

HAWORTH®

Introducing

SINGAPORE

A comprehensive overview of what makes Haworth uniquely positioned as your preferred workplace partner

Haworth Singapore

Over the last 50 years the Singapore economy has experienced rapid economic development. “Singapore's strong economic performance reflects the success of its open and outward-oriented development strategy. The importance of services to the Singapore economy also grew, as evidenced by the increasing share of the financial and business sectors of the economy.

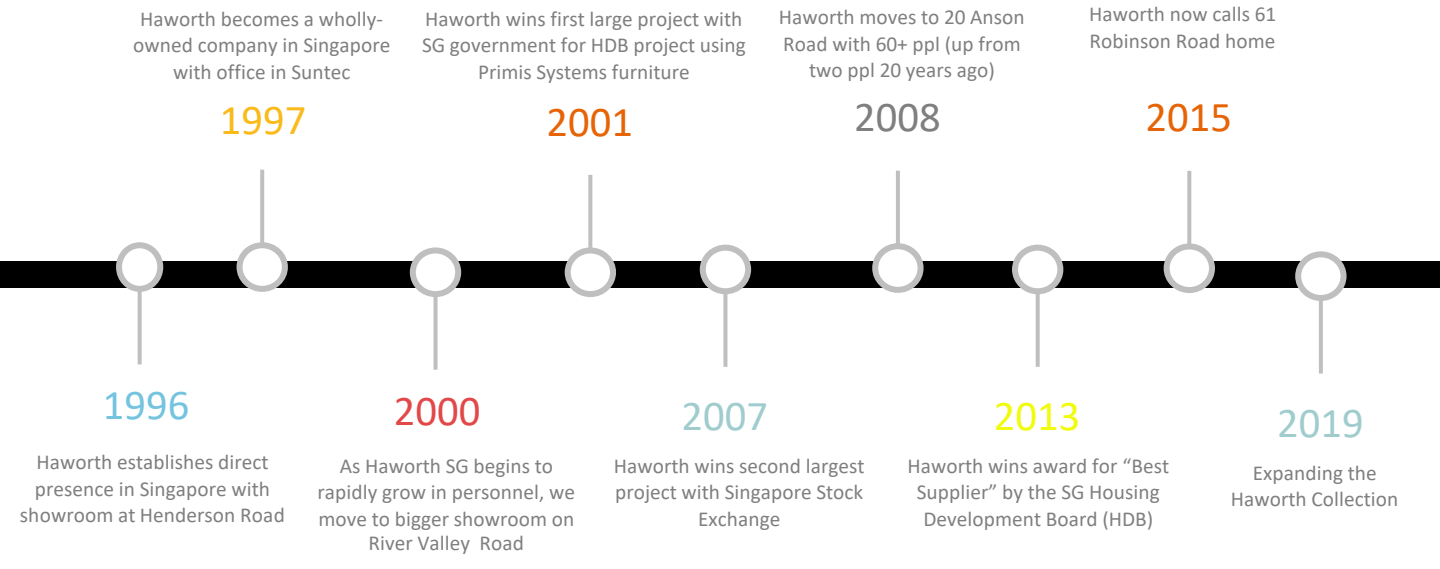
These initiatives, together with Singapore's political and macroeconomic stability, excellent telecommunications and infrastructure, strategic geographical location and a skilled and educated workforce have contributed to Singapore's rapid development into a dynamic business and financial hub in Asia” (Singapore Government Securities).

These companies are our clients. As are some of the top regional and international Architecture / Design firms which have embraced the fast-paced growth within Asia, and as a result, have embraced New Ways of Working.

Coming into Singapore back in the 1980’s, we have witnessed this growth, and have grown with them. Starting out had less than five people. Today, we are seventy-five people plus, here to provide national and regional coverage, supported by our headquarters and manufacturing facility in Shanghai, China.

As the second largest Haworth AP office, we have the strength and talent to provide innovative workplace and product solutions to our clients, near and far, and a dedicated after-sales service to comprehensively assist our clients in minimising the often disruptive process of workplace change.

A partner to many leading businesses in the region, Haworth Singapore actively supports the company’s global commitment to promoting sustainability and sharing workplace knowledge. With a product portfolio that satisfies the highest requirements while anticipating the dynamic needs of our customers, Haworth Singapore is at the forefront of workplace innovation.











