

HAWORTH

Transforming Workspace into the “Workplace of the Future”

2024

Reference
SAP Experience Center

Location
's-Hertogenbosch – The
Netherlands

Design firm
Colliers

Second Life partner
Opnieuw



A modern office interior featuring a large wall mural of a lush green forest. In the foreground, a light-colored wooden conference table is partially visible, accompanied by several yellow office chairs with black bases. The floor is made of dark grey tiles. The text is overlaid on the right side of the image, set against the forest background.

“With over 100,000 employees globally, there is no one-size-fits-all model. That is why, today, we pledge to provide an approach that can fit every role, style, and location while continuing to meet our business and customer needs.”

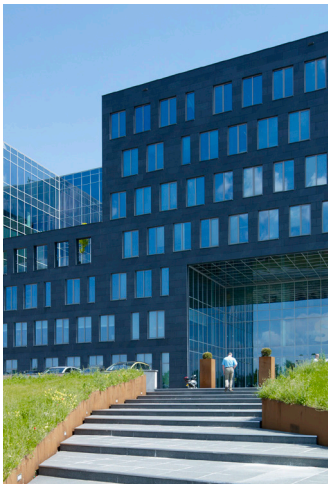
Overview

Headquartered in Germany, SAP is a global leader in process management software development. In 2021, SAP embarked on an ambitious venture centered at their Experience Center in ‘s-Hertogenbosch, the Netherlands. The objective was to breathe fresh vitality into their existing office premises at Amerikastraat 10, all in pursuit of crafting an innovative workspace that transcends conventional boundaries.

This transformative effort not only revitalised SAP’s workspace but also underscored the company’s unwavering dedication to innovation and adaptability. With the expert design guidance of Colliers, every aspect of the workspace, from the ground floor to the fourth, underwent meticulous scrutiny to nurture an environment that fosters both productivity and a culture of collaboration.

In pursuing this visionary endeavor, SAP collaborated with Haworth, resulting in the creation of a pioneering “Workplace of the Future” poised to inspire businesses worldwide.

Project Specs



- Design firm: Colliers
- Partner: Opnieuw

Objective

Transform the existing office building located at Amerikastraat 10 into an innovative “Workplace of the Future”

Solution

A design that inspires productivity and collaboration on every floor.

Result

A cutting-edge “Workplace of the Future” that will inspire businesses everywhere,

The Pledge to Flex

SAP's Workplace Strategy, aptly named the "Pledge to Flex," served as the fundamental guiding principle behind this transformative undertaking. As a global company with a workforce exceeding 100,000 employees, SAP recognises the significance of adopting a flexible approach that caters to the unique requirements of every role, work style, and geographic location within its vast network.

The design philosophy aims to be a wellspring of productivity and collaboration across all levels of the organisation. Every floor of the center was meticulously curated to embody the ethos of flexibility, inspiring employees to work seamlessly, regardless of their roles or preferences, while fostering a culture of collaboration that transcends geographical boundaries. This corporate-wide commitment to flexibility and collaboration underscores SAP's dedication to optimising its workforce's productivity and ensuring their adaptability in a rapidly evolving business landscape.

The space provides the workforce with a range of settings for various activities. Individuals can choose their preferred location for their daily activities – a desk, meeting room, booth, or collaborative zone.





Individuals are empowered to choose the perfect spot that caters to their daily tasks.



A Home Away from Home

At the heart of this metamorphosis lay the fundamental concept of fashioning an inviting and cosy interior that evoked the warmth of a second home. In an era marked by the integration of remote work and a paramount desire to ensure SAP employees felt not just accommodated but genuinely embraced within their workplace, this guiding principle emerged as the driving force that informed each and every design choice.

On the floors, a succession of work areas, privacy and conviviality areas create a calm, warm and high-quality environment.





Spaces with a hushed ambience take inspiration from the hospitality sector.



Furniture for Every Activity

At SAP Experience Center the “Workplace of the Future” is a reality. The company has thoughtfully incorporated furniture solutions tailored to each distinct activity. With careful consideration given to the floor plan, the furniture fits seamlessly with the specific tasks carried out in each area.





The same attention to ergonomics and seating comfort was given in the work, learning and breakout areas.



A sustainable project

As part of its move towards sustainability and circularity, SAP wanted to reuse as much of its existing furniture as possible. Haworth was able to meet this request in collaboration with its partner Opnieuw. The old table bases were refurbished and refitted with new tops, giving a second life to the obsolete furniture.



A variety of meeting room options are available for different applications. The redesigned tables are tailored to the SAP Experience Center's needs.





Customer Profile

SAP is one of the world's leading producers of software for managing business processes and develops solutions that enable effective data processing and information flows between organisations.

At SAP Experience Centres, customers can explore innovative solutions and technologies through real-life demos, showcases, and presentations across the SAP solution portfolio. They can kick-start new projects in hands-on workshops and design-thinking sessions. It is a place where they can identify milestones for their digital transformation journey.

Featured Haworth Products

- Lounge: Cabana Lounge – Adelaide – Modena
- Seating: Nia – Maari – Poppy – Zody
- Desks & Tables: 2nd Life meeting tables – A_wood – Meeting Point – Epure – Lyft – PopUp – Intuity Park Bench
- Acoustics: Mango (Boss Design)