

HAWORTH

Nia

Sales Presentation

Dec 2022

Content

- Value Proposition
- Statement of Line
- Functions
- Colors and Materials
- Applications
- Certificates and Awards

Value Proposition

World of work is constantly changing

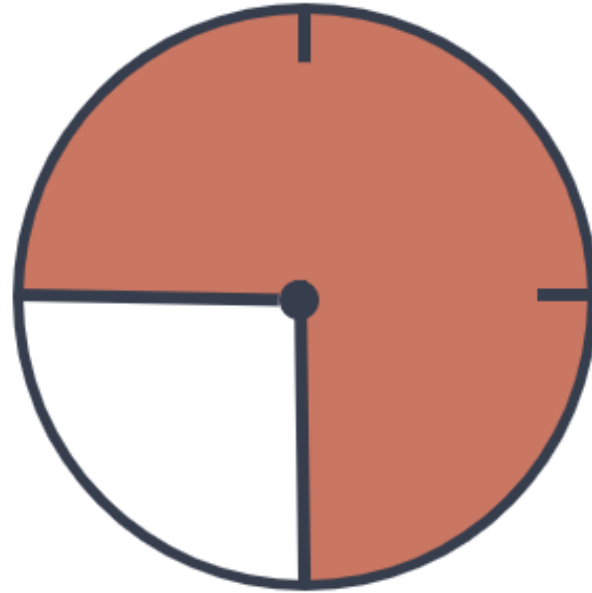
Office spaces have become more and more versatile to accommodate different tasks and behaviour of changing workforces.

Flexible working practices have increased the number and variety of non-assigned workspaces and added complexity to workspace design.

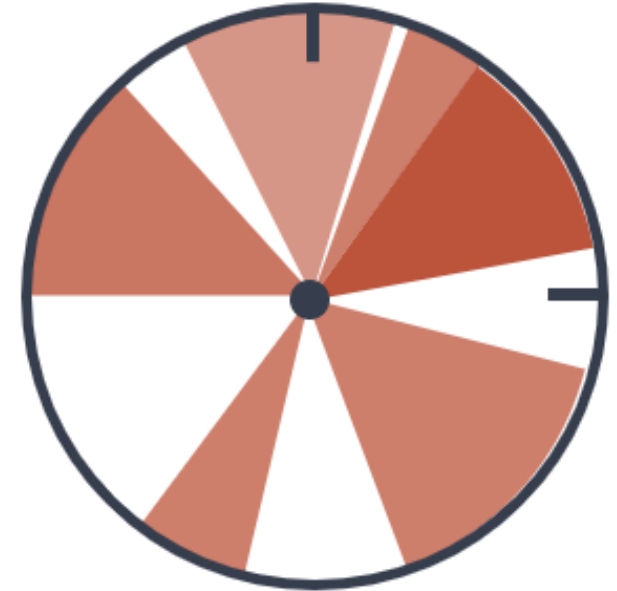


Traditional vs Agile work

Agile workers don't want to spend time adjusting the task chair they only spend a few hours in. The ideal work environment for tomorrow's knowledge worker provides support where it's needed and freedom where it's wanted.

