

HAWORTH®

20/20

ISSUE 09 | AUGUST 2017



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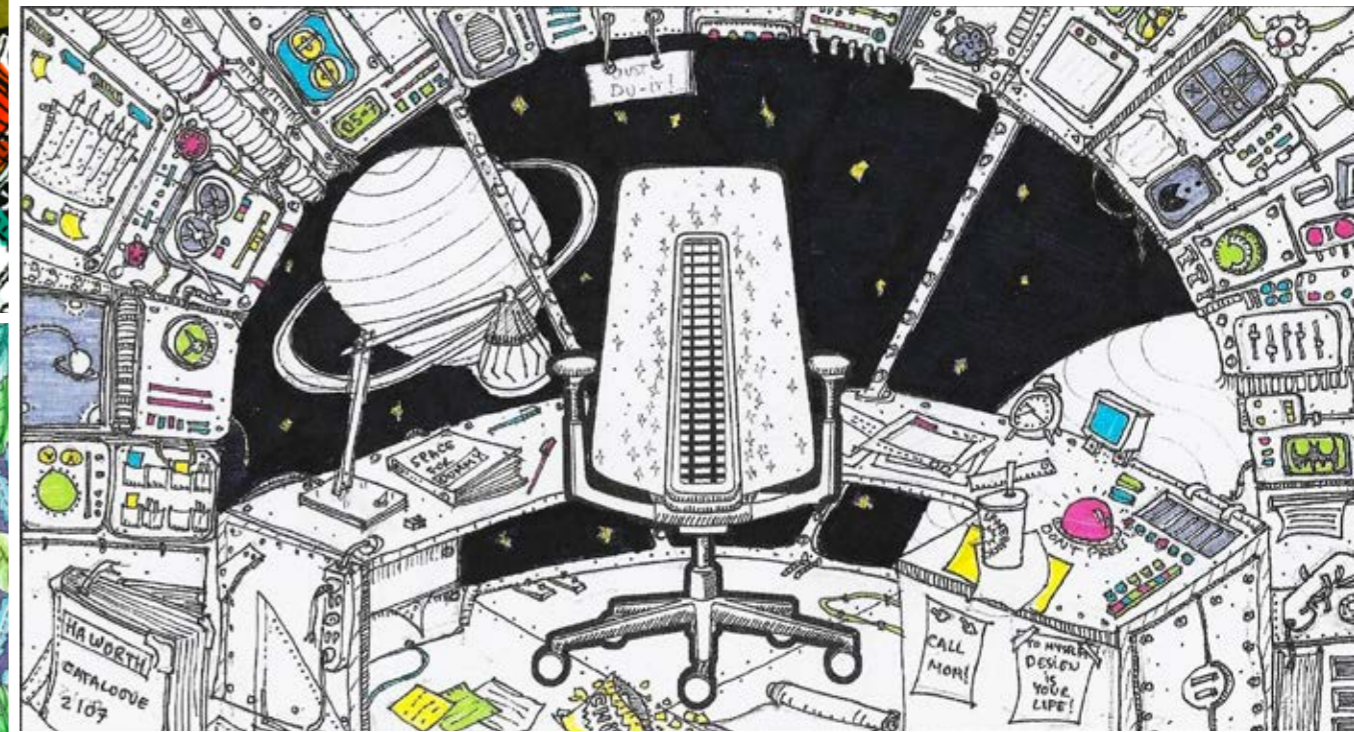




In the end, we gave away coloured pencils to all participants and for the winners 10 Fern chairs. We were excited each week for the five weeks running to receive such creative illustrations with different concepts and exciting colours. Finally, when the dust settled, we decided to compile the entries into a snippet video. Feel free to watch it, and we suggest to turn it loud.

# IT'S A COLOURFERN WORLD

It has been a vibrant run for the "It's a ColourFern World" colouring contest! With more than 180 entries across Australia, Southeast Asia, China, India and the Middle East, architects and designers showed off their talents in conceptualising and showcasing what they think the world of Fern chair is.





Human beings are social creatures. We crave interaction and thrive in moments of spontaneity. Immerse worksurfaces were thoughtfully designed to help us connect, collaborate, and engage. The tables create a welcoming atmosphere in the workplace where serendipity can flourish.

INTRODUCING  
IMMERSE

INTRODUCING  
POPPY

As workstyles flex and change, so do expectations about work environments. Wherever she goes, Poppy embodies the welcoming aura of residential comfort and warmth people are looking for.





## INTRODUCING HENNING FIGGE

We welcome Henning Figge to Asia-Pacific as the new head of Haworth International – a merging of Haworth Asia-Pacific, Middle East, and Europe sectors.