OUR PRODUCTS

Haworth has a global commitment to **design and innovation**, leveraged by our use of award-winning global products and an ability to develop and innovate to suit local market needs via our regional design teams.

We have developed many iconic products and global standards for the Asia Pacific region out of our Shanghai headquarters and our India plant in Chennai, where we are able to leverage the location to develop more cost-effective solutions. Intuity, born out of client collaboration, is an example of how we are able to take a specific client need and transform it into a solution, so beloved, that it gets added to our global product portfolio.

Launch of FERN

Leadership: Fern continues Haworth's Legacy of innovative seating designs. Fern is the most comfortable chair in the market and is a revolutionary seating experience. It has innovative total back support and achieves a new level of all day comfort. Fern's Wave Suspension™ system encourages movement with the spine as the backbone of a sitter's movement. Ferns play a vital role in wellness in the workplace environment.

Haworth has leveraged its experience as leader in task-seating to combine the latest in comfort and technology. Haworth also has new affordable task-chair in the workplace called **Aloha**. As collaborative work styles are finding growing support across the globe, our offices have seen a shift towards open plan spaces. Designed by Haworth in Asia Pacific, **SHIFT**™ – is a solution that supports focus at both individual and team level; providing a place for both performance and productivity. **SHIFT**™, with its flexible configuration possibilities, allows people to **SHIFT**™ quickly from different work modes.

For more information please visit haworth.com/ap

HAWORTH COLLECTION

The **Haworth Collection** is an exploration of inspiring design and refined craftsmanship. This premium and luxury portfolio of collaborative furniture celebrates the design heritage of Haworth-owned design solutions including Haworth in-house design team, external designers for Haworth, Poltrona Frau, Cappellini, GAN and Cassina Contract and Janus et Cie.

The Haworth Collection is a carefully curated, evolving selection of furniture, lighting and accessories. The Haworth Collection includes a number of heritage brands offering a diverse range of iconic designs, functionality and aesthetic options. Together the Haworth Collection offers products across a variety of spaces and environments - from commercial office to lobbies, airports, hotels, cafés and outdoor spaces.