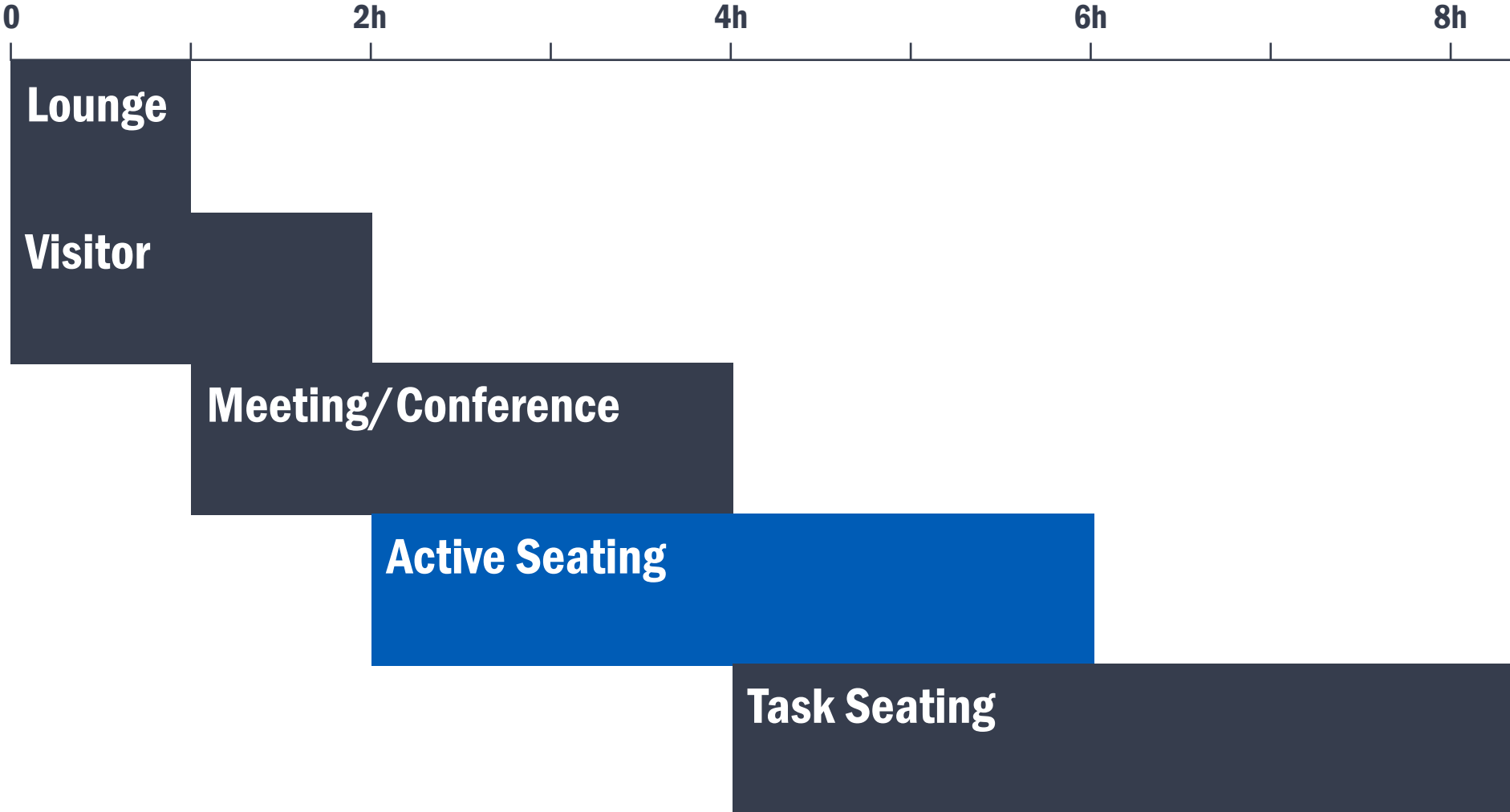


9 h Focus work
at assigned
workplace



2h meeting
1,5 h conference call
20 min conversation
over coffee
1,5 h silent focus work
2h workshop

Why Active Seating?



Why Nia?

Nia was conceived with the needs of an increasingly agile global workforce in mind:

Redefining work seating

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

Freedom as wanted, support as needed

Nia's weight-activated mechanism and unique pivoting back accommodate and quickly adapt to users postures without complicated adjustment controls.

So many opportunities

Nia is designed to blend the style and comfort of lounge chair with the performance of a task chair, creating a solution for many different work settings, from meeting/conference rooms, focus work areas and collaboration zones.

Statement of Line

Nia Statement of Line

As diverse as its users,
designed for every workstyle
and every possible
application in the workplace.

High back
650 mm



Mid back
555 mm



Stool*



*Phase 2

Statement of Line

Arms

Armless
 Fixed (+)
 Height adjustable arms (+)*

Mechanism

Synchronized weight activated
 Seat height adjustment
 Backrest fixation

Castors

Hard castor
 Soft castor



Upholstered Back

High back – 700mm
 Mid back – 600mm

Backrest Mechanism

Without
 With (+)

Seat pan

Comfort foam

Base

Aluminum

*Phase 2

- Height adjustable arms
- Stool

(+) upcharge

Key Features

- Simple, intuitive adjustment
- Smart, unique patented mechanism
- Supports a wide variety of postures
- Designed by Brodbeck Design and Haworth Design Studio

