

HAWORTH 20/20

Issue17
December 2020





It's the journey that matters!

The end of each year is a natural point for annual assessment: What have we achieved? And, where do we go from here?

2020 will soon be over. So hectic and unexpected, we never imagined we would end up where we have from the start of this year. The key, as always, is moving forward and continuing to explore new opportunities. In this edition of Haworth 20/20, we journey through our learning and evolving year.

In 2020, we all had to make, remake, unmake, change, create, pivot and adapt our ways of living, working, collaborating and communicating. Working from home became necessary for most and a challenge for all. The single biggest goal for our clients was making "Work from Home" work? While inevitable questions arose about team management, productivity and technology, one topic dominated: employee health and wellbeing. Haworth has solutions for ergonomics in atypical working environments (page 06).

Furthermore, to offer your teams similar levels of comfort at home as in the office, we created an online shop (page 12). The Haworth 'home office' corporate program is an opportunity to order furniture online leveraging the corporate discount. It includes a range of comfortable, ergonomic task chairs suitable for working at home: Fern, Zody, Nia (pages 18-27).

The virtual world expanded our horizons in 2020 and provided new ways of sharing knowledge. We proudly opened our virtual showroom of over 5000 m2, open to visitors 24/7 to explore workspaces adapted to today's needs and inspire you for the future. An exciting industry first. We welcome you to view or book a Guided Tour from our website. Most recently, we added a Product Gallery of all our collections (page 14).

2020 also reinforced our commitment to preserving the planet and honouring our sustainability roadmap to 2025. We are proud to announce our Haworth Shanghai plant has successfully achieved the China Type I Environmental Label certificate (page 28). In addition, with our partner Camira, we commit to the Oceanic initiative (page 30), which transforms recycled plastic collected from the ocean into beautiful fabrics. We have also started a global partnership with Kvadrat (page 10), whose ecological responsibility is very much a part of its DNA.

We focus on showcasing new client spaces including Aware Super in Sydney, Australia (page 36). We share special convivial occasions with you – the Cappellini Cooking Class (page 32) and our Pub Trivia Night (page 34). Closing this year, we created a very special feature with 28 Haworth employees sharing their thoughts on work and workplace. We are pleased to offer our new e-magazine called #voices2021 (page 38).

2021 is around the corner. We look forward to further discussing, collaborating and journeying the world of workplace together.

Stay healthy, stay connected. Thank you for your support and partnership.

from the Haworth team



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How do I sit properly?

- Keep your feet on the floor or on a footrest, if they don't reach the floor.
- Don't cross your legs. Your ankles should be in front of your knees.
- Keep a small gap between the back of your knees and the front of your seat.
- Your knees should be at or below the level of your hips.
- Adjust the backrest of your chair to support your low- and mid-back or use a back support.
- Relax your shoulders and keep your forearms parallel to the ground.
- Avoid sitting in the same position for long periods of time.

Making Work From Home Work: A Look At Ergonomics At Home

In the current climate of uncertainty, many of us are being asked to shift our workplace to our home. Despite this disruption to work norms, there are ways to make your time at home equally productive and positive. A key component of physical health is ergonomics, a complex science that focuses on optimizing well-being by studying jobs, tasks, products, environments, and systems to ensure they are designed for compatibility with people.

In this webinar, Dr. Teresa Bellinger, Haworth Senior Corporate Ergonomist will share with us how we can apply ergonomic principles to our work set up at home.

[WATCH IT HERE](#)





Can Covid Save the Office?

By Jennifer Celesia

Recently I had a long-overdue catch-up with a few friends who happen to hold leadership roles that span the creative industry. We were discussing the challenges around ideating, managing and collaborating remotely, surfacing some (surprisingly) mixed responses. Ultimately the conversation arrived at the \$64,000 question: is there a collective need to return to the office? I won't bore you with the details of our debate, but my take-away was this: Despite the fact that remote work is here to stay, the office is now more vital than ever. I would go so far as to say that Covid may have saved the office from death by irrelevance.

