

HAWORTH®

20/20

HAWORTH COLLECTION SPECIAL EDITION | MARCH 2016



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20/20

Haworth Collection Special Edition

Introducing
HAWORTH® Collection





“Haworth Collection represents a significant milestone in our journey to being a design led organization” said Frank Rexach, Vice President & General Manager for Haworth Asia-Pacific, Middle East & Africa.

The Haworth Collection is an exploration of inspiring design and refined craftsmanship. This premium and luxury portfolio of collaborative furniture celebrates design through a carefully curated, evolving selection of furniture, lighting and accessories.

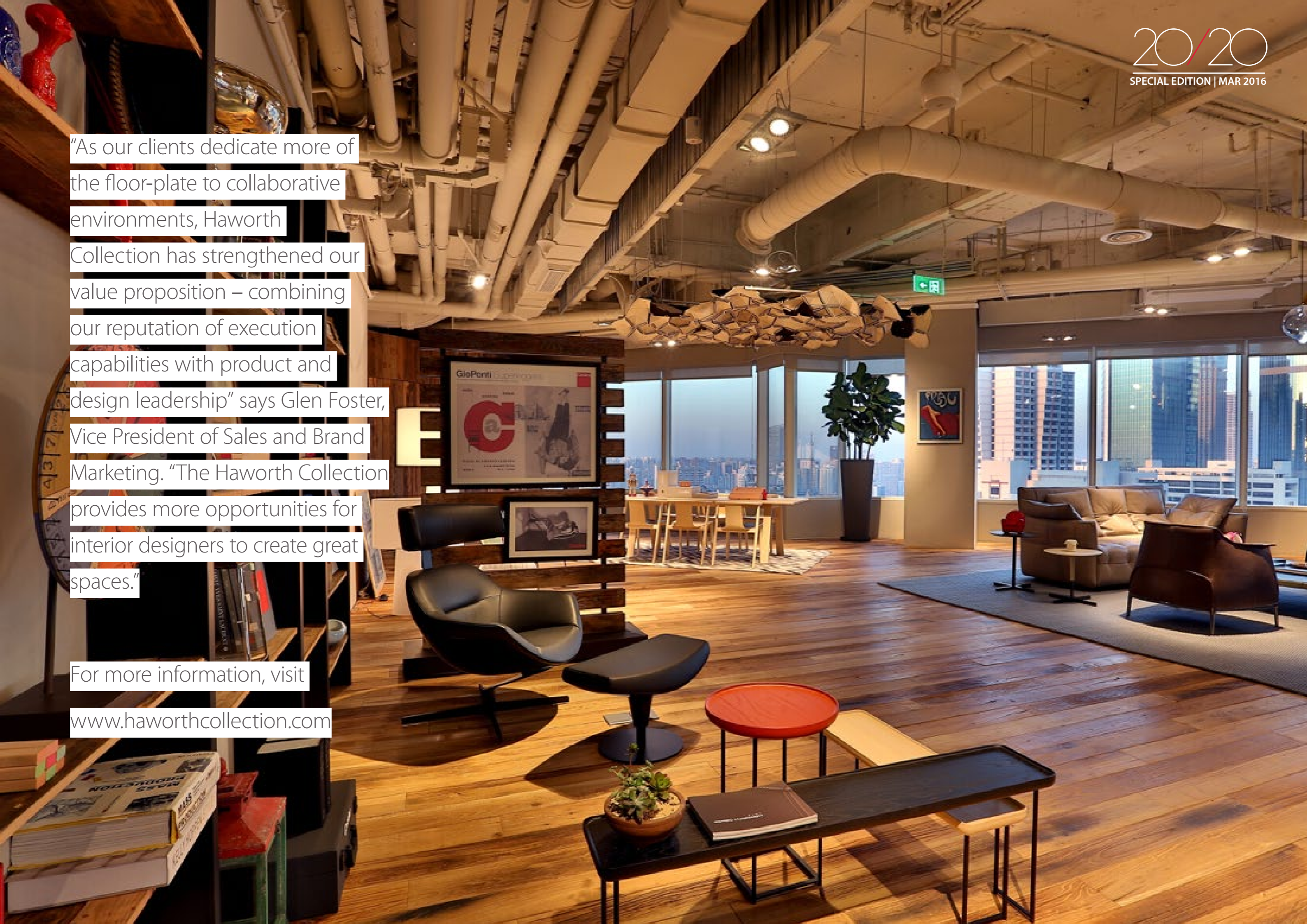


"With the Haworth Collection, xFriends partner products and the ability to co-create with designers custom solutions, Haworth now has the most complete portfolio of products and services that enhance and enrich our clients spaces".



