

HAWORTH®

20/20

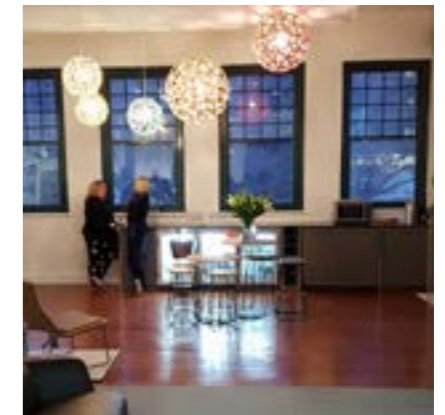
70

Years

Special Edition

haworth.com/ap/2020

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A sincere thank you to all our clients and partners for helping us reach this milestone.

Cheers to many more years of innovation!

Haworth 70th Anniversary

From humble beginnings, when G.W. Haworth's parents loaned him \$10,000 to start his business, we celebrate 70 years of innovation this year.

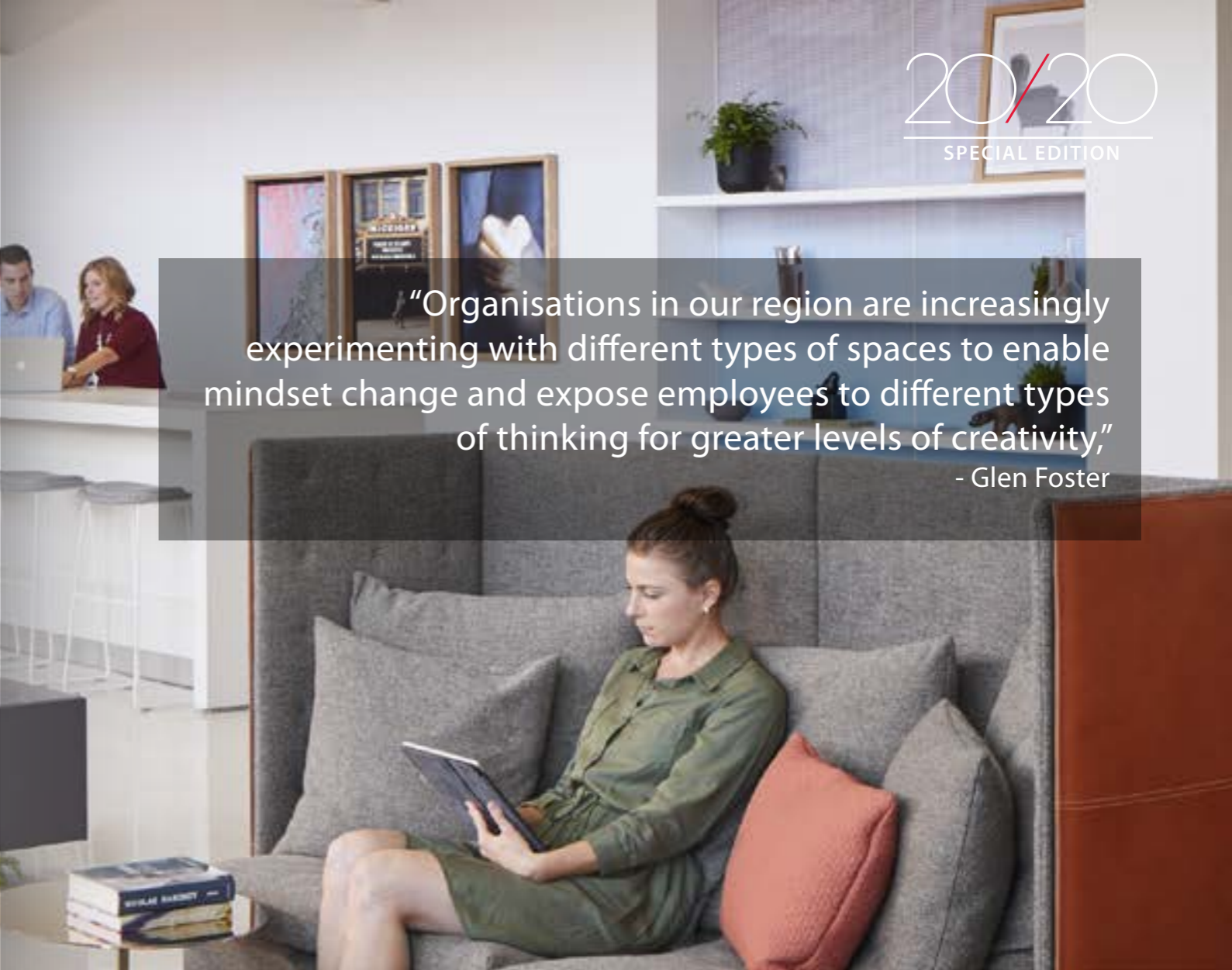
In celebration, we were ecstatic to have our Chairman Matthew Haworth, alongside President and CEO Franco Bianchi spend some time with our guests in the Shanghai, Sydney, Bangalore and New Delhi showrooms.