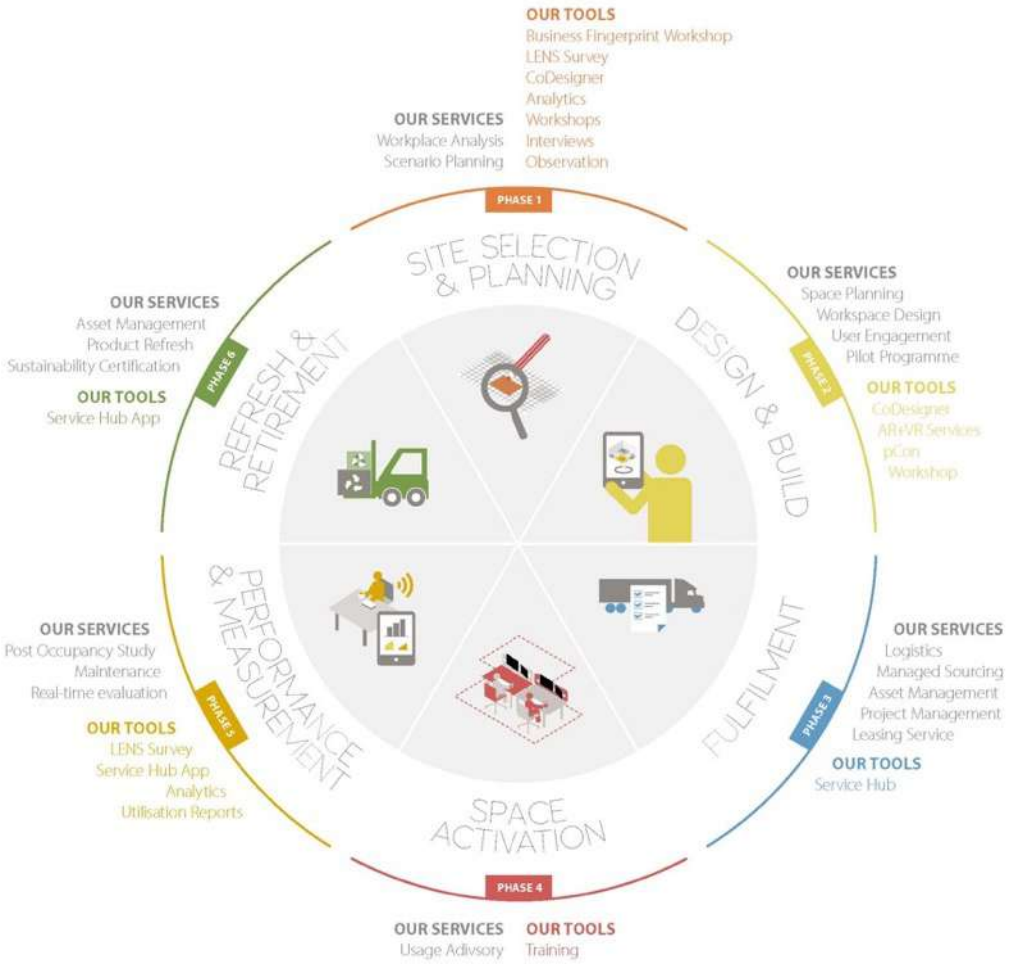
NEW HAWORTH COLLECTION PARTNERS

Haworth is delighted to welcome **BuzziSpace**, **Brunner** and **Framery** to the Haworth Collection in Asia-Pacific to create inspiring spaces. **Buzzispace:** creates furniture, acoustic and lighting solutions that accommodate the demands of the changing workplace. In a relentless pursuit of bettering the world through design. Buzzispace provide the key building blocks needed to create well-balanced spaces to make professionals feel at home wherever they are. **Brunner:** Your journey through a seating landscape of chairs starts with Brunner. It can go high if you choose – thanks to clever stacking. And no matter how long the business trip, there will be no shifting of chairs. Brunner Spoils you for choice. **Framery:** Framery is a pioneer and leading company in manufacturing and developing soundproof private spaces and pods that enable and reinforce happiness in workplaces. Framery was founded in 2010, and its products solve noise and privacy issues in dozens of the world's leading brands' offices.

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IDEATION SERVICES

Haworth's Ideation Services program has been developed to provide support to our customers by enabling a workspace to be effective, sustainable and evolving. To overcome this new globalised ever-changing reality, we challenged ourselves to come up with a way to "future-proof" our clients work environments; ensuring that what they invest in today will be adaptable and relevant for tomorrow. We call this Organic Spaces; a process where spaces can be defined, measured and redefined real time so that organisations can adapt their real estate to continually realign with core business objectives. Haworth helps create great spaces by leveraging knowledge and analytics for a seamless client experience. Understanding unique organisational culture and making data-based decisions improves the performance of the workspace.



ANALYTICS

Real estate costs represent the second largest corporate expense. This drives the need to continuously space utilization and maintain competitiveness. A typical workplace sit vacant 50-60% of the time. Reducing vacancy can potentially result in up to 40% savings. Big data's potential just keeps growing. Taking full advantage means companies must incorporate analytics into their strategic vision and use it to make better, faster decisions.

Haworth Analytics is an agile and intelligent service combining qualitative and quantitative data collection and analysis on workplace utilization. The analysis and reports provide Corporate Real Estate teams, architects, designers and workplace strategists with critical data to make informed decisions for current and future changes of the working environment.



WELLNESS

With top down leadership where wellness strategy is embraced by all, the benefits of a fully integrated wellness strategy will have a significant impact not only on lower absenteeism but in increased engagement and satisfaction with the workplace, hence increased effectiveness, teamwork and productivity.



Meeting today's human and environmental needs (e.g., water, health, and energy) without compromising the needs of future generations. The WELL framework guides projects toward a people centered solution. The idea is to that all 7 are equally important. The new Shanghai showroom is a pilot project for the Well Building Standard, a performance-focused system grounded in medical research that measures, certifies and monitors built environments to promote health and wellness. Haworth is excited to announce the opening of its new Shanghai Organic Space in Shanghai's central business district. It is one of the first WELL-certified facilities to be built in Asia Pacific.