“As our clients dedicate more of the floor-plate to collaborative environments, Haworth Collection has strengthened our value proposition – combining our reputation of execution capabilities with product and design leadership” says Glen Foster, Vice President of Sales and Brand Marketing. “The Haworth Collection provides more opportunities for interior designers to create great spaces.”

For more information, visit
www.haworthcollection.com



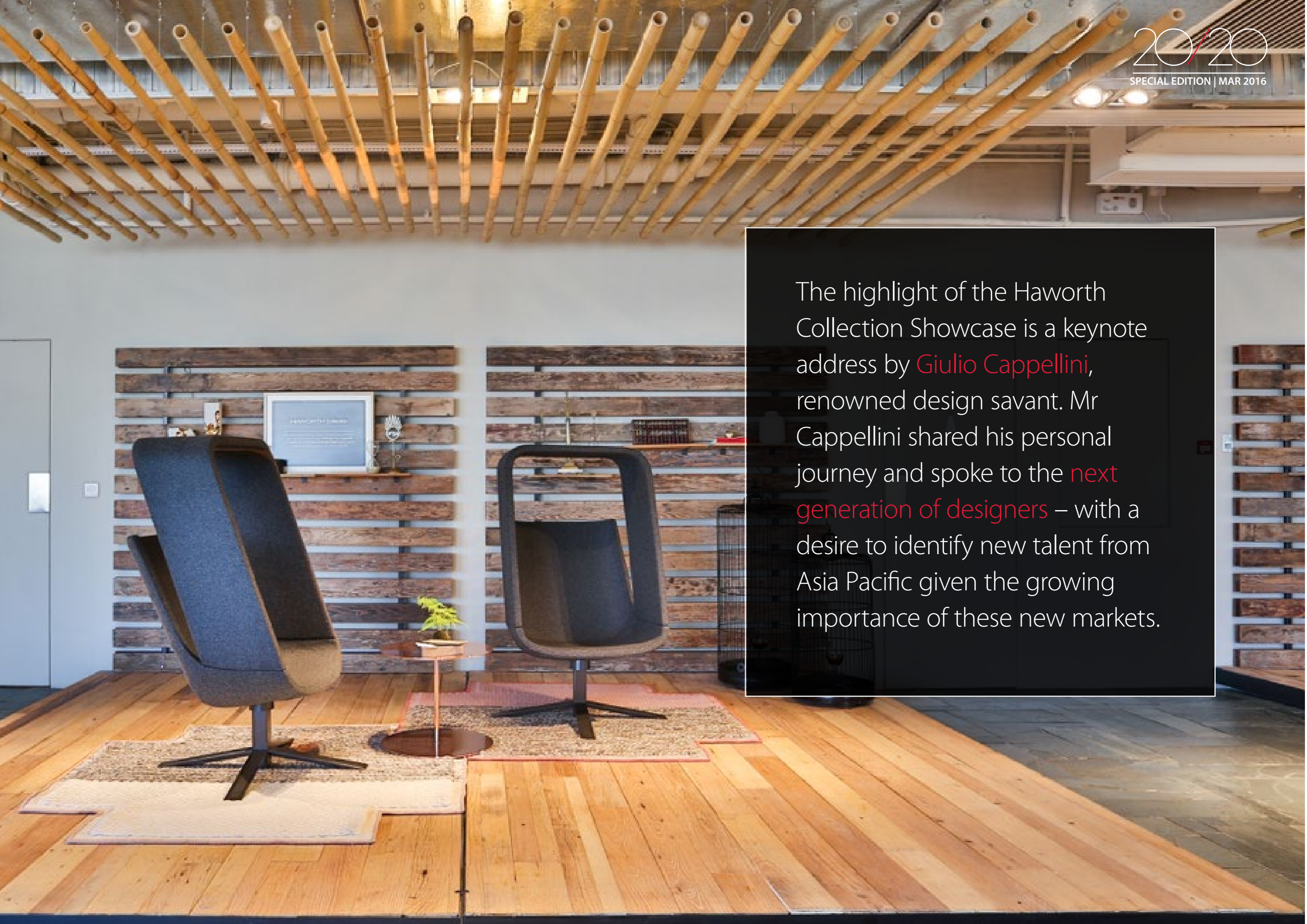
To formally present the new range, Haworth held a series of Haworth Collection Showcases in Shanghai and Sydney in early 2016.