haworth.com/70th-anniversary



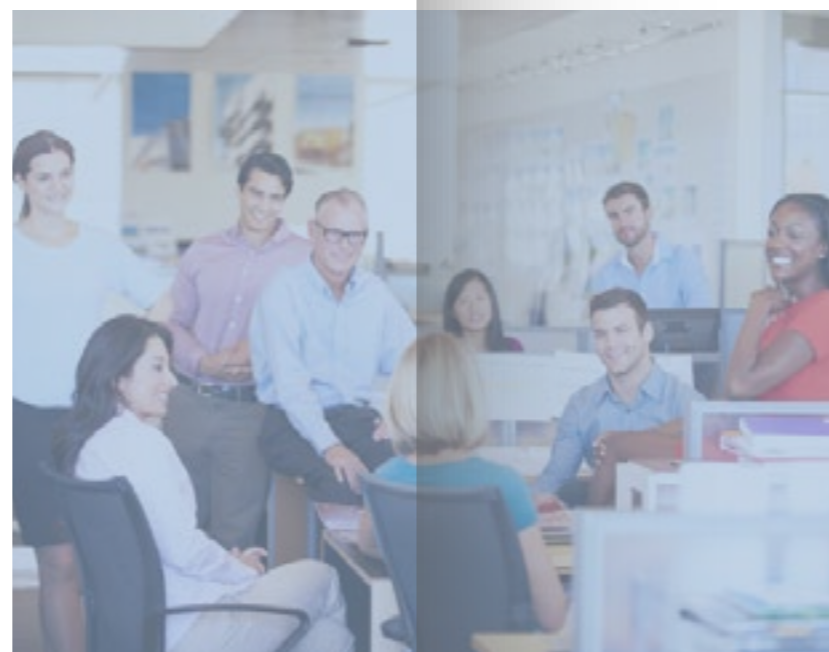


“Organisations in our region are increasingly experimenting with different types of spaces to enable mindset change and expose employees to different types of thinking for greater levels of creativity,”
- Glen Foster



The Future of Workplace

PART 1: UNDERSTANDING THE CHANGING LANDSCAPE



At Haworth, we believe in creating inspiring spaces that impact lives and businesses around the world, and we’ve built an expert team across Asia-Pacific that understands the challenges our clients face in planning and executing high performing spaces. We asked our team how they see the workplace of the future coming to fruition.

Millennials’ focus on work environments is directly shaping corporate cultures. The most forward-thinking workspaces will accommodate a broad range of business activities, work styles and workforces.

[Click to read the discussion paper](#)

The Future of Workplace

PART 2: CREATING A HIGH PERFORMING WORKSPACE

Rapid-fire technological progress has already initiated sweeping changes in the ways we do business. Workplace methodologies that were effective just a decade or so ago have been transformed by the rise of the internet, big data and mobile technologies.

The rush is therefore on to design high-performing workspaces that focus on tapping human creative and collaborative power to its fullest extent by creating spaces that people want to occupy. With over 70 years experience (30 years in Asia-Pacific), Haworth has the knowledge, skills and resources to assist our clients make this vital leap into the workplace of the future, inspiring your people to do their very best work, every day.

