

HAWORTH

Issue 01

Work Places



Work Beautifully from Anywhere

Adapting spaces to changing work patterns.

haworth.com/eu/en/workplaces

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EDITORIAL

The office is no longer the dominant workplace option. It is now considered one of several alternatives in a hybrid work ecosystem that encompasses a range of physical and virtual environments. Our customers are now facing a demand for a new type of office from their employees: one where they feel happy to be working. These offices need a variety of environments to meet a wide range of needs and expectations. Open, high-energy spaces that are conducive to collaboration and communication (“We” spaces) must coexist with

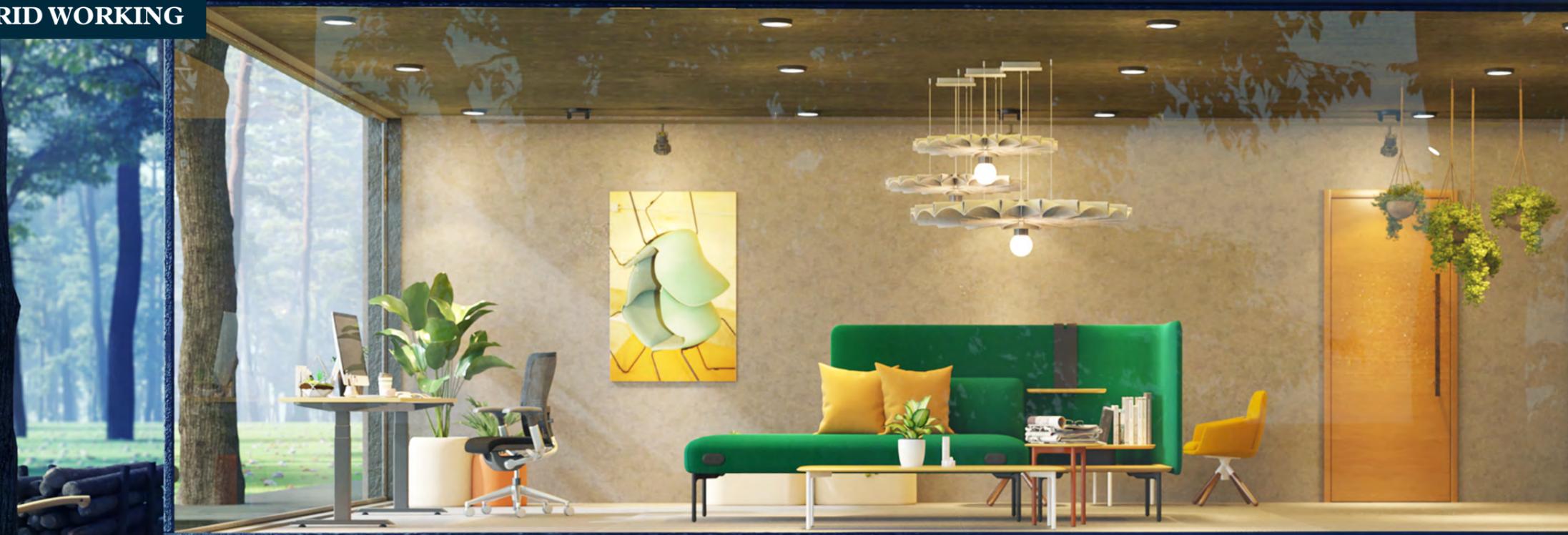
quieter areas that are conducive to concentration or contemplation (“Me” spaces). This complex landscape must also include the right technologies for teams to focus, connect or learn. As the office becomes a hub for collaboration and productivity, its design must evolve to support this change.

In this magazine, we want to offer insights, examples and solutions for adapting or creating great places to work. Our one purpose is to make spaces where you are happy and productive.

from the Haworth team



HYBRID WORKING



There is no one-size-fits-all approach to being a hybrid company

According to Allison English from Leesman - who shared findings from a global hybrid work-study over 90 countries - “it is now more important than ever to define the workplace ‘why.’ Globally, business leaders ask their employees to come back to the office three or four days a week, and often meet the question: “why should I come back?” Employees demand more, and organizations must define the role they expect their offices to play in the hybrid plans.