Kicking off end-January, the

Haworth Collection Showcase

is a carefully curated selection of furniture, lighting and accessories that provides a glimpse of the diverse range of **designs**, **functionality** and **aesthetic** options within Haworth Collection.





The highlight of the Haworth Collection Showcase is a keynote address by **Giulio Cappellini**, renowned design savant. Mr Cappellini shared his personal journey and spoke to the **next generation of designers** – with a desire to identify new talent from Asia Pacific given the growing importance of these new markets.

"Giulio is Italy's
ambassador of design
and is renown for his
ability to find great
design talent. The
Cappellini portfolio is
full of design names
with iconic pieces that
have lasted decades."

WATCH INTERVIEW VIDEO

on Haworth & the changing landscape of offices



View more images from the showcases here:
<http://ap.haworth.com/haworth-collection-showcase>

SHANGHAI DESIGN WEEK



20/20
SPECIAL EDITION | MAR 2016

Her work is widely known to be playful and poetic, yet pragmatic and functional, a creative combination that is the magic behind her designs.

We are honoured to have Patricia Urquiola with us in our showroom to Shanghai where she introduced her Openest collection and shared insights about collaboration in the workplace.

View more of the event images:

[SHANGHAI DESIGN WEEK](#)



DESIGNER PROFILES

The Haworth Collection celebrates renowned designers while seeking out the next generation of furniture icons.

The Haworth Collection offers a diverse range of iconic designs, functionality and aesthetic options.





OPENEST COLLECTION

GAN RUGS

PATRICIA URQUIOLA



Patricia Urquiola, designer and architect, was born in Oviedo, Spain. She now lives and works in Milan where she runs Studio Urquiola. Her work is widely known to be playful and poetic, yet pragmatic and functional, a creative combination that is the magic behind her work. She comes and goes through conventional time—rethinking, reinventing, and creating new. The

effect is a powerful reminder of the past and exploration into the now, always creating a new experience for the user.



BONG



GONG

GIULIO CAPPELLINI



The Milanese architect has worked since 1979 with the spirit and the aims of a man in continuous renewal. Over the years, his work has turned to be the designer's choice, proposing a personal reading of contemporary design, both for the brand bringing his name into the world, and as art director of other important design brands. His more

important project, the 'company,' transformed Cappellini into one of the biggest 'trend setters' worldwide. Big interest is always present for his lectures at the Milan Architecture University, at the Domus Academy and worldwide, from Montreal to Valencia.

NICOLAI CZUMAJ-BRONT

'I want to bring an idea down to its essence without sacrificing what makes it desirable. With this in mind, I try to create solutions that are both simple and exciting.'

Nicolai believes that design should be about passion and love for life, to and new ways to create beauty, tell stories, to care, to inspire, to challenge ideas, and to solve problems. Design should not be dictated by trends nor should it remains in a particular style of field.

Since joining Haworth in 2005, he is responsible for conceptual work, managing projects, creating prototypes and design to market execution.

Currently leading the design team in Europe, his achievements include Design Within Reach's 'Chicago Furniture Now' (2007) and NeoCon Gold Award (2008) for his NC-B Resonate storage.



