

HAWORTH

Designing with Poppy

Playbook



Poppy: Just Right for So Many Spaces

Today's thinkers, creators, and doers seek meaningful spaces that comfortably support collaborative, as well as individual work, contemplation—or just a little “me time.”

Created by world-renown designer Patricia Urquiola, Poppy® guest and lounge chairs accommodate a variety of moods and needs, with a comforting warmth that invites people to have a seat.





Patricia Urquiola is loved around the world for her designs. A keen observer of what people want and how they behave in different settings, Patricia is an ideal collaborator for Haworth and has designed a range of our products, including Poppy chairs, GAN rugs, Pip™ personal laptop table, and the Openest® collection.



Pick the Perfect Poppy

For people looking for a place to sit, work, or connect, Poppy is always welcoming and straightforward. But for designers and planners, the subtle differences in base, swivel, size, and other options offer a wide range of specification variety. How do you choose?

To help you create picture-perfect spaces that offer choice and support for the variety of activities people do at work, we've collected some of our favorite Poppy design ideas and tips. We hope they'll inspire even more ideas of your own.





The Poppy lounge chair is right at home with side and coffee tables, while the Poppy guest chair cozies up to a worksurface to create productive spaces for any type of work.

Introducing the Poppy Lineup

Poppy Guest Chair

Features a gently flexing back



5-Star Base

Height-adjustable, with or without tablet



4-Star Base

Modern, full-swivel, painted base



Wooden Dowel Base

Full-swivel with inviting wood finish options

Poppy Lounge Chair

Offers a more generous, enveloping seat



Sled Base
Sleek, minimalistic aesthetic



Basket Base
Light, modern look



Wooden Dowel Base
Full-swivel with optional self-centering and the warmth of wood



Private Offices

Private offices become more versatile and comfortable with the addition of a cozy conversation nook. Poppy's residential feel invites more relaxed meetings and offers a refreshing change of posture and perspective.



Place a pair of Poppy lounge chairs on a rug to create a comfortable spot for casual meetings or solo reading and reflection.



Collaboration Zones

Work is more mobile than ever, freeing people to seek a change of scene throughout the day. Poppy creates comfortable huddle destinations—open or secluded—that are conducive to conversation, group work, and informal meetings.



Using a few Poppy 5-star base guest chairs with attached tablets is a brilliant choice in open areas where you want seating for brainstorming, idea sharing, or digital presentations. With casters and 360° of swivel, people can easily rearrange seating and pivot as the focus or conversation moves. A highly adjustable tablet on each chair creates a large personal workspace for a laptop or taking notes.



Poppy guest chairs with the 4-star base are perfect for small meeting/collaboration areas. The chairs swivel for easy interaction with colleagues.



Lobby and Reception Spaces

Waiting is no longer empty time—unless you want it to be. Today's lobbies and reception areas double as impromptu touchdown spots where people check email, update to-do lists, or indulge in a magazine. Poppy graciously welcomes them with style.



The Poppy lounge with a stationary basket base is a solid choice if you want to keep public spaces looking neat and tidy as people come and go.