Examining organization and employees’ needs

Now that Work from Home has a permanent place in the WFA Ecosystem, as a convenient location to support individual focus work, reading, scheduled calls, and virtual meetings, the office is viewed as “the epicentre for team collaboration, creativity, and culture, with easy access to physical materials and resources. Newly emerging Third Places provide flexible options for temporary focus work or touchdown activities away from distractions

that can happen in the office or at home. With work happening in these diverse locations throughout the week, organizations need to reimagine how the office can support employee collaboration, thus providing an appropriate answer to their question: why should I return?

Focusing on the needs of the workplace

The office cannot just be where employees get together to work on a project in a group setting. Recent history has proven they can access many kinds of technology to collaborate. It also needs to be more than a required place where they come to work a few days a week and then go home. Organizations truly looking to achieve effective teaming, creativity, and innovation should consider how they may be creating roadblocks and what they can do to support face-to-face interactions that lead to effective teaming.

First, organizations should examine the necessary workplace design considerations to help teams achieve ad hoc collaboration. One such consideration is geographical boundaries, which revolve around

the “Where” and “When” employees get together to solve problems, think creatively or innovate. Answering these questions is relevant because many teams now find themselves with members dispersed between the office, home, and third places. Other aspects are the culture and the collaboration modes of the team. Do they share information during scheduled meetings and formal presentations, or do they require more informal spaces for idea generation, brainstorming and strategic thinking? Once these specific work needs are understood, the physical workspaces can be tailored to provide flexibility and immediate access to team members, creating an environment where high-performing teams can thrive.

Haworth International helps you understand what is best for your teams. Want to change from an office-based culture to a model that integrates remote work? Visit Trends & Topics on haworth.com to read all about it.



The key to a successful hybrid meeting

Hybrid working has proven to work for the past 2 years and will be the preferred new way of working moving forward. With this new way of working, hybrid meetings will be essential for businesses to collaborate. Hybrid meetings are vastly complex due to a mixture of participants attending the meeting remotely and physically, they are easy to do poorly but hard to do well. We usually focus on the agenda and the technology aspect but there are more important factors that can ensure the success of a hybrid meeting.

The participants for a hybrid meeting can consist of people all over the world with diverse cultures. Participants from different culture will require the appropriate environment in order to get the best of them. The 2 main cultures are categorized into low and

high context. People from a low context culture are more factual with less use of non-verbal communication cues. They communicate using explicit messages and are monochronic, emphasizing on the schedules and focus on a single task at a time. They have the tendency to dominate and dictate the meeting. This will derive others of having the opportunity to contribute, the moderator will need to be conscious of this and take control of the meeting, ensuring others have the equal opportunity to contribute. On the other hand, people from high context culture use a lot of non-verbal communication cues. They are more emotional and communicate using implicit messages. They are polychronic, adapting to situation and focusing on multiple tasks at a time. They are more of willing listeners, usually hesitant to speak up and they will need encouragement to

participate actively. An icebreaker before the meeting will be great to warm them up and let them feel more comfortable. Having an inclusive environment is key for participants from a low context culture to thrive. During the meeting, the moderator can nudge them by asking for their opinions and this will get them talking. Any sign of disapproval including non-verbal cues from other participants will greatly deter them from contributing thus constant encouragement will be essential.

With the knowledge of diverse cultures, we are now better equipped to ensure our hybrid meetings are successful. The key to a successful hybrid meeting hinged on the word DEI.



D is for the awareness of the participants from diverse cultures and how the moderator can manage the meeting accordingly, **E** is for giving all participants the equal opportunity to contribute and **I** is for an inclusive environment regardless.

Future-proof offices: The example of Haworth Paris

by Marion Toison
Workplace Strategist, Ideation

When Haworth started the renovation of our Paris-based office, we had already embarked upon an organizational, digital, and spatial transformation several years prior. With 10+ years of experience researching and developing multi-use spaces and unassigned workstations, we have a plethora of takeaways. The most recent global pandemic gave us the time to rethink what we already know and consider the new challenges people are experiencing in their ways of working. We asked ourselves: What does the return to the office look like today?

Haworth's ideation methodology proved to be as relevant and effective as ever in helping us produce the right design brief for the needs of our Paris office.

[Read the full article on Spark](#)

PRODUCT



Nia: Active, Agile, and now GS Certified!

The GS test mark is an important decision aid. It is the seal of approval for “Geprüfte Sicherheit” (Tested Safety), regulated by German law (German Product Safety Act).

This test mark is recognized worldwide. With GS, our customers can assume that their safety and health are not at risk while using Nia.