“With the emergence of the first genuine global economy, we’re seeing most employees work as ‘nomads,’ moving from office to office, city to city, and even country to country,”
- Victor Maningo

[Click to read the discussion paper](#)

HAWORTH®



Decades of
Seating Leadership



Fern

The pinnacle of performance

Zody

Proven performance and comfort

Very

Seating family that unites people and spaces

Soji*

Thoughtful design and informed ergonomics

* Manufactured in North America

Lively*

Fit in or stand out

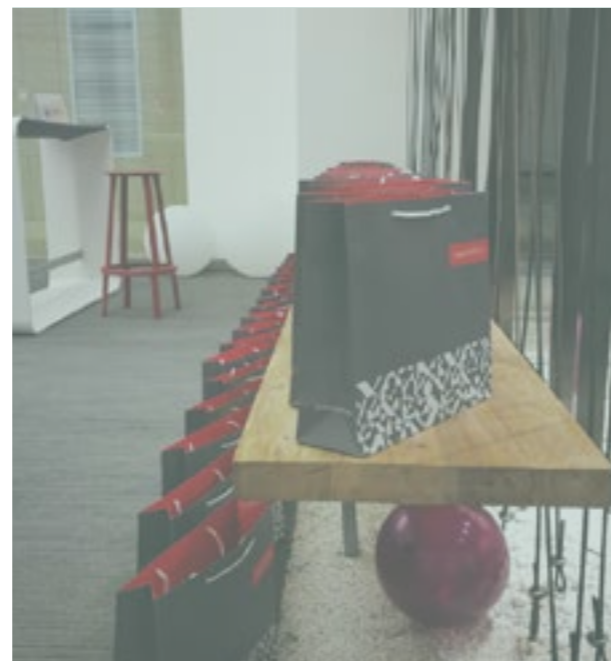
* Manufactured in Europe

Aloha*

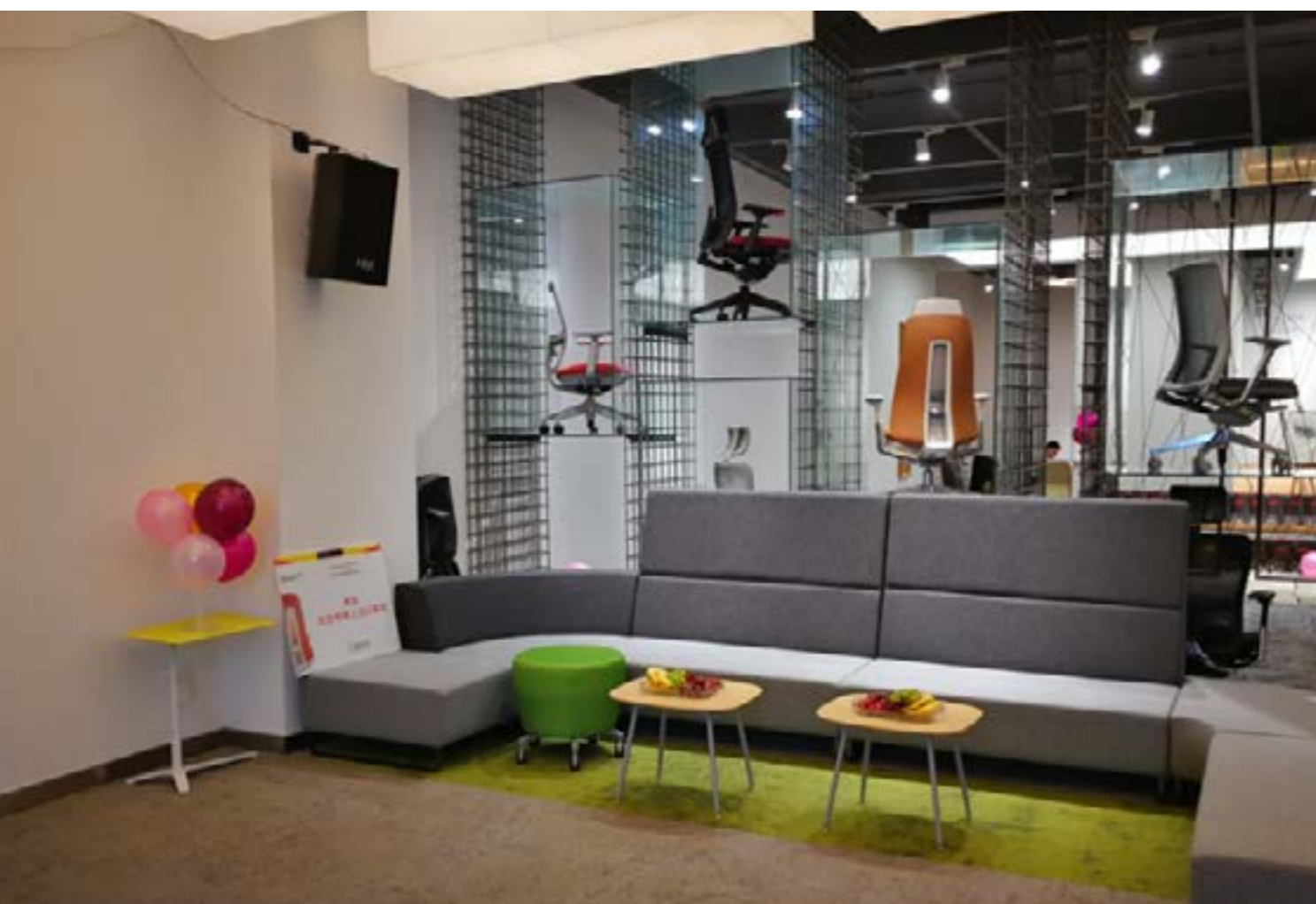
Instinctive and fit for purpose

*Manufactured in Asia-Pacific

Zhengzhou Dealer Opening



Davide Fugazza , Managing Director, Greater China & North Asia , gave the opening speech, and awarded the authorization certificate to Zhouhua, General manager of Henan Zhengshang space Ltd. Co. Mr Sha Pei, beloved and respected design master performed a hand-drawing office space, and the artwork was presented to Haworth team as a gift.



Henan Zhengshang Space Ltd. Co., who became the Haworth authorized dealer in Henan province in China, held a grand opening ceremony on 19 September. Architecture/Interior Designers in the local market attended this great event. Served with rich beverage and healthy cuisines for the guests to enjoy.



Product Roadshow in France

From September 10th, Haworth France is running a three month roadshow to introduce Immerse, Drift and Be_Hold to their dealers.

This roadshow is also a chance to talk about Haworth Collection and the Colour Campaign.



Knife painting workshop at Delhi Showroom