Henning has been appointed as the new Vice President & General Manager International Operations based in Munich. He has worked for Haworth since 2012, originally joining to lead the Haworth Europe organisation. Henning has been instrumental in unifying Haworth Europe under a 'One Europe' approach.

Henning obtained a Master Degree at Munich University in Business Administration specialising in Marketing and Statistical Analysis, and he is a certified Bank Clerk of Deutsche Bank Germany. He worked 15 years as a consultant and a CEO before joining the Haworth team.

Henning is passionate about travel and cultures and has already travelled to the key markets in Asia-Pacific to meet the team and learn more about Haworth's capabilities in Middle East, China, South East Asia, India and Australia.

Haworth International comprises a vast geography from Scandinavia to New Zealand, with more than 1,680 members, 286 dealers, 8 manufacturing locations and 32 showrooms. The objective of Haworth International is to partner together with the design community to achieve our clients business goals through an enhanced product portfolio that better meets their needs.



# PENUMBRA CONCEPT LAUNCH



A very fitting conclusion to an 18-month journey for the Celebrating Great Design Contest. Haworth unveiled the concept version of Penumbra to 150 attendees excited to know more about the product. The response was very positive regarding product applicability and applauded the journey the winners went through for more than a year.



The Celebrating Great Design contest set out two objectives. Firstly, to harness the talents of designers working in the Asia-Pacific region with an excellent understanding of product requirements in agile+collaborative workplace settings. Secondly, to provide an experience for a team of designers to work with industry experts such as Studio Urquiola and Haworth to co-create their concept to reality.



On July 6<sup>th</sup>, Haworth Singapore kicked off the very first “Haworth 2017: People. Places. Possibilities” showcase. During this event, we featured our new collection as well as our collaborative portfolio. Guests were also invited to talks that discuss how having art in the workspace can improve the wellness of employees, the potential of your workspace and how smart furniture can help with efficient space planning.



## PEOPLE. PLACES. POSSIBILITIES.

On July 20<sup>th</sup>, we hosted the Sydney “Haworth 2017: People. Places. Possibilities” at Carriageworks. The event was a great success showcasing our most recent collaborations with leading designers and additions to the collaborative portfolio. Supporting the settings were a variety of addresses and discussions around the potential of workspace, smart furniture - including analytics and sensor technology and the influence that art can have in humanising space and inspiring employees.







Last April 7<sup>th</sup>, Haworth together with the Bombay City Red Cross arranged Blood Donation Campaign in our showroom. As a leading blood centre for Mumbai, the Bombay City Red Cross has been leading the way to create a social safety net through organising these small batches of blood donors to cater for the city's ever growing needs. The Blood Donation Campaign, in turn, has become a regular activity for Haworth to make sure we contribute an avenue for the Red Cross' mission for humanity.





# SHOWROOM REFRESH AND OPENING

This quarter we witnessed three showroom openings and refreshes across the region. In Chengdu, we opened a brand new space to the market to further support southwest China.

In India, our Chennai showroom moved to a new location while Hyderabad showroom underwent a refresh to reflect our showroom vision with the help of Liz Teh our Head of Design.



Haworth Chengdu  
Showroom Opening

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Haworth Chennai  
Showroom Opening

