Issue 03

Work Places



Welcome to the Hybrid Office

The office is dead, long-life the office!

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EDITORIAL

In 2023, we marked a momentous occasion - our 75th year in partnership with you since our inception in 1948. This remarkable milestone not only prompts us to reflect on our journey so far but also ignites our anticipation for the future.

Your unwavering loyalty and trust have been the bedrock of our 75-year journey, and this is a sentiment that will endure. Our commitment remains the same: designing products that empower your employees and elevate their working environments.

We tirelessly pursue innovations to make our products more efficient, sustainable, and equipped for the challenges of tomorrow.

We recognize that staying abreast of the ever-evolving workplace trends can be a daunting task for you. As a result, we are diligently dedicated to staying at the forefront of innovation, ensuring that we support you well in your quest to remain current and competitive.

We encourage you to delve into our magazine to discover what differentiates Haworth from other industry players. We hope you will find valuable insights that underpin our dedication to innovation and our unique approach to supporting your needs.

Your Haworth team



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Welcome to the New Office!

Navigating the Uncovered Faces of the Hybrid Office

In today's rapidly evolving world of work, the concept of the office has undergone a profound transformation. The traditional 9-to-5 routine within the confines of a physical workspace has given way to a more flexible, dynamic, and interconnected model – the hybrid office. This new landscape represents a pivotal shift in how we perceive and engage with the workplace, offering a blend of in-person and remote work experiences. In this exploration of the "Hybrid Office," we have delved into the multifaceted dimensions of this new paradigm and unveiled its implications for businesses, employees, and the future of work.

Our Workbook is your guide to navigating the uncovered faces of the new workplace.