DOWNTOWN



ARCHIBALD



AUCKLAND



GRANTORINO



KENNEDEE

JEAN-MARIE MASSAUD

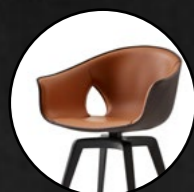


Born in Toulouse in 1966, Jean-Marie Massaud graduated in 1990 from Les Ateliers, Ecole Nationale Supérieure de Création Industrielle, Paris. He began to work both in Asia and in France, finally opening his own office in Paris in 1994. Since then, he has dedicated himself to industrial and furniture design, building important relationships with brands such as Authentics, Baccarat and Magis.

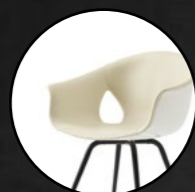
His collaboration with Marc Berthier and his work in the field of town planning led him towards design and architecture. He is concerned with design in various contexts, industrial

products and furniture. His contextual approach centres on research into the essential, within which the individual remains the centre of attention. It is a work upheld by research into the senses, magic, and vital emotion which brings him to work with very different brands: Cassina, Poltrona Frau, Cappellini, Cacharel, Lancôme, Tronconi and Yamaha offshore.

His works have been awarded several prizes and many of his designs are on show in the design collections of major museums worldwide.



GINGER



GINGER ALE



FRED

ROBERTO LAZZERONI



Roberto Lazzeroni was born in Pisa, and his career is tied to the study of art and architecture that performs in Florence. His interest developed during his training as a participant in the care of conceptual phenomena and those of the 'Radical Design E' of the early eighties, with his professional debut series of important works of 'Interior Design' that were immediately noticed and published by Italian and foreign magazines.

Roberto Lazzeroni has had a very dynamic career in which he engaged on several fronts today, with prestigious collaborations, art director and designer of interiors and contract different parts of the world. His awards include Techniques discretas (Paris, 1991), Conran Foundation Museum, (London, 1992), Elegant Techniques, (Chicago, 1992), La Fabbrica Estetica, (Paris, 1993), the hotel to the ship, (Genova, 1993), Building Mobile (Milano, 1999).



BAC HI PAD LOW PAD LOTUS TATE



ORLA ELAN MORRISON STOOL PAN

JASPER MORRISON



Born in London in 1959, he graduated at the Royal College of Art and established his first design office in 1986. Immediately after this, he began his lasting and useful cooperation with Cappellini.

Nowadays, he works in London and in Paris for high level companies such as Alessi, Flos, Rowenta, Sony and Samsung. Each Morrison project has a minimal elegance which makes

it strongly modern being a sort of archetype linked to past, favouring function on expression.



In 1922, Le Corbusier began working in the new rue de Sèvres, Paris with his cousin Pierre Jeanneret, with whom he shared research projects and design criteria in a profound and life-long professional relationship. In October 1927, the pair decided to draw on the contribution of a young architect who had already begun to establish a reputation on the architectural scene of the time: Charlotte Perriand.

Their collaboration lasted through to 1937 and was extremely fruitful, especially in the field of furniture design. It was together with Charlotte Perriand that the pair tackled the innovative project for 'l'équipement d'intérieur de l'habitation'. The resulting designs were of great intellectual value and considerable commercial success.

Thanks to Cassina's ongoing production, there is continued interest in the conceptual contents of the work and the level of quality attained.

CELEBRATING GREAT DESIGN CONTEST

This unique opportunity includes experience of co-creation, a design workshop with Studio Urquiola, working with the Haworth team on prototyping, naming, and attending the launch event in Sydney.

[VIEW VIDEO](#)



Travel to Milan, Shanghai & Sydney

Haworth is looking to celebrate the great designs of the next furniture design star from Asia Pacific, Middle East & Africa!

Designers - unleash your creativity, industry knowledge and experience in collaborative spaces.

The winner(s) will take their original design sketches from concept to workshop with Studio Urquiola in Milan, to prototyping with Haworth Design Team in Shanghai and then to the product launch event in Sydney.