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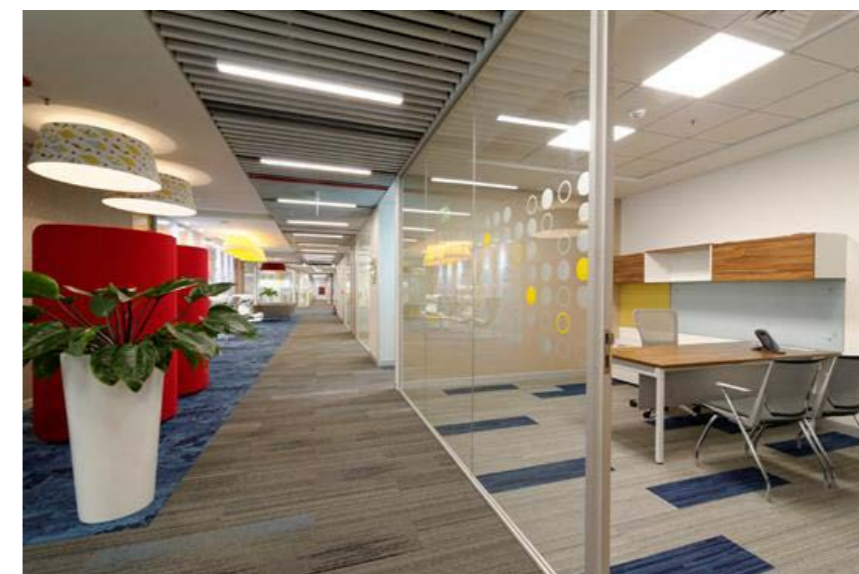
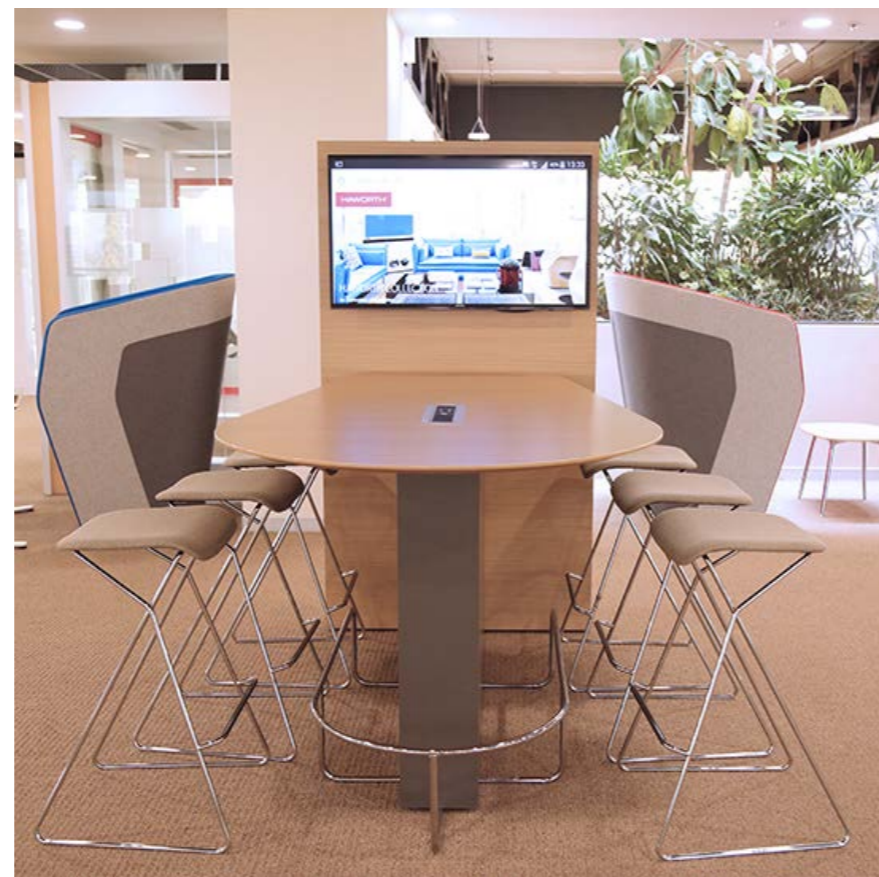


Haworth Hyderabad  
Showroom Opening

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# SECO TOOLS R&D AND CORPORATE OFFICES



Seco Tools, a Swedish multi-national company, focused firmly on cooperation across borders to be able to deliver greater value to its customers opened up their new R&D and corporate offices in Pune. The needs for their business to make an inspiring space for both employees and customers led to exploring new work environments.

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# INFORMATICA

Informatica LLC is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the Cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the Cloud, on-premise or in a hybrid environment.

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The rate of change is increasing, and business success requires quick pivoting to ensure company resources are aligned with business needs. This kind of rapid workspace evolution requires systems that can easily adapt to allow employees to achieve their best work. However, the workspace itself is often static and inhibits quick adaptation.

Learn how emerging technology can help with employee effectiveness here



If there are benefits to standing while working, everyone should be standing all the time, right? Wrong. There's plenty of evidence that too much sitting OR standing can have adverse health effects.

Learn more on how to strike a balance between sitting and standing here



A high-performing chair, Zody blends science-based wellness and comfort with sustainability and international design. Did you know that Zody contains up to 51% recycled content and is up to 95% recyclable?

Read the research behind Zody here

Coworking is not just for freelancers and start-ups. More and more corporations have already started to realize that coworking offers great potential for fostering innovation. But, where are the roots of this potential? How can they be transferred to different types of businesses?

Click here to read more



### Haworth Celebrates 30 Years in Asia!

2017 marks the 30th anniversary for Haworth in Asia-Pacific with entity first established in Hong Kong. We celebrate Dick Haworth's passion for Asia and pioneering spirit as the first multinational furniture manufacturer to establish fully-owned manufacturing in Shanghai, China.

Click here to read more



30 HAWORTH CELEBRATES YEARS IN ASIA!



The Low Pad reshapes the traditional lounge chair into a trim, modern form that doesn't sacrifice comfort. The seat-to-back angle is open for a relaxing sitting position and can be placed at home, in lounges, informal meeting spaces and waiting areas

Click here to read more





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