Learn More



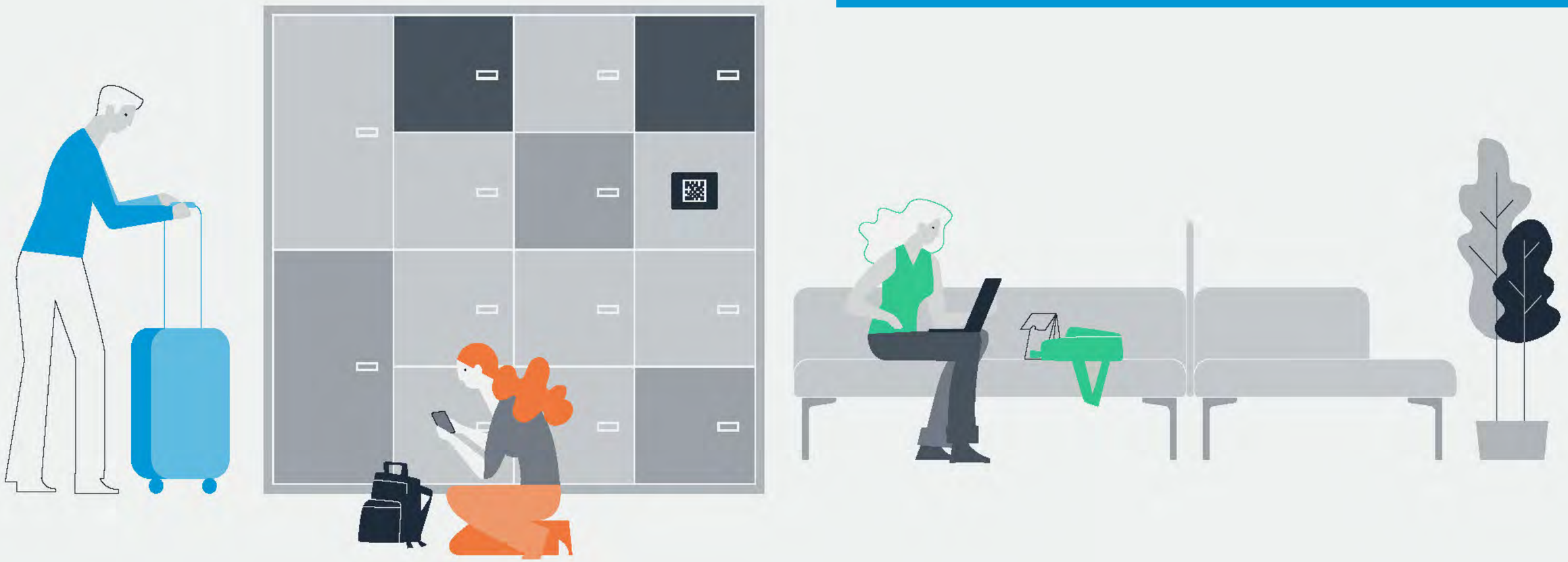
Click here to view the user's benefits

Unlocking Flexibility: Be_Hold Smart Storage Solutions

In the current era of hybrid work, the traditional confines of the workplace have been redefined, highlighting the critical need for flexibility. As employees divide their time between home and the office, there is a growing demand for storage solutions that are adaptable and efficient. In response to this shifting landscape, Haworth's Be_Hold Smart presents a ground-breaking solution to the challenges of contemporary work.

Streamlining the management of personal belongings, it not only addresses the storage requirements of hybrid workers but also opens up new possibilities for optimizing office space. Be_Hold Smart serves as the gateway to a seamless and efficient transition into the realm of flexible work.

Explore the solution





Circularity in practice

Charting Sustainability

The Haworth Cardigan Lounge Chair is a Key Milestone in Haworth's Eco-Friendly Odyssey

- Haworth Cardigan is our first chair to use **no glue**
- It is our first **fossil fuel-free** lounge chair
- The upholstery is knit-to-fit, **3D knit fabric**; knit-to-fit means there is no wasted fabric or trimmings
- Haworth Cardigan uses **biomass-balanced foam**, which uses biofuel rather than fossil fuel during foam production
- It is the **lightest lounge chair** in our portfolio.
- It is **flatpacked** while shipped, so more chairs can fit in each container (and it's easier for people to handle when it arrives at their homes)
- **Recycled materials** were used wherever possible (the knit is 100% recycled polyester; the cardboard is 100% recycled)
- **Recyclable materials were maximised** (the shell is polypropylene; the legs and frame are steel; the packaging is 100% recyclable)
- **Packing materials are minimised** – only cardboard is used, no heavy plastic wrapping

Designer Patricia Urquiola describes Haworth Cardigan lounge as a product with no leftovers. (There's even more to the story than sustainability; Cardigan is supremely comfortable, with users describing it as 'a hammock at work'!)

Haworth Cardigan lounge is the most sustainable lounge chair we have designed – so far.



Watch the interview with Patricia Urquiola

Read the full design story

HYBRID OFFICE

Acoustic balance is golden

Noise levels are consistently the greatest concern in offices

According to Leesman, most people are unhappy with the noise levels in their offices.

Over 90% of Leesman's survey respondents now work in either hybrid or fully remote ways. This means most people can execute certain activities at home – namely, focus and concentration work – where acoustics are much more favourable. But when hybrid workers go into the office, noise levels become a major concern.

There is no way around it: to be a supportive working environment, a workplace must deal with acoustics. Workplaces that neglect acoustics will hinder people from doing their best work.

Our Workplace Acoustics campaign this year garnered a lot of attention. Whether you need a quick refresh or it's your first time joining this acoustic journey

Discover acoustic vibes on our page!



We know sitting

2023 saw our seating portfolio evolve, with more options than ever to bring ergonomic comfort to hybrid workspaces.

The legacy of Zody continues. With the new **Zody II** and **Zody LX**, it has never been easier to fine-tune your comfort – and to look so good while doing it. The optional dual posture feature makes the classic office chair ideal for height-adjustable, hybrid work. By introducing a third posture, perching, in between sitting and standing, Zody II and Zody LX enable a wide range of dynamic motion.

Poppy and **Maari** are now available with a **tablet** option. Training spaces are more important to hybrid workspaces than ever before, with offices serving as a hub for in-person educational events. With tablets, Poppy and Maari are the ideal option for learning zones.