Many of us have felt the impact of diversity on the hundreds – if not thousands – of video calls over the last seven months. Suddenly, we are all on equal footing, setting around the same virtual table with no hierarchy attached to our seat or its position. And while we sat, staring at our colleagues through a two-inch frame, we couldn't help but coo at the children (two-legged and four-legged) who occasionally barged onto the screen, to surreptitiously peruse impressively curated bookshelves, or to knowingly smile at a kitchen table littered with the remains of the previous night's repast. Our personal lives have suddenly been brought to the forefront, humanising us while at the same time showcasing the myriad of ways in which we live.

[READ FULL ARTICLE HERE](#)



Kvadrat + Haworth

Based in Denmark, with showrooms around the world, Kvadrat works with the most accomplished designers, architects, and artists. Since the company's founding in 1968, Kvadrat has been a pioneer in the industry—with a commitment to colour expression, quality, simplicity, and innovation.

Kvadrat continues to invest in and promote ever more sustainable methods of working while pushing the aesthetic, artistic, and technological boundaries of textile design. Kvadrat is highly regarded for their high-design, crafted textiles—which perfectly complement Haworth's product platform.

For many years, Haworth has had a partnership with Kvadrat in Europe and Asia Pacific. We recently evolved our relationship from an alliance partner to building a global “standard” program, which is a competitive advantage.

As two family-owned, design led, global companies that work with world-renowned designers, our relationship is a natural fit, rooted in values—like design and sustainability—that form our collective DNA.

[CHECK OUT THE VIDEO](#)



Shop online for your favorite Haworth Furniture.

shopping.haworth.com



Welcome to Haworth Virtual Showroom

Welcome to the Haworth Virtual Showroom, a limitless celebration of workspace, designed over 5,000m². And growing.

Our ambition is to showcase beautiful furniture solutions in inspiring work-settings representing a variety of workstyles. The Virtual Showroom brings to life our ideal workspace and takes you on a journey through areas that promote collaboration, restoration, focus and reflection.

Together with our Haworth Collection partners, we are able to illustrate functionality, adaptability, materiality and sustainability.

Explore on your own below, or get in touch to book a guided tour. Haworth's Virtual Showroom is a space to engage and be inspired.

[CHECK IT OUT HERE](#)





Haworth Virtual Product Portfolio

Be part of a new experience. Discover our virtual product gallery, browse our product portfolio in 3D and configure the products to your specific needs.

[CHECK IT OUT HERE](#)



Fern

Grounded in extensive ergonomic research, Fern's design puts the person at the centre with ergonomic innovations that provide total back support, edgeless comfort, and free movement. The result is a next-generation sitting experience that is distinctively responsive to each person. The chair works with you, not against you so you can sit better, work better, and feel better in today's changing workplace.

[CLICK HERE TO LEARN MORE ABOUT FERN](#)



Bowi

Bowi is designed in clean simple aesthetic that compliments a range of environments, such as conference, meeting and projects rooms or cafeterias.



Easy Nesting for Space Saving

Crafty mechanism allows the chair to be easily inclined and nested using minimal space, to address to the increasing need for space and flexibility.

Budget-friendly

With all plastic construction, Bowi is designed to be cost-effective, providing a versatile seating solution at an affordable price.

[CLICK HERE TO LEARN MORE ABOUT BOWI](#)



Maari

One Chair, Many Spaces. One Shell, Many Bases.

Maari lets you furnish many spaces with a family of seating—one of the largest in the market. Designed by Patricia Urquiola, Maari is based on a one-piece, delicately textured, molded shell that's the same for all chairs. Choose any base with the same shell for a breadth of applications.

[CLICK HERE TO LEARN MORE ABOUT MAARI](#)



Zody

Do you know that more than 3 millions people in the world are sitted today in a Zody chair? A high-performing task chair, Zody blends science-based wellness and comfort with sustainability and international design. The product of extensive research and development, only Zody offers asymmetrical lumbar adjustments, providing user-selected support on each side of the lower back.