[More on Nia](#)

Move Tijo without moderation!

Tijo is a new Haworth sustainable solution to accommodate your lounge spaces for individuals or groups. It is partly made from scrap melamine from the production of tables or storage units. Sustainability credentials are enhanced with the cushion made from Kvadrat Really felt, produced with recycled textile waste. The Tijo cubes combine to create individual or shared seating, personal storage, shelves, or lecture halls.

[View the video](#)



Comparison made, wise choice made.

Check out our updated office chair comparisons on our Seating web pages and find the best solutions to your employees’ needs.

[AP Portfolio](#)

[EU Portfolio](#)

PRODUCT

Cardigan Lounge by Patricia Urquiola for Haworth: a Neocon-winning chair!

In 2022, Haworth continues its experimentation with state-of-the-art knitting machines with the debut of Cardigan. The design by Patricia Urquiola stretches digitally knitted, recycled PET over a powder-coated steel frame, producing a lightweight lounge chair with a ribbed texture across a cocooning, malleable back and plush seat cushion. Because the knits are engineered to each frame's exact dimensions, there is no offcut. A contribution to Haworth's zero-waste mission.

Cardigan Lounge won a raft of awards at NeoCon:

- Best of NeoCon 2022: Innovation award
- HiP award
- Metropolis Magazine Best of Lounge award
- Fast Company innovation award

We can't wait to welcome it to the International Region!

Available to order in: July 2022



Bowi with removable pads

[Watch the video here](#)

August 2022



Maari with the recycled shell (Europe)

[Watch the video here](#)



Welcome, HushOffice!

Mikomax is - with their Hushoffice acoustic pod range - the newest sister company in the Haworth group. We are joining forces to address the growing demand for professional acoustic solutions in the office environment. For more than 30 years, Mikomax has been analyzing best practices globally to understand what makes people thrive in workplaces. They learned that employees need regular evolutions of their working environment to feel fulfilled, inspired and intellectually stimulated.

With their acoustic pods, Hushoffice delivers workplaces where everyone can work just the way they like and need. The high-quality standards of the flagship collection will meet the high expectations of our customers and dealers.

[Click here to view the video](#)

PATCH and CORD: A partnership with purpose between GAN, Patricia Urquiola and Haworth

PATCH and CORD, designed by Urquiola for the collection that GAN edits exclusively for Haworth are two series of rugs in four colors each, made from 100% recycled PET fibers, a highly resistant material that adapts perfectly to the working environment. These pieces are entirely handmade in India, one of the most polluting countries but also one of those with the most PET recycling plants.

PATCH, which is made with the dhurrie technique forming an interesting grid pattern, and CORD, made by handloom with PET rope, show that at GAN sustainability and high performance always go hand in hand. PATCH and CORD will join the Haworth Collection in August.

HAWORTH COLLECTION

**Hiroi wins
EDIDA 2022**

The Hiroi armchair, designed for Cappellini by Janský & Dunděra, wins the prize for the “Seating Furniture of the Year” category of the EDIDA 2022, Czech Edition.

Congratulations to one of the most recent additions to the Haworth Collection!



You are in Scandinavia!

BoConcept’s Princeton chairs and Bornholm tables join the Haworth Collection in Summer 2022.

[View the ranges](#)

GREAT PLACES, HAPPY USERS



Cross pollinating work, hospitality and wellness

While many co-working brands have taken hyper locality into account, expecting a unique interior scheme for each location is not feasible. Our smart partnership with Headquarter and Studio Aissingler in Switzerland revealed new possibilities for the design of co-working spaces. Workers appreciate outstanding design daily.

Discover this new Zurich entrepreneurial scene.



Get inspired! Biophilic design across Haworth showrooms



Dehli, India



Manila, the Philippines



Paris, France



Zürich, Switzerland

Strengthening culture with a hybrid approach: The SimCorp case study

“Our main goal was to create an office space that was welcoming to people, even if you weren’t here every day. It was important for us to create a dynamic kind of culture with a lot of flexible working space, team rooms, and meeting rooms. And I’d say we did that successfully with the help of our architects and Haworth.” James Corrigan, Executive Vice President, SimCorp

[Click here to watch the full story](#)

Biophilic design for a better workplace wellbeing

While people are returning to the office, biophilic design – the notion that humans are intrinsically drawn and attracted to nature – is becoming central to office environments.