Fern Type A complies with all projects that require **CERTIFICATION A** – so our flagship seating is now available on more projects than ever before.

Aloha AX extends ergonomic possibilities to a larger audience than ever before by complying with the **AX standard**. If you have projects that require such certification, Aloha AX will be your protagonist.

Read more about Haworth's office chairs

Haworth Collection introduces Nawabari, the new Work Lounge



In a collaboration between titans, Haworth Collection partner BoConcept has worked with the internationally renowned BIG Studio to create **Nawabari**, a work lounge family that brings hybrid workers together. People are hoping for more community in their workspaces, and Nawabari answers. It is a work lounge – a sofa designed for working areas, rather than a residential piece placed in an office.

SUSTAINABILITY

2023 - A year of milestones



It has been a wonderful year for sustainability progress.

We looked at **Haworth Cardigan lounge**, where much of our sustainability research emerged in product form. What we learned during the Haworth Cardigan process – including regarding biomass-balanced foam, reduced packaging, and streamlined shipping – will reemerge in future products.

This year our short-term and long-term (or net-zero) **emissions reduction goals** were validated by the Science Based Targets initiative. Having both our short- and long-term goals validated is an industry first. This official recognition is the next step toward significantly reducing our global emissions – including in our supply chain – by 2030.

Second life programs are critical on the circularity journey. This year, we ran a second life pilot program to identify second life best practices. These programs are essentially unique in each market, depending on several factors, including: the main products sold in each market; whether Haworth has a manufacturing facility nearby; and the capabilities of Haworth's local partners.

Gain in-depth insights



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Haworth Shanghai

I was very impressed by our Haworth Shanghai showroom, it is the perfect case study: flexible spaces, social spaces, bookable workspaces, quiet spots for deep focus, meeting and collaborative application, all designed with impeccable taste by Liz Teh and Studio Urquiola.'

Manon Lamiche -
Social media manager International

Tour the Showroom



Haworth Chennai

'This week we could welcome our 100th employee (which we at Haworth call member as we are a family-owned company) to the Chennai Shared Services Center and inaugurate our new 26,000 sqft office building in Chennai. It is amazing to see the family grow with unique and capable people".

Henning Figge – CEO
Haworth International



Haworth Budapest

'The colorful design and the rooms decorated with attention to detail have additionally brightened up my workday and made me smile. I am already looking forward to my next visit!'

Oliver Hauri, VP EMEA Sales

See more

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Get a SPARK of inspiration

The Haworth International workplace blog is growing

Spark has long been a repository for our global research and workplace knowledge. Spark is THE place to learn about the latest in topics like biophilia, hybrid workstyles, and acoustic strategies. Articles are generally between 3 and 7 minutes long – a perfect companion for your morning coffee or tea.

This year, we brought more focus to 'homegrown' stories and writers from Europe and Asia Pacific. Expect this trend to continue.

Take a look

Tiny Topics

Tiny Topics are a new, limited Spark series that looks for the small, quiet, human moments of our lives at work. These personal snapshots let you see the world in and around Haworth International in a familiar way.