[CLICK HERE TO LEARN MORE ABOUT ZODY](#)





Nia

Traditional task chairs contrast the increasingly residential-themed workplace aesthetic. Nia with its slim upholstered profile and concealed mechanisms finally creates a chair that compliments this aesthetic without compromising performance.

Office spaces have become more and more versatile to accommodate different tasks and behaviours of changing workforces. Flexible working practices have increased the number and variety of non-assigned workspaces and added complexity to workspace design.

[CLICK HERE TO LEARN MORE ABOUT NIA](#)



Shanghai plant certified by Ten Circle (China Type I Environmental Label)

Haworth Shanghai plant have successfully achieved the China Type I Environmental Label certificate (or “Ten Circle certificate”) which is a China-market based Environmental Labelling program, registered by the Ministry of Environmental Protection, that represents national recognition to environmental performances of relevant products. It’s widely acknowledged in mainland China that Type I Environmental Label certificated products set the benchmark for green government procurement.

Cited from the certification body China Environmental United Certification Center(CEC) that “With unique economic approach, environmental labeling motivates public action and takes the purchasing power as a tool for environmental protection. It promotes producers addressing the impacts of their products on the environment in each process from product design to final disposal, thus meeting the targets of preventing pollution, protecting the environment and gaining more benefits”.

The following Haworth main categories are within the scope of the certificate:

- Office Chairs
- Meeting & Visitor Chairs
- Conference Chairs
- Office Desks (including Height-Adjustable Tables)
- Conference Tables



From Discarded Marine Plastic to Beautiful Fabric

Plastics. They are embedded in the lives of billions around the world—from the cars we drive, to the beverage bottles we drink from, to the phones we use to stay connected. The affordability of synthetic materials is a key component to making these products accessible to the general public. Otherwise, they would be reserved for only the wealthiest of individuals. But what is the real cost of using so much plastic?

Over the years, plastic waste has accumulated in landfills and oceans—wreaking havoc on our various intertwined ecosystems. Due to their manmade nature, many plastics take centuries to degrade, and most of the plastic produced isn't recycled.

Enter circular design and a sustainable shift towards a circular economy, which optimizes continual use of resources through a closed-loop system in with no waste. Working toward a circular economy is one of the biggest opportunities to design a sustainable future—and an essential part of our strategy at Haworth.

[READ FULL ARTICLE HERE](#)





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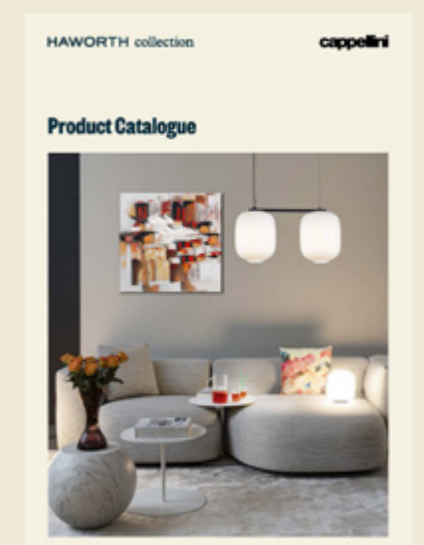
Cappellini Cooking Class

With 400 sign-ups, the Cappellini cooking event was a great success! Despite the time difference, we had guests from all across Asia Pacific, Europe and the United States join us on this virtual Italian culinary experience. Streaming live from Milan, guests were led by Chef Simon Maurelli of Identità Golose to create their very own La Carbonara. Throughout the event, guests were able to ask Chef Simon questions on how to cook their own La Carbonara with alternative ingredients to suit their tastes or dietary needs. Concurrently, we held a photo contest where the guests with the most likes for their photo on social media and most creative photo with their dish will each get to take home a Hi Pad stool by Jasper Morrison.

As part of our partnership with Cappellini, Haworth launched a digital product catalogue that features iconic pieces exhibited in museums throughout the world. And with the positive feedback we received, we look forward to more events with Cappellini!