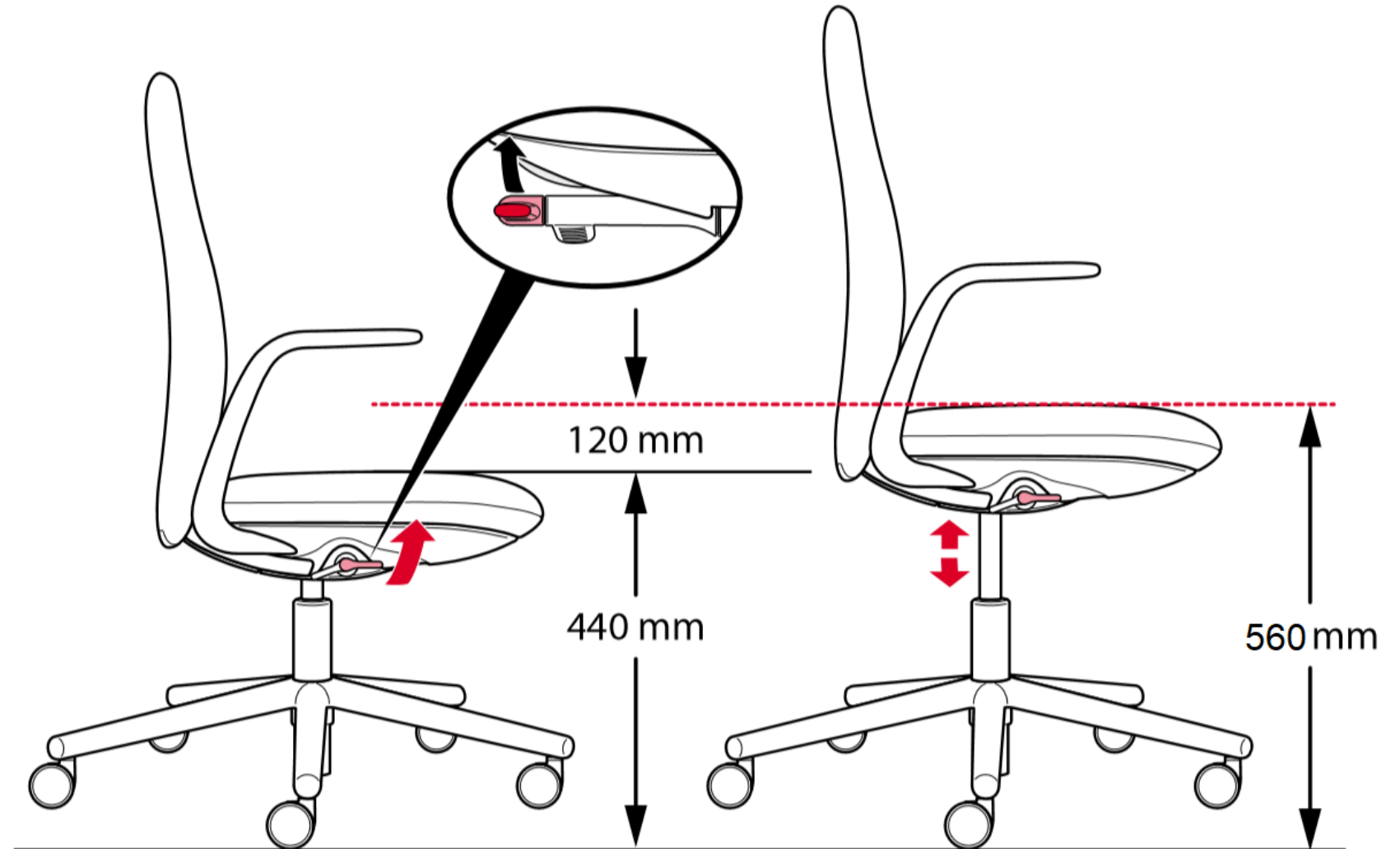


Functions

*NOTE: some features are optional and have an extra charge

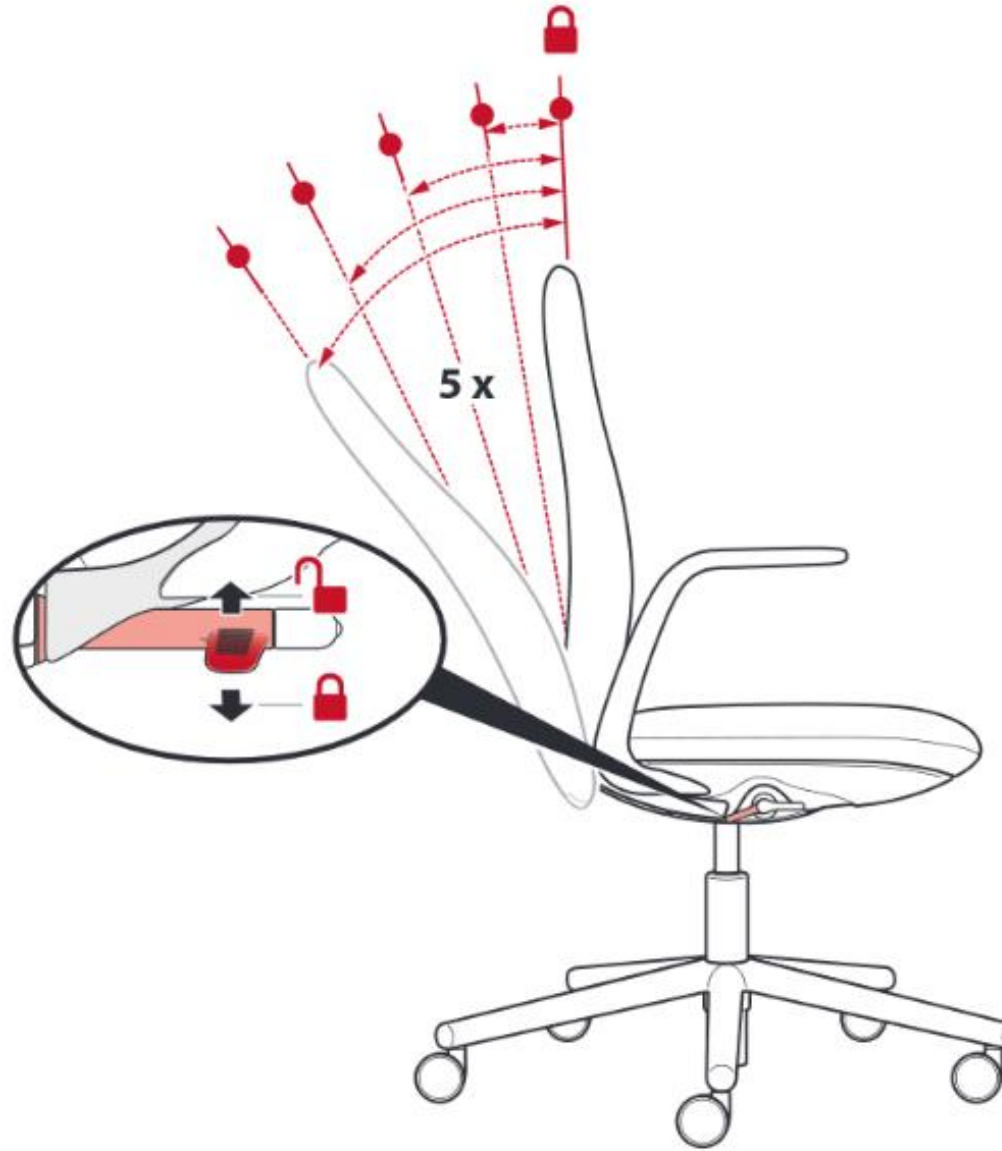
Seat height adjustment

- Pneumatic seat height adjustment.
- Seat height adjusts 120 mm from 440 mm to 560 mm on standard models.