Going back to the office on a hybrid work model means that employees have strategies for how they want to spend their workweek and how that aligns with their lifestyle. They are looking for amenities that make them feel healthier and safer. It has become essential for a workspace to offer access to greenspace, natural light, and fresh air to contribute to employees’ health and performance.

How do Biophilic principles play into these strategies?

Tour our Singapore showroom and see how a choice of natural materials, harmonious textures and colours, and lots of greenery can help you create a place where people thrive.

[Start the Singapore Visit](#)

SUSTAINABILITY**Give a second life to your old office chairs!**

Circular services are part of Haworth 2025 Commitments. We focus on finding ways to maintain product value by keeping resources in high-quality use cycles and gradually designing waste and pollution out of the system. Together with our partners and clients, we explore sustainable solutions for used furniture, including repair, refurbishing, reuse, recycling, and-or remanufacturing.

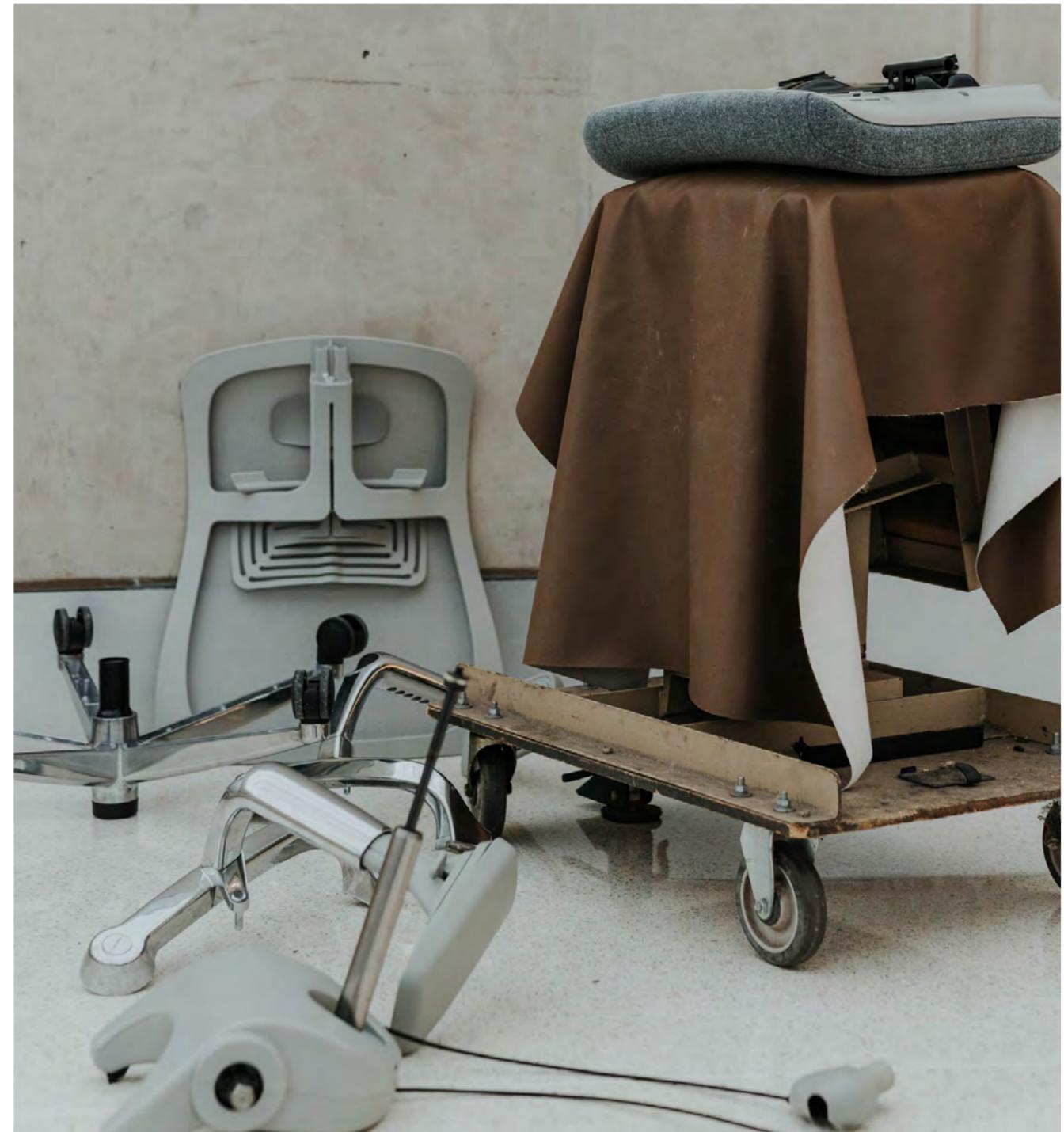
In Europe, we have piloted the Product as a Service project, including leasing. When our Pudong plant in Shanghai needed an office renovation in 2021, rather than replacing old furniture with new, we decided to refurbish our existing 10-year-old chairs and desks to support our sustainability strategy. Our Zody task chairs looked brand new after the bases got fresh coats of paint and the seats were re-upholstered. Other components, like seating mechanisms, cylinders, and casters, were still functioning well, so