Art jam session to encourage welliness

OUR TEAM

Dedicated workplace experts – Haworth Singapore has the most highly trained, experienced, long-tenured team across Asia Pacific. With a committed local team, consisting of over 75 people, we successfully provide you with the products, services and processes that will help you realise and achieve your business goals, no matter how complex or challenging the project – it's what we do!

In addition, our Global Accounts team has a strong presence in Singapore. These members act as the single point of contact for 150+ global clients in the Asia Pacific market, liaising with their counterparts in in North America and Europe.

Our showrooms are not just places, but an avenue where we journey on learning more about space, products, wellness, the future of work, cultures and work styles. The Singapore showroom has hosted several workshops and client activities.

HAWORTH SINGAPORE HAPPENINGS:

From humble beginnings, when G.W. Haworth's parents loaned him $10,000 to start his business, we celebrate 70 years of innovation this year. In celebration, we were ecstatic to have our Chairman Matthew Haworth, alongside President and CEO Franco Bianchi spend some time with our guests in the Shanghai, Sydney, Bangalore and New Delhi showrooms. Our showrooms are not just places, but an avenue where we journey on learning more about space, products, wellness, the future of work, cultures and work styles. Our showrooms across Asia Pacific have hosted several workshops and client activities.





Click here to read more

Seating Leadership Campaign - Sit Well, Work Well, Feel Well. Haworth is leading the way in ergonomic task seating that supports people's well being at work and helps organisations increase engagement, creativity and performance. We invited Architecture and Interior Designers to come visit the showrooms in Singapore and interact with the display and experience all these chairs for themselves. Meet Fern, Zody, Very, Soji and Aloha; our family of leading task chairs. Each delivers comfortable, sophisticated solutions that enhance working environments and support individuals with easy to use, accessible adjustments.

















HAWORTH SINGAPORE HAPPENINGS:

On July 2017, 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.

The journey from the traditional office to various forms of alternative working is causing tremendous change in workplace design and strategy. We see the influence of technology, generational change, flexible working and economic uncertainty force organisations to make more effective use of their workspaces by experimenting with different working environments. People now have more choice over where, when and how to work. These changes impact organisational culture and increase the focus on creating well-designed spaces where people desire to work; creating spaces that encourage movement and provide support for their specific work activities.

Organisations strive to harness the full potential of their workforce by bringing people together to engage, create and innovate. Creating a sense of place through a unique mix of traditional workspace, open, focus, and private communal spaces and formal & informal meeting they encourage community and build culture.

Work-settings need to be customised to how organisations work today and be flexible to be reconfigured for future needs. Consideration of purpose, technology, visual and acoustic privacy gives rise to creating productive workspaces that achieve business goals that adapt to change over time. We call this Organic Workspaces.'

HAWORTH SINGAPORE HAPPENINGS:

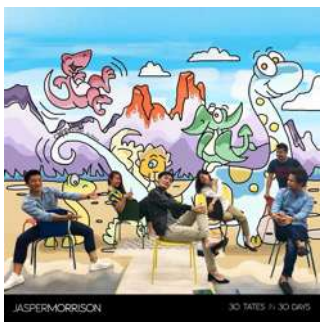
Haworth's journey to premium, celebrate great design. Haworth had Jasper Morrison Pop ups across 7 cities from March through May 2018. Participating Haworth showrooms were Singapore, Hong Kong, Shanghai, New Delhi, Mumbai, Sydney and Melbourne. Exploring Jasper Morrison's works through Cappellini, guests learned about Jasper's design philosophy and how his pure, authentic approach paves the way for inspiring spaces. Cappellini's keynote address in Singapore further investigated how to build design-centric workplaces that motivate us to live and work better.

Haworth was proud to give away 30 Tates in 30 days through a photo contest, some chairs even exclusively signed by Giulio Capellini himself! 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.

Haworth together with it's partner Luxxbox focused on performance collaborative pieces, to create spaces that inspire. Haworth had 6 Weeks of pop-up displays from May – July 2018 in 7 cities: Singapore, Shanghai, Hong Kong, Chennai, Bangalore, Sydney and Melbourne. The Night of design in Singapore was a great success with Designers and clients all learning more about performance collaborative pieces.









