

HAWORTH®

20/20

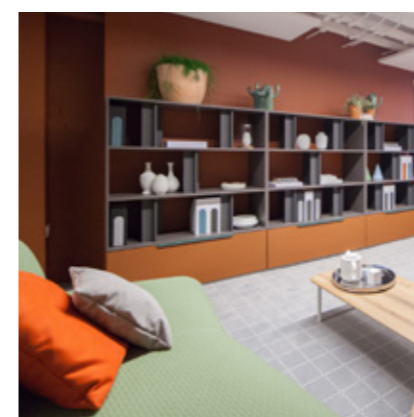
ISSUE 10 | DECEMBER 2017



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HAWORTH



## FIRST WELL CERTIFICATION IN ASIA

Haworth's Shanghai showroom became the first commercial interior in Asia to receive the prestigious WELL Certification through the WELL Building Standard (WELL). A performance-focused system grounded in medical research that measures, certifies and monitors built environments to promote health and wellness.

WELL Building environments take into account air and water quality, nourishment, light, fitness, comfort and mind. Haworth's showroom design therefore incorporates increased levels of fresh air exchange, ergonomic furniture, sit-stand desk options, non-toxic and non-off gassing materials plus air and water quality filtering and testing.

[Click here to read more](#)







The 2017 Shanghai Rolex Masters took place from October 8 to October 15. As a key sponsor of the tournament, Haworth designed a bespoke VIP Club Lounge for the players and provided special Fern backrests and seats for centre court.



FERN FEATURED AT  
SHANGHAI ROLEX  
TENNIS MASTERS





# MEET OUR NEW TASK CHAIR HERO, COMPLY\*!

Haworth has leveraged its experience as leader in task-seating to combine the latest in comfort and technology. Comply makes task-seating more instinctive and fit-for-purpose. Comply provides well-considered design and a revolutionary weight-activated mechanism to maximise your seating experience without compromise of quality and comfort.



*\*Comply is currently only available in Asia Pacific.*



# KEYSTONE\*

by IQ Commercial | Haworth xFriends



Keystone's intelligent agility comes from a central nervous system which acts as a foundational support for the entire office. Its unique modular design allows users to experience office furniture in a truly flexible way.



\*Keystone is currently only available in Asia Pacific.

Keystone serves up a "kit of parts". An inventory of interchangeable components or "ingredients" which can be combined and reconfigured into various "recipes", adapting to the changing needs of a business. It maximises the investment while minimising the need for labour intensive asset management.







# OUR NEW STORAGE SOLUTION, BE\_HOLD\*

*\*Be\_Hold is currently only available in Europe.*

Be\_Hold is a unique organisational system that elevates storage beyond a functional purpose and becomes a focal point of design. Be\_Hold supports traditional storage functions, but also introduces new configurations developed with Studio Urquiola that can become a focal point of the office. It's a great solution to create great spaces with individual personality and promoting effective collaboration.

The system offers a wide range of colours, materials and functional elements that help it to integrate with all of Haworth's existing European product and storage systems, creating a new typology of landscapes for the office.



# HAWORTH DELHI SHOWROOM LAUNCH

Haworth Delhi inaugurated its new showroom on Friday August 11 and attended by more than 100 people.

The space has reinforced Haworth as a leader of innovative work-settings showcasing featuring products by Patricia Urquiola and Haworth Collection brands Poltrona Frau and Cappellini.



'Haworth is leading the conversation with clients on the journey to agile environments reflecting the changing needs of Indian clients responding to competitive business needs, generational change and technology' stated Glen Foster, Vice President, Sales for Haworth Asia-Pacific.



'The India market appreciates the statement Haworth is making about the future of workspace being more residential and inviting. We are excited to partner with our clients and designers to create inspirational spaces.'

Congratulations to the Haworth Delhi team for a successful launch.