Tiny Topics: **Feel the Power of Spring in Shanghai** | Haworth Asia Pacific

Tiny Topic: **Natural Light in Paris & Lyon** | Haworth Europe

Henning interview: Helping People Do Their Best (Hybrid) Work

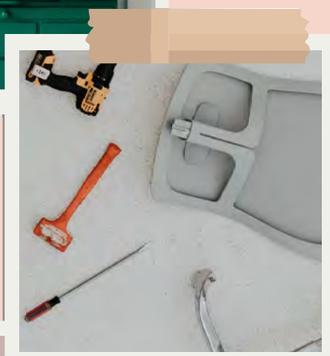


Nishtha & Adi: Women @ Work Part 5



Bernardo Interview: Haworth's second life program

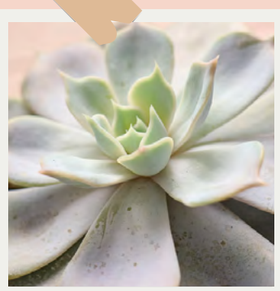




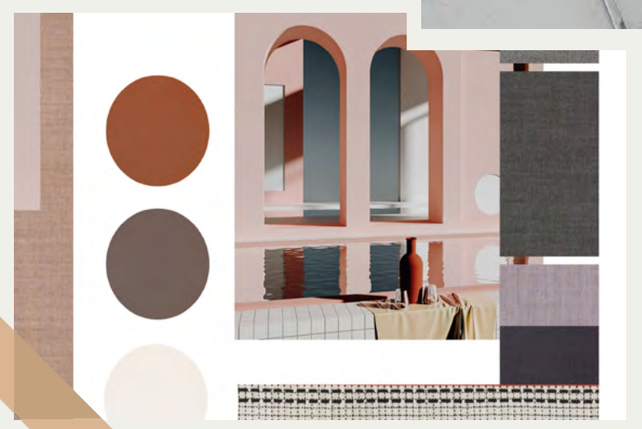
Jessica and Susanne Interview: Circularity in Practice



Carole & Alex: A Story of Noise



Manon interviews Farah: Keeping Focus at Work During Ramadan



Alex, Alessandra, Liz Salone 2023 Recap



Raymond The key to a successful hybrid meeting

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Exploring the Creative Mind: A Dive into Design Innovation

Embark on a captivating journey into the realm of design innovation as we delve into the creative minds of visionaries such as Patricia Urquiola, Giulio Cappellini, and renowned brands like Cassina or Poltrona Frau. Jump into an immersive experience where you uncover the intricate details of their design processes, gaining valuable insights into the intersection of art, functionality, and boundless imagination. Prepare to be inspired by compelling stories that unfold within this extraordinary world, where every creation is a testament to the fusion of creativity and visionary thinking.

Learn more

Up-and-coming designers bring fresh perspectives

The **Haworth DesignLab** program invited five up-and-coming designers to partner with Haworth in various creative capacities.

One of these designers, New Orleans-based Bradley Bowers, traveled to Salone where he displayed his stirring work at the Dolce&Gabbana exhibition.

In its first year, the DesignLab collective already brought new ideas, new perspectives, new visions – and we are proud to announce that the program will continue in 2024!

More on the project



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Welcome to the exciting world of e-sports at the newly completed Bilibili Gaming Club in Shanghai!

This cutting-edge club is not just a place to play games. It is a community where players can thrive and grow. The club's design revolves around an environment that fosters collaboration and brings together virtual and physical spaces in a harmonious way.

From ergonomic seating to gaming setups, every detail enhances performance and well-being. Bilibili Gaming Club understood the importance of creating spaces where players can relax and recharge. Comfortable lounge areas provide a retreat from the intensity of training, while stylish dining spaces encourage camaraderie and unity among team members.

Furnished by Haworth, the club seamlessly combines gaming style with unparalleled comfort, setting a new standard in the e-sport industry.

Discover the space where eSports meets innovation



Transforming Workspaces: TRATON SE's Office in Munich, Germany

Embark on an exploration of TRATON SE's remarkable office space transformation in Munich, where they set out to redefine their corporate identity and culture. Collaborating with Haworth, TRATON revitalized its workspaces across five floors, driven by a commitment to technological advancement, openness, and a distinctive brand image.

Employing a comprehensive approach, Haworth provided a full range of services to bring TRATON's vision to life. The result is a collection of tailor-made team spaces that deeply resonate with the workforce. This newly created environment is now celebrated as a nurturing and empowering space that significantly enhances employee well-being and positively impacts their work.

Click here to read the case study

If you've missed it

Read Henning's Unfiltered CEO Magazine Interview for a glimpse into the innovative future of office furniture and solutions!

Read here

Tune into Our Design & Innovation Forum Replay Now!

Watch here

Download now for a recap of the Trends, Spaces, and Experiences of Salone del Mobile 2023!

Read here

Happy seasons holidays. May 2024 bring us again a wonderful time together.



Stay Tuned!

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Work Places