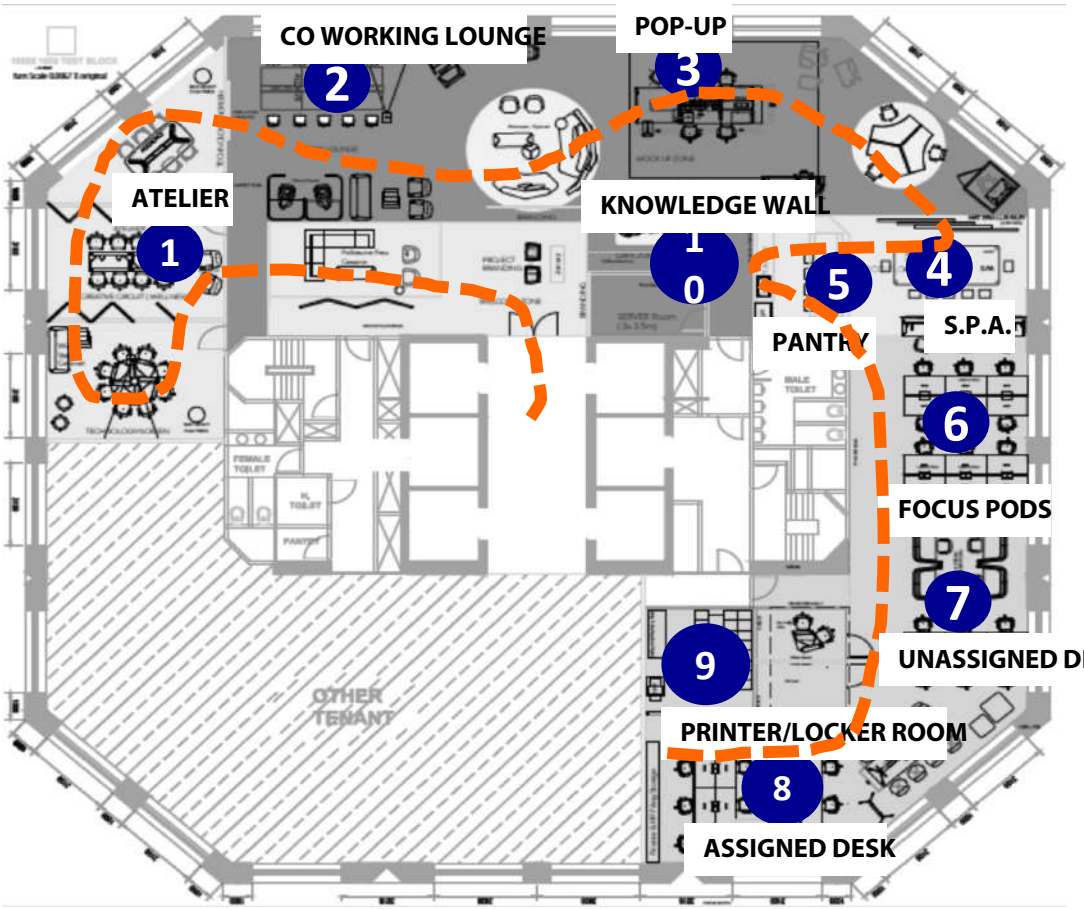


OUR SHOWROOM

Haworth showrooms are designed to create a consistent brand experience through a physical representation of Organic Workspaces, a strong local presence, and intriguing spatial experience. We use storytelling to connect with our clients and enrich the experience, bringing local designs and materials into the space.

The Singapore showroom is an Organic Workspace that supports the wellness of it's occupants. This means that it is a space that evolves with our business and follows the WELL Building Standard® - an evidence-based system for measuring, certifying and monitoring the performance of building features that impact health and well-being.







A world leader in the vacation rental industry , Singapore

Requirements: to deliver a new workplace solution for 50 staff, however the budget and timeline were tight – just eight weeks !

Solution: Working with the provided specifications and budget was tough, but Haworth's team looked carefully at its product portfolio and sourced the right furniture to deliver an outstanding solution.

"This is the first project in a long time with no defects or outstanding items," enthused the company's project manager

Products: Ergonomic seating (VERY conference, task and side chairs), meeting room furniture and storage units (HAT elements) and collaborative workspaces (PLANES training tables).