# LONDON SHOWROOM REOPENS



Designed by Studio Urquiola, the newly redesigned London showroom is a stunning architectural space that reflects both Haworth and Cappellini brands as well as showcasing our product portfolios. With clever use of natural light, reflective surfaces, colour and texture, the showroom also benefits from acoustic treatment, greenery, a greater choice of meeting and collaboration rooms and settings, and a Bluescape screen.

On Monday 18th we hosted an Italian-themed dinner for VIP guests from the design community in our new showroom, hosted by Henning Figge (VP International) and Giulio Cappellini. The next evening we hosted our official party with 500 guests customers, architects, dealers and partners attending. The showroom is now fully open for business and the team look forward to hosting any customers, dealers and members that are in London.





# PEOPLE PLACES POSSIBILITIES @ BANGALORE



The last instalment of the “Haworth 2017: People. Places. Possibilities” scored success at our Bangalore showroom on 8 November. The raw interior of the “work-in-progress” showroom was brought to life by live plants and furniture pieces from Haworth’s extensive collaborative portfolio.



Sebastian Herkner studio, the designer of Cappellini Telo Lounge, presented the keynote speech along with speakers who touched on the potential of workspace and how analytics can be essential in planning your floor plate. Thank you to all who have joined us for the fantastic evening and congratulations to the lucky winners of the Fern chairs!

[CLICK HERE TO VIEW  
THE PHOTO GALLERY](#)





## HAWORTH AT DUBAI DESIGN WEEK 2017

Dubai Design Week 2017 took place from the 13-18 November. During the six-day programme, 60,000 design professionals, students and members of the public attended events in Dubai Design District. Haworth Middle East team presented an outstanding Openest installation between buildings 5 & 7, at the Dubai Design District(d3), featured as an exterior installation.

The exhibition highlighted our diverse portfolio and caught the attention of the Vice-Chairman of Dubai Culture & Arts Authority, Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum - who posted an image of the installation on her Instagram. Haworth featured on the Dubai Design Week website as international design brands at the forefront of D3.



BUDAPEST DESIGN  
WEEK 2017

At Budapest Design Week Haworth Hungary launched an “outdoor workspace” at the centre of Infopark, a business complex in the heart of Budapest’s technology district including workstations, Fern chairs, lounge configurations and a Framery booth to show people the endless possibilities that can help to achieve a healthy and comfortable workspace. Passers-by stopped by the pop-up to explore furniture designed to enhance well-being at work, while others met with peers from neighbouring companies over a coffee and informal exchange.



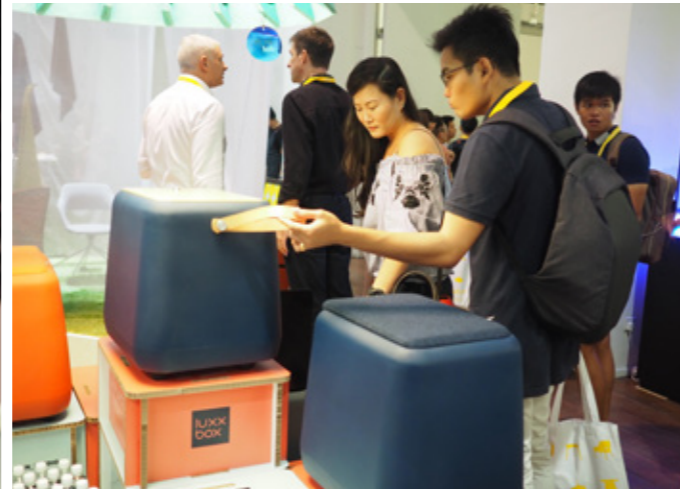


# INDESIGN SINGAPORE 2017



We had an artist on the site who created an artwork on one of the panels of the ThoughtWalls, another new product from Luxxbox.

ThoughtWalls give you the freedom to create your ultimate thought space. It can serve as acoustic panels to address privacy and noise concerns, and to hush open plan offices.