Haworth Delhi conducted a one-day workshop on learning how to work with a palette knife on a canvas with Acrylic Colours and how to bring a painting out in the truest sense introducing the technique to stimulate the mind to be able to work/experiment individually..

We were in awe of the amazing work done by all our enthusiastic participants from different Design, Architecture, Art and Business backgrounds.



Design Spaces Conference in Spain



Haworth sponsored the event "Interior and retail design: Spaces Design", which took place in Barcelona. More than 80 architects and design professionals attended to analyse vanguard solutions in professional spaces design.

José Jaureguizar gave a presentation about the new trends in workspaces, which was followed by a round table in which various issues related to today's workplace were discussed and, at the end of this, a cocktail that was an excellent networking occasion and in which attendees could learn more about Fern.



Luxxbox Night of Design | Asia Pacific

Another great event under the theme Luxxbox Night of Design was held in Sydney.

It was our 5th Luxxbox Night of Design in Sydney where Josh Bird from Luxxbox presented on their range of decorative and innovative acoustic lighting, flexible lounge systems and agile office furniture..

Wine Tasting at Haworth Melbourne

On the 30th of August, Haworth Australia invited 12 Architects & Designers for a wine tasting evening in the Melbourne Showroom.

Visitors sampled local wines and cheese, it made for a deliciously decadent evening. This was a great chance to catch up with Haworth VIP clients as well as to take a break from the cold Melbourne winter.