Motorola, Singapore

Requirements: Motorola, updated its Singapore office from a typical 90s work environment (think: high panels and cubicles) to a new agile workspace that meets the needs of today's more flexible workforce.

Solution: We worked closely with designers, SCA design, to educate the firm on the best solutions to meet their current and future work needs and establish an overarching vision for the new look and feel of the space.

Products: Intuity, Intuity HAT, Intuity Conference, AP Planes, Eona, IQ Commerical (IQ Pods), Storages, Lockers, CMS, Very Task, X99, Matzform, Openest (Feather)





High Profile International Network Vendor, Singapore

Requirements: Haworth was asked to refurbish their existing space to match their position at the forefront of innovation. The budget and timeframe were tight, but we were able to deliver an outstanding solution for 160 employees in just eight weeks.

Solution: Intuity workstations provide a workspace solution to help create the ultimate environment for innovation. For focus work, IQ Pods and Openest offer a chance to find a quiet place away from the office action, while AP Planes tables support greater collaboration. Very, Fern and X99 task-seating offers chair for all-day comfort. In client-facing and break out areas, collaborative furniture for an edgy, innovative look in keeping with the company's values.

Products: Intuity, Ceiling Feed, AP Planes - Interior, IQ Commerical (IQ Pods), Fern, Very, Very Conference, X99, Monitor arms, Daybox, Mamabear, Sushi, Crasseveig, Openest, Chick Pouf, Matzform, Maria.



HPE, Singapore

Requirements: HPE asked Haworth to help create a new workspace design to increase productivity and morale for 10,000 employees over 5.5 levels in its Singapore office, including 1657 workstations.

Solution: The deadline was tight – just 24 weeks – but our team delivered on time and budget. Our solution was to create an open space with maximum access to daylight and views that would encourage greater collaboration and cater to different work styles. We added further areas for privacy and IQ Commercial Pods for close work when needed. HPE was thrilled with the result.

Products: Reused Ez65, IQ Commercial Pods, Intuity Fixed, High and HAT, Very Conference and Wire Stacker, Shift and Planes.

Philips, Singapore

Requirements: The building is designed according to the Philips Workplace Innovation standard (WPI) which encompasses open zones, collaborative areas, focus rooms, phone booths, touchdown tables, break out areas, silent work areas and meeting rooms. These work settings are specifically chosen in order to cater to different needs and situations.

Solution: The furniture was chosen to offer a beautiful reflection of the client's workplace standard to balance the various environments.

Products: Intuity workstations, Intuity meeting tables, Planes tables, EZ65 meeting chairs and Haworth xFriends'

IQ Commercial's Task Pods

"During the design stage of our new building, Haworth were very supportive in exploring options and bringing solutions to meet our requirements showing flexibility in adapting some of their standard products. We appreciated the level of responsiveness and ownership from the Haworth team and the account manager.

Serge Bellin Regional Head of Real Estate Growth Markets & GRC Philips Lighting





IT Solutions Company, Singapore

Requirements: Transitioning from a traditional closed work environment to an open space concept to encourage collaboration and teamwork.

Solution: Intuity workstations fit their requirements of an open workspace concept yet customizable to suit different department's requirements while maintaining parallel aesthetics throughout the workplace. Shift workstations cater towards managers by providing private workspaces without being isolated.

Products: IQ Commercial Pods, Intuity Fixed, High and HAT workstations, Very Conference and Wire Stacker chairs, Shift workstations, Planes meeting tables.







Global Financial Leader, Singapore

Requirements: The client had to vacate its existing workspace before construction on the new space was complete. Our solution? We installed temporary workstations and provided warehouse services until the build finished, so staff could continue working productively with minimum disruption.

Solution: Haworth transferred managers from enclosed rooms into a new open space designed for the ultimate in collaboration and flexibility. We developed semi-enclosed workstations with height-adjustable desks to make the transition easier.

Products: Xone and Shift panel with height adjustable desk, AP Planes tables and X99 Seminar and X99 Guest, Archibald and Bob tables, AP Essenze, TD Desking for Trading, Borders and Point Stools.

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