we reused them. Our Customer Solutions team helped upgrade existing AllWays® fixed-height benches to height-adjustable models. We leveraged our manufacturing plant to repaint the metal components, creating like-new products. Now our members can adjust their desks to suit their changing positions. Overall, the used products look great, and their upgrade had a minimal environmental impact.

Around the world, we cultivate partnerships with like-minded organizations to promote a circular economy. Last year, Haworth France joined forces with Label Emmaüs to give a second life to our Zody chair, offering B2B customers a new sustainable purchasing model through the distribution of office chairs reconditioned in the Label Emmaüs warehouse. Over time, this partnership will expand to a broader range of furniture solutions—further extending the life of our products and keeping waste out of landfills and resources within material cycles.

Finding new ways to support a more circular business model plays a pivotal role in our strategy and commitment. Do not hesitate to ask us when you plan to upgrade used furniture or want to buy second-life products.

Contact your Haworth representative or send a request



Supporting People and the Planet One step at a day

Read stories and learn about our journey to make the world better in our newly published 2021 Corporate Social Responsibility Report.

[Read full report here](#)

Work
Places

SUSTAINABILITY



Haworth Gives Back

When Haworth South-East Asia held their annual kick-off event in Phnom Penh, Cambodia last May, they took this opportunity to contribute to the Cambodian society by cooperating with a community school called Green Umbrella, which served as a team-building activity.

Founded in 2012, Green Umbrella is an NGO in Cambodia located in the Takeo Province. The school aims to improve the quality of education for poor children (aged between 4-12 years old) from kindergarten through primary school. They currently have 250 kids. Cambodia is a struggling country that tries hard to overcome the challenges left by the destruction of the Khmer Rouge. The area around

Green Umbrella is developing fast, but poverty is quite visible.

Haworth members worked on three different projects for Green Umbrella that were intended to have a positive impact. These projects were: building a new playground, a sound garden, and renovating the school's garden. Haworth members split into three different groups, and each group did each task for 30mins and then rotated. Haworth Members also prepared some items to donate were clothing, shoes, books, and more. Some members were given the opportunity to make a difference by also donating cash garnering a total amount of 900 US dollars which Green Umbrella highly appreciates.



To conclude, volunteering at Green Umbrella has been a rewarding experience for Haworth members. Giving back is a great way to understand the local community. Having a broad, open-minded perspective of the different walks of life around you will help you become an effective and empathetic citizen. This ties in seamlessly to one of Haworth's Values: We work to make the world better.



SUSTAINABILITY

Salone di Milano: Designers, Talents, and Stars in the eyes

The entire industry was looking forward to the Salone - which took place from 7 to 12 June 2022 in Milan, Italy - to showcase their latest developments, ideas and partnerships, mapping out how our lifestyles are evolving. Haworth International was naturally present to join in with its brands from the Haworth Collection and capture the newest trends in furniture and furnishings. But, also to welcome the two winners of the mood board contest we had launched with our partner Kvadrat during the pandemic. Every picture is worth a thousand words, so we have captured some precious moments for you to enjoy.



[Click to discover](#)

HAWORTH
100
Centenário Portugal

100 years of
operation in
Portugal.

Happy
Anniversary!

[View more](#)

Neocon 2022

Explore Neocon's hottest topics, design stories, plus our industry-leading research and the products that were introduced to the North American market.

[Click here to find out more](#)



Listen to **INSIDE** Podcast on the state of the office market, with Henning Figge, President of Haworth International.*

[Click here](#)

*podcast is in German

Stay Tuned!

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