A&D Trip in Milan

Haworth Netherlands announced a competition between their dealers and now it was time to get their prizes. Dealers who won the Fern Sales race had the chance to travel to Milan for an architectural and design inspiration. Welcomed by Giulio Cappellini and the local team, they learned about Cappellini while visiting the Cappellini showroom and the Cassina factory, alongside enjoying the amazing Italian cuisine.



Samsung

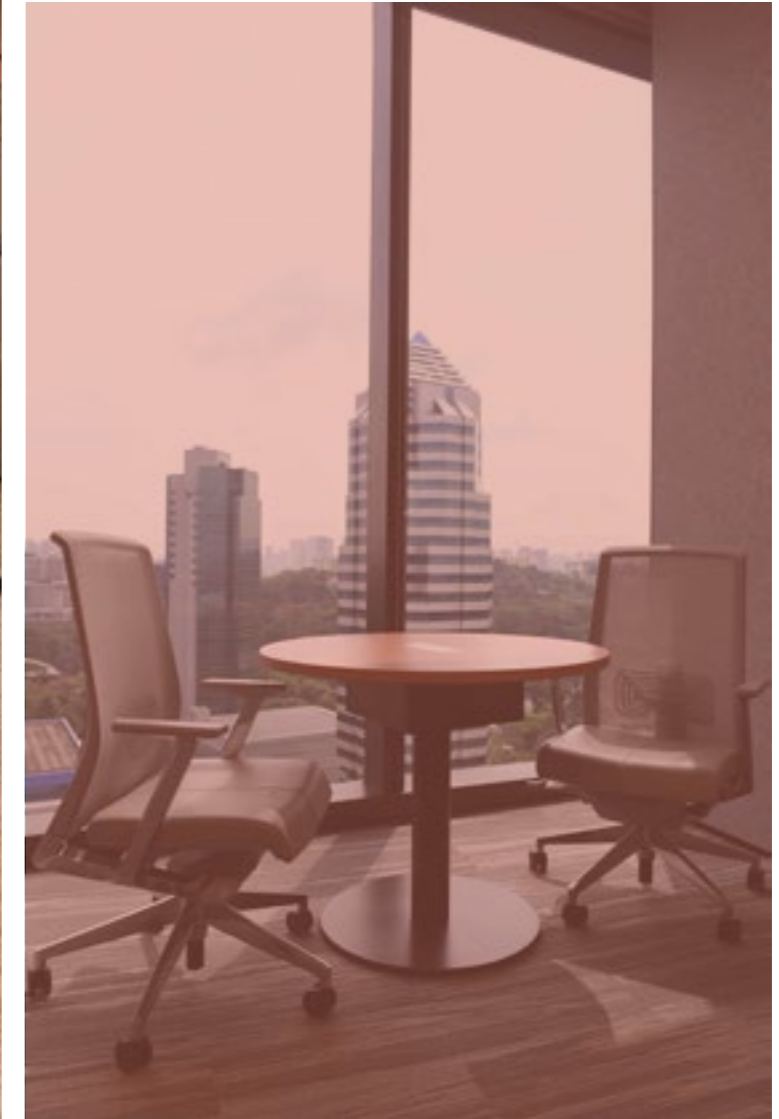
Moscow, Russia

Haworth Russia in collaboration with OFFCON architectures have completed the comprehensive equipment of the grandiose Center for Artificial Intelligence Samsung in Moscow. To date, this is the fifth such project by Samsung in the world. The main task was to create an ideal environment for advanced scientific developments and to organize the most mobile and flexible space, and furniture solutions should contribute to the informal and creative workflow.