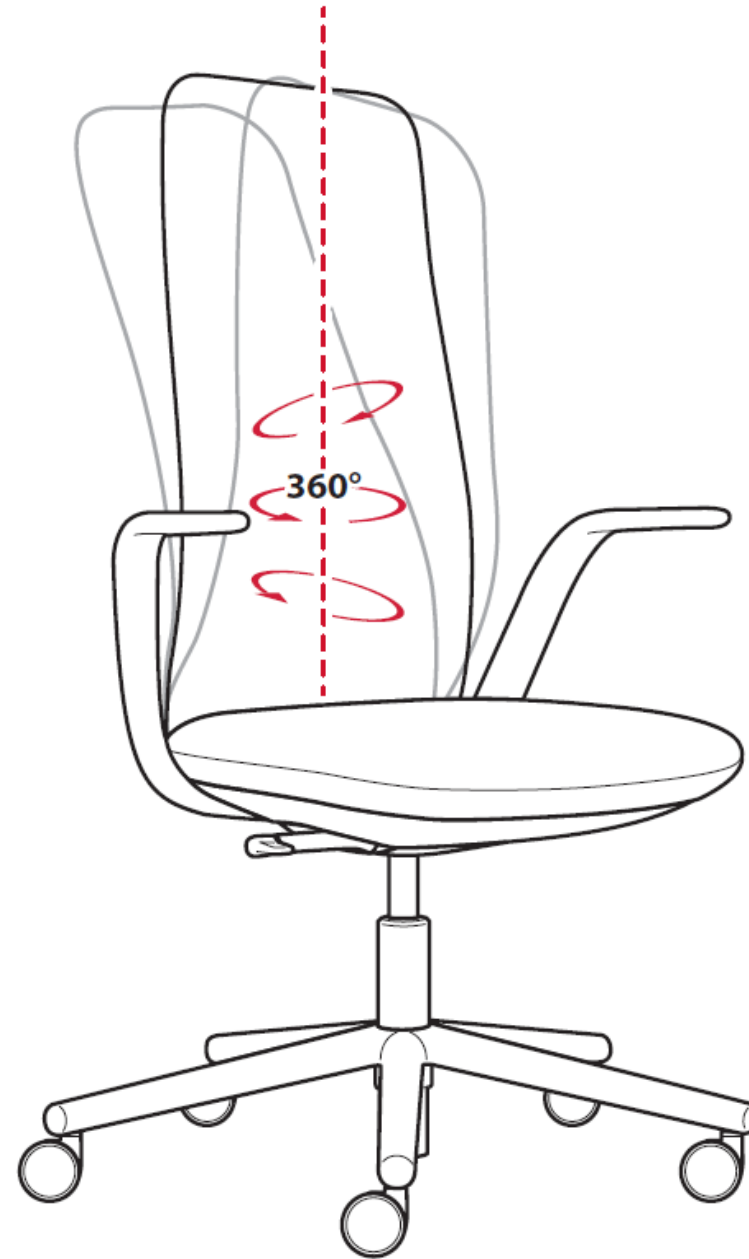
Back lock

- Single position back lock to fix the backrest in the upright position. In total there are 5 back rest positions to fix.



Pivoting Mechanism (Optional)

- Pivoting mechanism is self adjusting and moves in combination with the seating mechanism to create 360° movement.



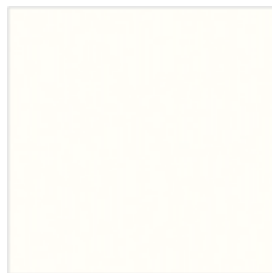
Colors and Materials

Colors & Materials Finishes

Plastic Frame

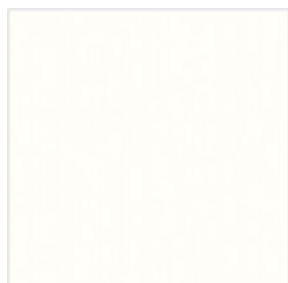


Black



Smooth Plaster

Aluminum Base

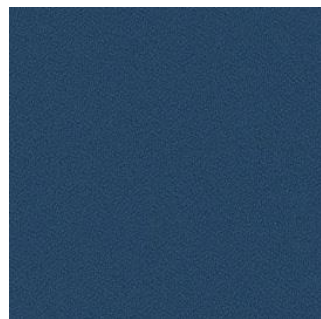


Matte EU White



Matte EU Black

Colors & Materials Seat & Back upholstery



Tellure



Horizon



Focus



Diagonale



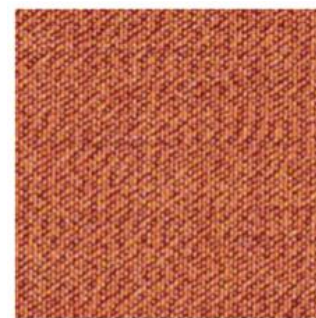
Small Arrow



Floyd



Blazer



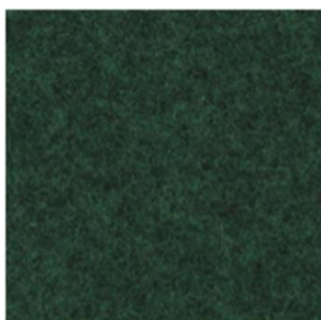
Atlas



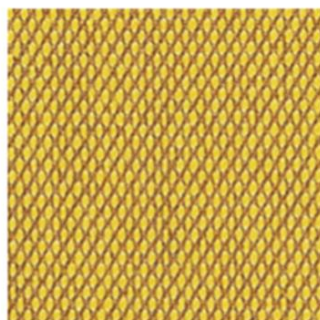
Remix 2



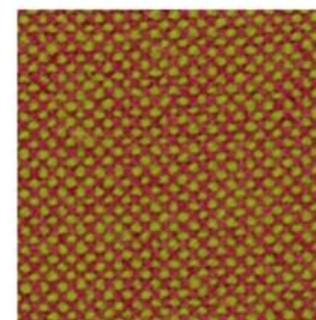
Melange Nap



Divina Melange 3



Steelcut Trio 3



Hallingdal 65

Applications

HAWORTH

Workshop



HAWORTH

Focus Work unassigned



HAWORTH

Focus Work assigned



HAWORTH

Meeting rooms



Certificates and Awards

Certificates and awards

- BIFMA x5.1
- AFRDI
- CECA
- BIFMA Level
- GreenGuard
- GreenGuard Gold
- IF Design Award

Thank you!