On top of the concept-to-launch product development experience, the winner(s) will name their product and receive royalties* from all global sales. Participate in the contest and join the great stable of designers in the Haworth Collection.

for more information, visit
ap.haworth.com/celebratinggreatdesign

** Royalties paid to winner(s) or per employing design firm policy*

PRESS COVERAGE

InDesign magazine presents the best in commercial, retail, civic, institutional and residential interiors and architecture from Australasia and the globe.

INDESIGNLIVE
DAILY CONNECTION TO ARCHITECTURE & DESIGN

INTRODUCING HAWORTH COLLECTION

02 FEB 2016



Uniting the unrivalled design legacy of Poltrona Frau, Cappellini, Cassina and Haworth – Haworth Collection presents a curated selection of heritage and modern designs tailored to the Asia Pacific market.

[READ MORE...](#)

HAWORTH COLLECTION SHOWCASE COMES TO SYDNEY

03 FEB 2016



Celebrating the launch of The Haworth Collection, Giulio Cappellini and the Haworth team hosted a series of industry events set among a curated showcase of iconic designs at The Porter, Sydney.

[READ MORE...](#)

HAWORTH COLLECTION SHOWCASE COMES TO SHANGHAI

23 FEB 2016



Celebrating the launch of The Haworth Collection, Giulio Cappellini and the Haworth team hosted a series of industry events set among a curated showcase of iconic designs at the Haworth showroom in the Jing'An Kerry Centre of Shanghai's central business district.

[READ MORE...](#)



Office Concept is the Asia Pacific leading publication for the Office Interior and Design.

READ MORE...

FITTING INTERIORS

DISCOVER THE RIGHT FIT & BALANCE WITH CAREFUL MATERIAL SELECTION

HAWORTH | HAWORTH COLLECTION
SCHIAVELLO | PARLEY
HERMAN MILLER | AUGMENT
MILLIKEN | COLOR FIELD & NATURALLY DRAWN
KASTEL | KUARK
KOKUYO | OFFSET FRAME
INTERFACE | BIOPHILIC DESIGN
EKOUS | SILENT INVESTMENT
EURO | 40 INSPIRING YEARS



OPENEST FEATHER by Patricia Urquiola and Haworth

COMMUNAL BLISS

A CELEBRATION OF INSPIRING DESIGN AND REFINED CRAFTSMANSHIP, THE HAWORTH COLLECTION SHOWCASES AN IMPECCABLY CURATED SELECTION THAT INCLUDES OPENEST, A COLLECTION BY RENOWNED DESIGNER PATRICIA URQUIOLA THAT STUNNINGLY ELEVATES THE CONCEPT OF THE ADAPTABLE OFFICE.

HAWORTH

COLLABORATIVE FURNITURE

102

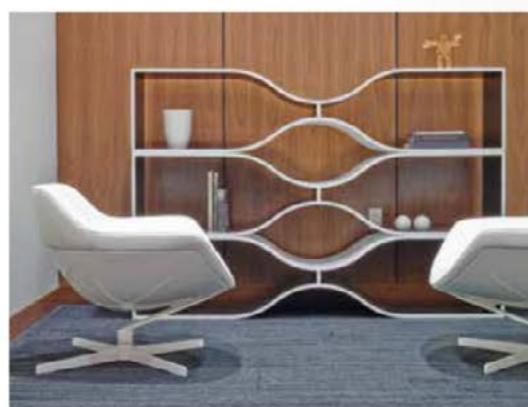


THIS PICTURE: Plume screens cozily encircle a meeting area, proffering privacy and warmth



"WITH THE HAWORTH COLLECTION, XFRIENDS PARTNER PRODUCTS AND THE ABILITY TO CO-CREATE WITH DESIGNERS CUSTOM SOLUTIONS, HAWORTH NOW HAS THE MOST COMPLETE PORTFOLIO OF PRODUCTS AND SERVICES THAT ENHANCE AND ENRICH OUR CLIENTS SPACES".
- FRANK REXACH

THIS PICTURE: The Haworth Collection features a diverse selection of furniture, lighting and accessories that epitomise quality, cutting design and fine craftsmanship.