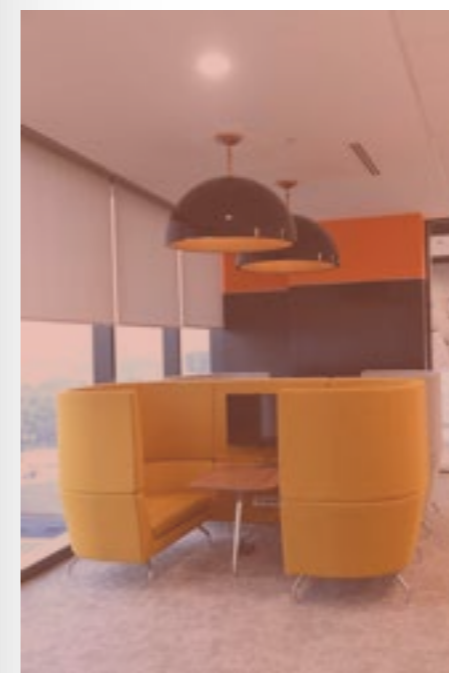
More than half of the workplaces of the center are loose, including high armchairs with tables, hotbeds, sofa configurations and compositions with soft acoustic partitions in areas such as workplaces, meeting rooms, executive offices, informal work areas and coffee points.

