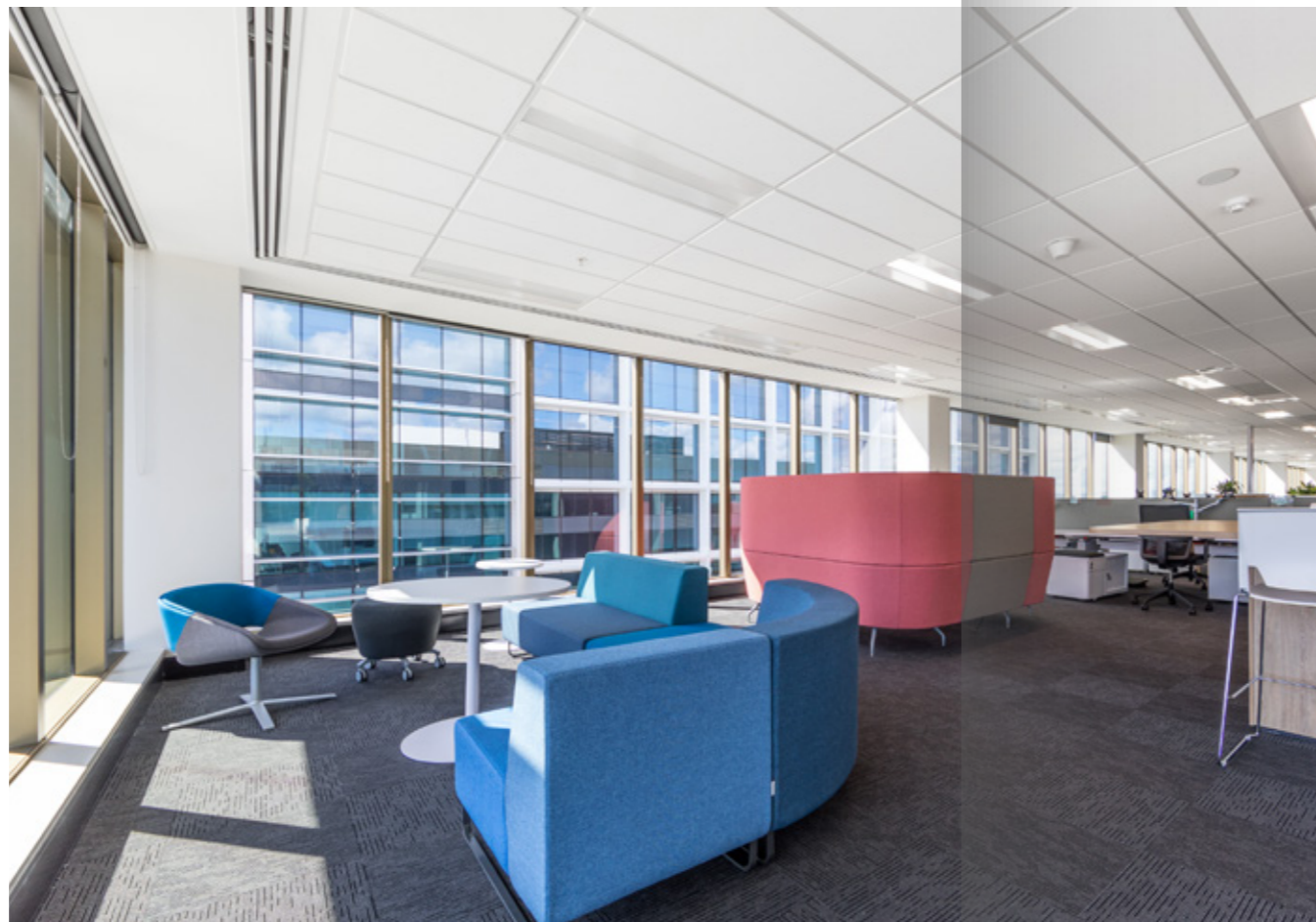
SALONE DEL MOBILE 2018 / MILAN DESIGN WEEK 2018

Milan's 57th Salone del Mobile (April 17-22) attracted 434,509 attendees from 188 different countries – a huge success compared to last year. Congratulations to our partners, Cappellini, PFG, and GAN, who exhibited at the fair.



FUTURE OF WORK @ HAWORTH TOKYO

Haworth North Asia General Sale Manager, Sonoko Ito, and the Haworth Strategic Services team has shared the latest in workplace trends and analytics.



HONEYWELL PERTH, AUSTRALIA

Haworth and global technology giant, Honeywell have a long history – we've worked closely with the company to fit out its Shanghai campus. So when it decided to push through a fast update to its Perth office after 38 years of occupation, Honeywell naturally turned to us to deliver workspace solutions that would foster greater creativity, productivity and space-saving features while allowing for future growth.