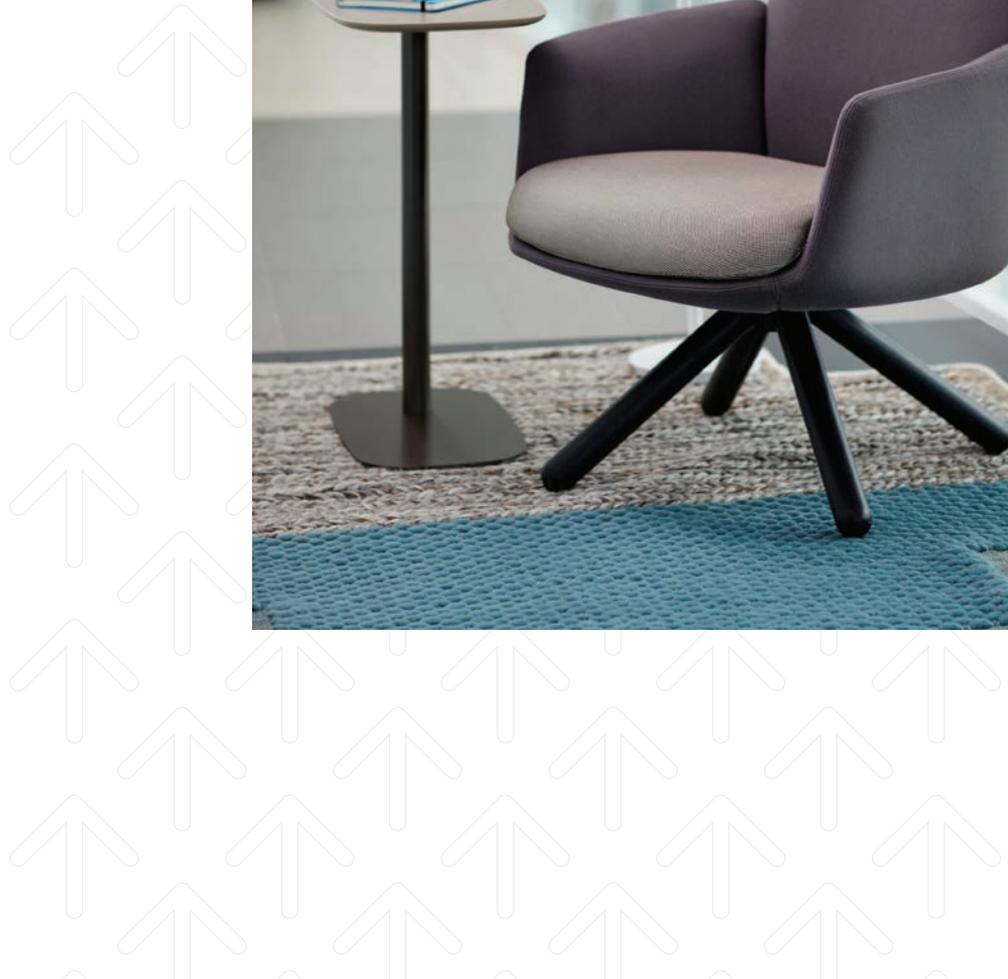


In reception areas, placing Sprig™ tables next to or between Poppy chairs provides people with a margin of personal space and a handy spot for a beverage.

To maximize space—yet provide people with comfortable seating—in tight reception areas, choose more compact Poppy guest chairs over Poppy lounge chairs.

Solo Enclaves

It's entirely possible to outstay your welcome, even at your own desk. Your body and mind may suddenly decide a change of scene—and seat—would do you good. Poppy is both plush and practical, blending the comfort of home with the focus of work.





Pair a Poppy lounge chair with an Openest Chick™ pouf in a cozy corner to create a comfortable getaway spot for working, contemplating, or just relaxing.

Poppy Quick Picks

There's a Poppy—sometimes several—for every space. Need some more specific ideas for inspiration? See how we've specified Poppy guest and lounge chairs with design and feature options to enhance the environments below.



Reception

Poppy lounge: Wooden dowel or basket base



Private Office

Poppy guest: 4-star or wooden dowel base
Poppy lounge: Basket base



Unassigned Touchdown

Poppy guest: 5-star base



Home Office/Remote Workspace

Poppy guest: All bases



Enclave with Worksurface

Poppy guest: All bases



Phone Booth

Poppy guest: All bases
Poppy lounge: Wooden dowel base



Collaboration Spot

Poppy guest: 5-star base with tablet



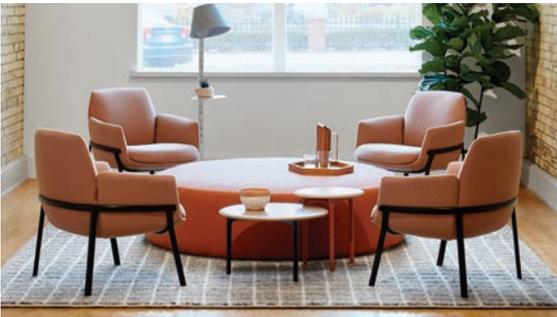
Conference Room

Poppy guest: 5-star base



Meeting Space with Conference Table

Poppy guest: Wooden dowel or 4-star base



Huddle Space

Poppy lounge: Wooden dowel or basket base



Café

Poppy guest: Wooden dowel, 4-star, or sled base



Lounge

Poppy lounge: Wooden dowel or basket base



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