haworth.com/eu/spaces/client-spaces

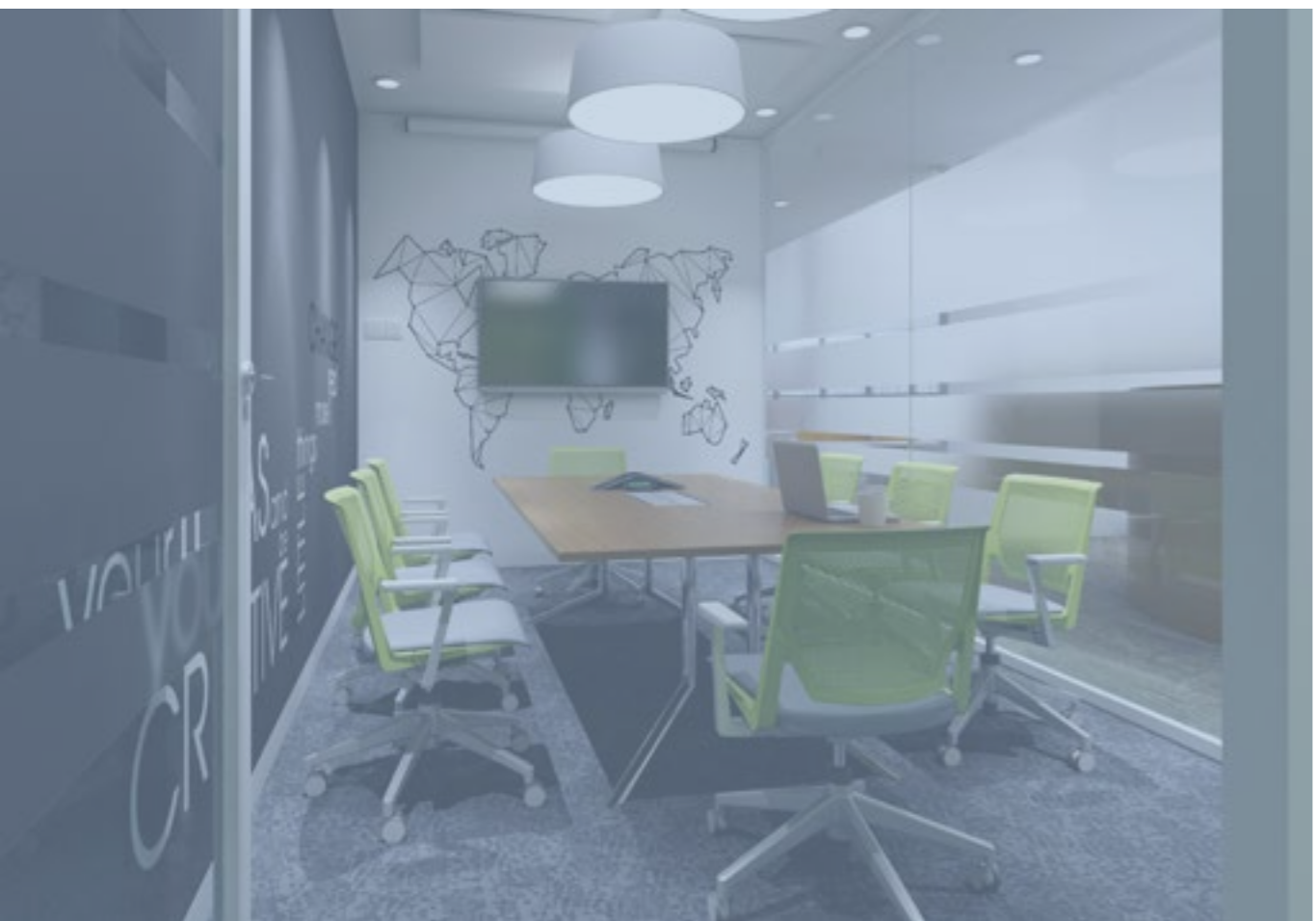


Motorola Singapore

World tech giant, Motorola, has responded to the changing nature of work by opting to use Haworth furniture to update its Singapore office from a typical 90s work environment (think: high panels and cubicles) to a new agile workspace that meets the needs of today's more flexible workforce.



Intuity, Intuity HAT and Intuity Conference designs offer the ultimate in flexibility for Motorola's 175 workers – featuring height-adjustable surfaces they promote higher productivity and well-being in the workplace. Seating includes Very and X99 chairs for greater flex and comfort whatever the task at hand. Floorspace is maximised with improved storage and lockers.



CLU3 TOUR

Digital transformation is changing your working environment. The interaction between humans and technology has become a critical success factor for companies and the public sector. Especially in an office environment the design has a crucial influence on happiness and productivity.

[Click here to read more](#)



WINNER OF TATE PHOTO CONTEST #UNITEDTATECOLORS.

Congratulations to our winner Groupe em2c with its production Star Tate, awarded with Tate Color chairs signed by Cappellini.

[Click here to view the video](#)



DELOITTE - HAWORTH WAAS DINNER

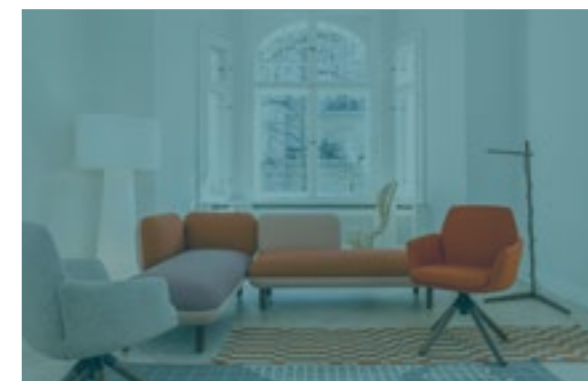
In partnership with Deloitte, we hosted a private dinner where guests from various industries were invited to have a discussion on the future of workplace.

[Click here to read more](#)

ENRICH YOUR WORKSPACE - POP UP SHOWROOM

A world-class offering of lifestyle designs, the Haworth Collection® brings an ordinary workspace to life. It leverages the tradition and innovation of design around the world with pieces from Cappellini, GAN, Framery, Pablo Design and Janus et Cie.

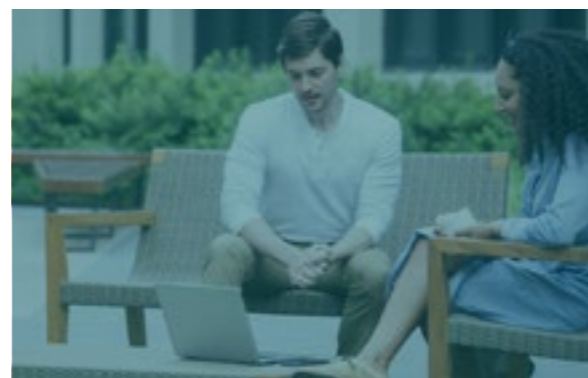
[Click here to read more](#)



DOES YOUR CULTURE NEED TO CHANGE?

A healthy organizational culture is a catalyst for employee engagement, collaboration, and innovation—three things that are critical to business success.

[Click here to read more](#)



MORE THAN EVER, WE WORK ON THE MOVE

Haworth goes global to deliver innovation and inspiration for today's mobile workforce. Today we work anywhere, from an airport lounge to home or a café.

[Click here to read more](#)



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SPECIAL EDITION