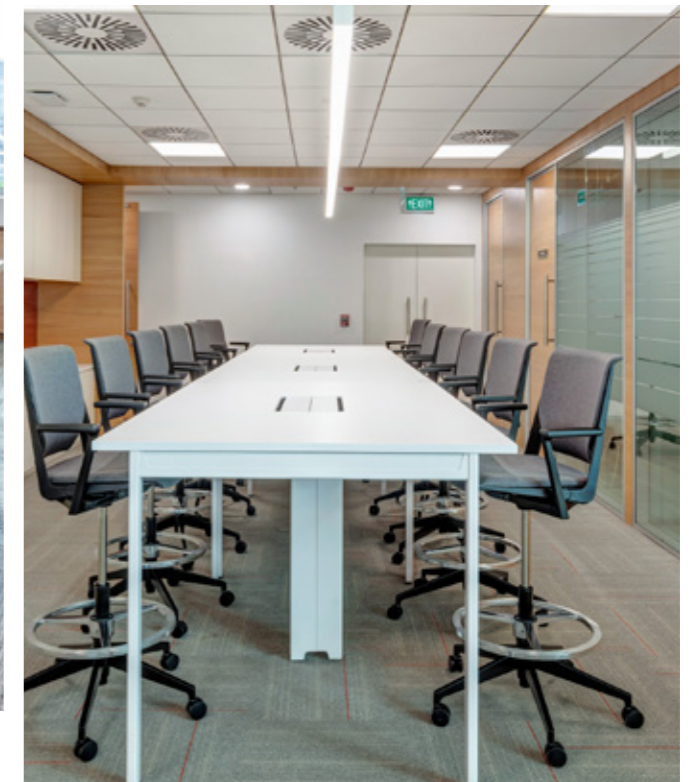
haworth.com/ap/spaces

DUFF & PHELPS MUMBAI, INDIA

Duff & Phelps is a leading global financial advisory and investment banking firm that helps its clients protect, restore and maximise value. It asked Haworth to create a state-of-the-art, high-quality workspace employees would love to work in that's focused on productivity, comfort and raising morale.

Haworth's beautifully simple, organic solution fulfilled all the firm's goals. To enhance employee satisfaction, we created 11 small 'cabins' for private discussions.

haworth.com/ap/spaces



INC RESEARCH, PRAGUE

Haworth NESEE and dealer Albatros have just completed a Prague office fit out for INC Research – a global company that develops medical programs and clinical trials. We equipped open offices with YourPlace, Lively and HC1 while several meeting spaces featured Very chairs and Planes tables.

haworth.com/eu/spaces



FIVE KEY ELEMENTS THAT WILL TRANSFORM THE FUTURE SMART OFFICE

The research looks at how the smart office can ultimately help to attract and retain talent, create the right conditions for innovation and improve levels of productivity, identified as the three major workplace challenges for organisations.

[Click here to read more](#)



HAWORTH MEMBER WINS RED DOT BEST OF THE BEST AWARD, 2017

Created with delivery services UPS and FedEx in mind, Industrial Designer Peng Zhan's inventive Cargob Urban Eco-Bicycle – an environmentally-friendly and space-saving alternative to standard delivery vehicles – won out against nearly 9000 entries in the Red Dot: Sustainability category at one of the world's most prestigious international design competitions. Congratulations!

ACTIVITY BASED WORKING VS. AGILE WORKING

Activity Based Working has a bad rap. People hear stories from colleagues and friends about the ABW journey, including the walk of shame – come in too late, and you'll have to meekly walk around trying to find a vacant place to work.

[Click here to read more](#)



WORKSPACE EXPO 2018

Haworth, Cappellini, Poltrona Frau and Ecophon were pleased to welcome you on their booth at Workspace Expo : design, mobilier & aménagement des espaces de travail Thank you for your visit!

[Click here to read more](#)



IDEALAB, FRANCE

On the 29th of March, Haworth welcomed a group of architects in its Paris showroom for a creative workshop around trends and colours. Marie Paysant-Le Roux, a Colour Material Designer and Artist, the "Power of Colours" was in the spotlight.

[Click here to read more](#)



IFTAR PARTY AT HAWORTH HYDERABAD.

In celebration of the Ramadan month, our Hyderabad showroom held Iftar party for more than 50 clients and partners on June 1. We wish all who are celebrating, Ramadan Kareem!

[Click here to read more](#)



HAWORTH®

Haworth is a registered trademark of Haworth, Inc.
©Haworth International 2018

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

20/20
ISSUE 11 | JUNE 2018