Luxxbox launched their newest product called Wallie, at Indesign 2017 in Singapore, which is a mobile storage unit. It can be used in multiple ways— as a pedestal, ottoman, and personal locker unit.

The shell offers multiple colours and is made out of LDPE. It can be customised to either upholstered or timber lids, leather handle, with or without casters, and lockable options.





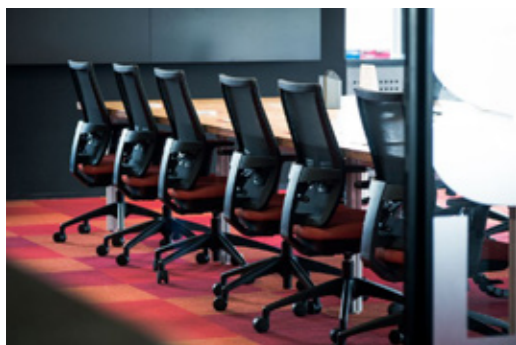


## THE PORTER EVOLUTION. SYDNEY, AUSTRALIA

The vision of The Porter is to create an organic space that evolves over time leveraging real-time data of space usage and continued member engagement research assessing the utility of work-setting and space requirements.

The Porter is driven by knowledge and data making it the most intelligent, seamless and productive collaboration space of its kind.





# THE ORDER OF PHARMACISTS, PORTUGAL

The Order of Pharmacists built their new headquarters from the ground up in 2017 in Portugal, with the aim of making the facilities more appealing, functional, and more capable of accommodating members. Training rooms, colloquiums and meeting areas were formed. The Haworth Portugal team managed to create a perfect harmony between the building and furnishings, creating a comfortable and practical space furnished with Tibas workstations, Very task and visitor chairs, s\_con executive chairs and partitions.



# ADIDAS GROUP. DELHI, INDIA

Adidas' India headquarters features a workplace dedicated to reinforcing the company's mission of team work. Harnessing the power of sport means inspiring and enabling people every day. The workplace reflects Adidas' strategic choices and builds upon the core aspirations and behavioural values of the company.



**Art Market Budapest 2017 sponsorship**

Haworth Hungary was amongst one of the sponsors of the annual Art Market Budapest international contemporary art fair during the period October 12-15, held in Millenáris Park, Budapest. Main resting areas and a forum area were furnished with Haworth and Cappellini lounge furniture, well occupied by the visitors and guests and blended well to the atmosphere of the surrounding exhibitions and galleries.



**Benelux Tour of Italy**

In November, the Haworth Benelux took a group of local architects and designers to Italy to learn more about our partner brands and their design perspectives and processes. Greeted by Giulio Cappellini, visitors toured the Cappellini Point and showroom in Santa Cecilia, touring Fondazione Prada to explore its exceptional architecture and expositions.

[Click here to view photo gallery](#)



**CSR Activity with San Martin Foundation**

Last August 5, 2017, Haworth partnered with San Martin Foundation to give away coloured pencils for young students aged 3-6 years old in the Philippines. These 170 students are part of a programme promoting and teaching them art skills. This activity is part of our drive to promote art not just in the workplaces but also in the communities that Haworth is present.

[Click here to read more](#)

We know that Fern's ergonomic innovations provide total back support and respond to your every movement and it provides a new solution for the changing nature of work and the workplace.

But ever wondered how Fern got it's unique design and ergonomic features?

[Click here to find out](#)



Haworth is proud to have hosted students from the Sushant School of Art and Architecture in our Delhi showroom. Heather Graham, our Global Accounts Director, conducted an interactive session discussing workplace trends based on our global presence and research on space. We hope the students have taken something from the session and are able to apply them in their studies and future career.



**OURSPACE | Hot Black Turns 5 in Melbourne!**

Hot Black's 5th year birthday celebrations kicked off in Sydney earlier this year, and ended in Melbourne! We have had a record year and we wanted to celebrate it BIGGER and BETTER than before! Thank you to all our colleagues and friends who have supported us and celebrated with us!





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