Global furniture brand Haworth has always maintained a firm foothold on the Asia Pacific, gracing the region's major offices and commercial spaces with stellar products from their many diverse collections. The recent launch of the Haworth Collection, an exclusive namesake furniture range available within the region, is evidence that the brand is not content to rest on its laurels.

Throwing the focus on acclaimed designers, the collection simultaneously places emphasis on the works of emerging young hopefuls. This dynamic outlook gives rise to a multifaceted range of iconic works extolling the importance of modern functionality and striking aesthetics - works that wouldn't feel a bit out of place in boardrooms, meeting areas, lobbies, airports, hotels or cafes.

Haworth's astute decision to join forces with topnotch designers gives the collection a discernible edge. A good case in point is its much-buzzed about collaboration with Patricia Urquiola. Drawn to warm and inviting spaces that promote enhanced flexibility and an easy flow of ideas, Urquiola and Haworth brought about Openest. Familiar lounge furnishings have been reinterpreted with an expected twist; affable forms, cozy materials and beautiful finishes define the quirky collection and set it apart from existing designs. Within this snugly clad space, the sterility of old school office environments seems a thing of the past. Shunning cold conformity, Openest, instead, thrives on the warmth of rich textiles and deft craftsmanship, defying the landscape of the lacklustre workplace.

ap.haworth.com

TOP: Featuring an adjustable eggshell-shaped backrest that transforms into a work surface, the colourful Chick pouf is also an aesthetically enticing piece.

MIDDLE: Designed by Nicolai Czumaj-Bront, the NC-B Resonate is a bent plywood shelf that offers inventive separation and an audacious sculptural feel.

BOTTOM: The perfect accompaniment to collaborative workspaces and available in varying heights, Sprig tables are made to hold personal items and work tools.



THE HAWORTH COLLECTION PROVIDES MORE OPPORTUNITIES FOR INTERIOR DESIGNERS TO CREATE GREAT SPACES."
- GLEN FOSTER

TOP: Visually captivating, the Feather sofa boasts a tactile surface and seductive curves that warrant the closing of the gap between fellow sitters.



H+R (Hospitality + Residential) showcases Asia-Pacific's latest and greatest in high-end hospitality and residential architecture, design and interiors.

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GOODS

FLORAL FIXATION >
IT'S A WRAP >
THE ART OF CONTROL >
FRESH VIBES >
WHEN AESTHETIC MEETS ACOUSTICS >
WELCOMING BIOPHILIA >

< GROWING VASES BY LASVIT
< NC-B RESONATE BY HAWORTH
< SE8000 SERIES BY SCHNEIDER ELECTRIC
< SBSSES7165 SERIES BY LIEBHERR
< GEO CEILING BAFFLES BY EKOUS
< BIOPHILIA BY INTERFACE

goods | haworth

IT'S A WRAP

HAWORTH'S ARCHITECTURALLY INSPIRED WINDOWSEAT CHAIR PROVIDES A MUCH-NEEDED ESCAPE FROM EVERYDAY CHAOS.



Feel a little too exposed while sitting in a public area filled with strangers? San Francisco design team Mike & Maaiké can definitely relate.

Created for premium furniture brand Haworth, the Windowseat chair arose from the designers' drawing boards as a deft response to the need for portable refuge in communal areas. Described as a 'room-within-a-room', this unusual seat comes equipped with a wraparound canopy frame, facilitating personal privacy in the most bustling settings. Sitters are encouraged to swirl the chair and shift viewpoints, much like one is at liberty to do when sitting in an actual windowseat. While the primary intention is in allowing sitters to redraw into an enclosed respite of their own, the Windowseat also serves as an ideal observation nook for people-watching.

Constructed with molded foam over steel frame, this curious fusion of architecture and furniture was made specifically with hotel lobbies, airports and open office environments in mind. An invaluable addition to any space, public or private, the Windowseat also scores extra points for its dashing silhouette. For versatility's sake, the piece comes available in three different versions: a lounge with canopy, a standalone lounge and an ottoman.



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