[WATCH THE RECORDED SESSION HERE](#)



[DOWNLOAD THE CATALOGUE](#)



Southeast Asia Quiz Night

Last October 29, our designer friends, clients and partners together with the Haworth crew battled it out to see who will be the champion of our first SEA Virtual trivia night. The top 3 winners won a personalised Nia, Maari and Uma Lamps respectively. Overall, the event garnered over 100 sign ups across South East Asia and received positive response. With the great feedback the team have received, we are looking forward to hosting more events like this.



Aware Super

Sydney, Australia

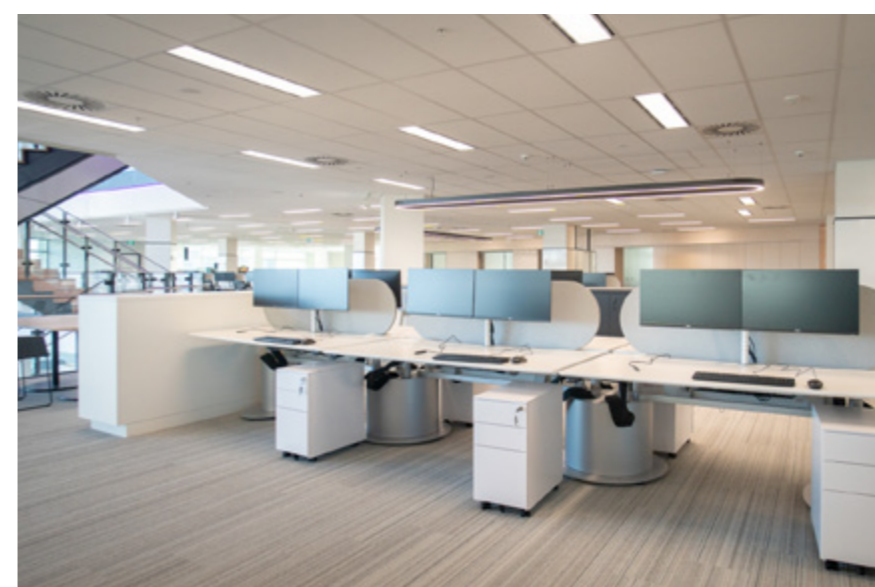
Aware Super is an award-winning industry super fund that's grown to become one of Australia's largest, providing its 700,000+ members with the better future they've worked hard for. With a focus on ethics and social responsibility, Aware Super both aligns with its members' values and has its employees' best interests at heart, too.

So, when the organisation asked Haworth to recreate its new Sydney workspace, we made sure our solution would celebrate Aware Super's reputation for collaboration and communication alike.

[CHECK OUT THE FULL STORY](#)

We worked alongside Aware Super to fit out seven office levels featuring deep floors, angular layouts and multiple columns over 17 weeks. The brief called for over 600 sit-to-stand workstations, nine executive workstations and 50 focus positions. With flexible design paramount for the client, we also installed individual pods that easily convert to extra workstation clusters for collaborative teams.

Aware Super's continuous growth over the past 20 years means it was vital to deliver a solution that would future-proof its fit-out. We opted for Sakuru – our certified Australian Made simple kit of parts that adapts to multiple uses and user needs over many lifecycles.





#voices2021

#voices2021 is a wonderful journey into the future of work from the perspective of Haworth members.

Haworth International members have taken up their (digital) pens to share their views on workplace and work-life, with reference to the rise of everything virtual. #voices2021 is a celebration of our members' passion for workplace and their decades of experience partnering with our clients to create inspiring spaces.

Join the celebration. Download your #voices2021 e-magazine.

Asia Pacific

[English](#) | [Japanese](#) | [Chinese](#)

Europe

[English](#) | [German](#) | [French](#) | [Spanish](#)

Season's greetings and best wishes for 2021

Stay connected. Hope to see you all in real life again.



HAWORTH

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