

HAWORTH®

20/20

ISSUE 01 | MARCH 2014





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Henkel receives Low Carbon Certificates

SPECIAL FEATURES

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Total Floor Plate

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Trends wall

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The Hub: Adelaide
The Hub: Sydney
Singtel , Singapore

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Introducing Isobel Dodds
Introducing Kelly Steckel

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Saturday in Design @ Hong Kong
2014 Haworth Twilight Series
Happy 2013 @ Madame Brussels Melbourne
Haworth's Player's Lounge

INTRODUCING HAWORTH 20/20

Haworth 20/20 is a blog and quarterly digital publication dedicated to people interested in improving human, facility, and organizational performance in order to drive change in the way they design and build environments. 20/20 is a collaborative platform that is future-focused, sharing trends, projects, knowledge, and industry events across the region. Drawing on Haworth's dynamic network and vast geographic reach throughout Asia Pacific and emerging markets, 20/20 will surface new information on the people, environments, and design trends that are driving innovation across the globe. At the heart of Haworth 20/20 is people and the quest to uncover what makes them healthy, productive, inspired and connected.

Haworth 20/20 :: Capsule Collection

To complement the site, we will bring you a quarterly capsule newsletter, sharing a snapshot of what's been happening on the Haworth 20/20 site. Of course, you can access the full site whenever you want inspiration or ideas!

Click here to
visit the website





NOTHING WASTED

EXPLORE ZODY'S REMARKABLE STORY OF QUALITY, COMFORT AND RESPONSIBILITY

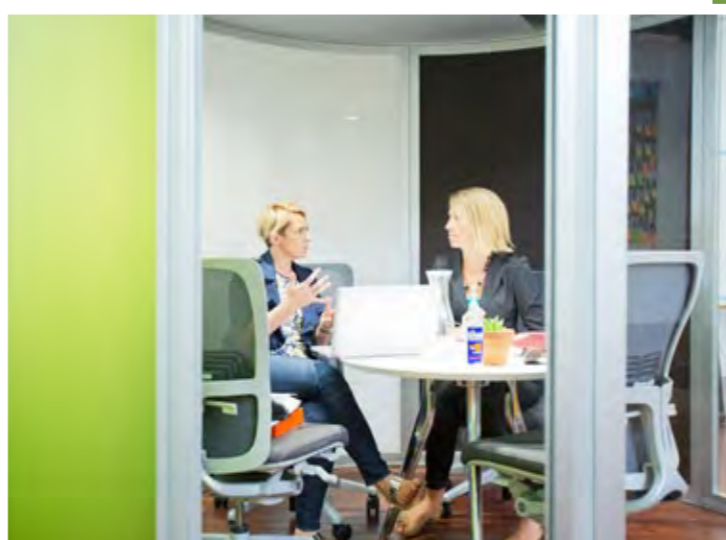
Find out more about the Zody chair at :
ap.haworth.com/zody

HUB

Adelaide, Australia



Haworth and Haworth xFriends Products:
Zody Chair, Infinity, Orangebox Pod, Orangebox Perimeter, Tilt Fruit and Nut, Planes white board



HUB

Sydney, Australia



Haworth and Haworth xFriends Products:
Zody Chair, Infinity, AllWays, Realm Pod, Soft Shelter, Maria table



The potential of co-working to create exciting new collaborations, destinations and ways or working is recognised by multinationals and SME's alike. Haworth is excited to support The HUB Co-working spaces throughout Australia.



SINGTEL
Singapore



TOTAL FLOOR PLATE

The workplace is no longer defined by a single function: work. Today, office spaces double as places to meet and relax, to connect with others over coffee or to engage the greater community during and after office hours. They must be multi-faceted environments that meet the needs of the group while still remaining relevant to the individual; and all this they must do while maximizing real estate efficiency.

Over the last year we have expanded our portfolio of Haworth and partner products to include more solutions that can be leveraged across the entire floorplate - from client-facing areas, to collaborative zones and back-of-office spaces.

We hope you enjoy exploring this collection of creative solutions as you discover the possibilities!



Click here to
view the video



7

Tips on **building** an *office full* of winners.

- Forbes.com

ENDANGERED OFFICE TECHNOLOGY

- NewWOW.net

THE OPEN OFFICE:

Friend or foe to start-up success?

- TheNextWeb.com

5 Visions To Make **Unused** *Subway Stations* Fun, Useful, And Beautiful

- fastcoexist.com

How **new** co-working **trend** is redefining workspace.

- dailyherald.com

4

Urban designs that might **shape** the *skylines* of the future.

- FastCoExist.com



Driverless cars designed for use as mobile offices

THE FUTURE OF LEARNING ENVIRONMENTS:

An issue that concerns the students.

- core77.com

"Just because you find your **open floor plan** annoying, doesn't mean it's not creating **more collaboration** and *better ideas*."

- FastCoExist.com

HAWORTH: OPEN PLATFORM, GLOBAL FOOTPRINT

by indesignlive | Feb 23, 2014



Haworth Managing Director of Greater China and North Asia, Matthew Tedesco tells us how the company is bringing together workplace knowledge and combining it with its global capabilities to create high-performance environments for organisations in this region and around the world.

20/20: As a designer and manufacturer of office furniture, what is Haworth's point of difference?

MT: Haworth recognises that the global landscape is changing so quickly that no one company has all of the answers. Because of our unique open platform approach coupled with our global footprint, we are able to support our clients in aligning their space to their business goals. We do this by facilitating and delivering the most relevant research, products and services that meet their needs across the total floor plate whilst helping them adapt these spaces organically over time.

Tell us about the Haworth xFriends programme.

Haworth xFriends represents a unique platform that brings together the best in product design and innovation through an open network of designers, innovators and community activators.

Are there any new collaborations that you can share with us?

We are getting ready to launch a collaboration with our newest xFriends partner, Dutch designer Edward van Vliet. His award-winning designs have been implemented across a variety of mediums, and we are excited to work with him, together with

Click here to read
the full article



COMING SOON: MINIMAL LUXURY BY STUDIO EDWARD VANVLIET

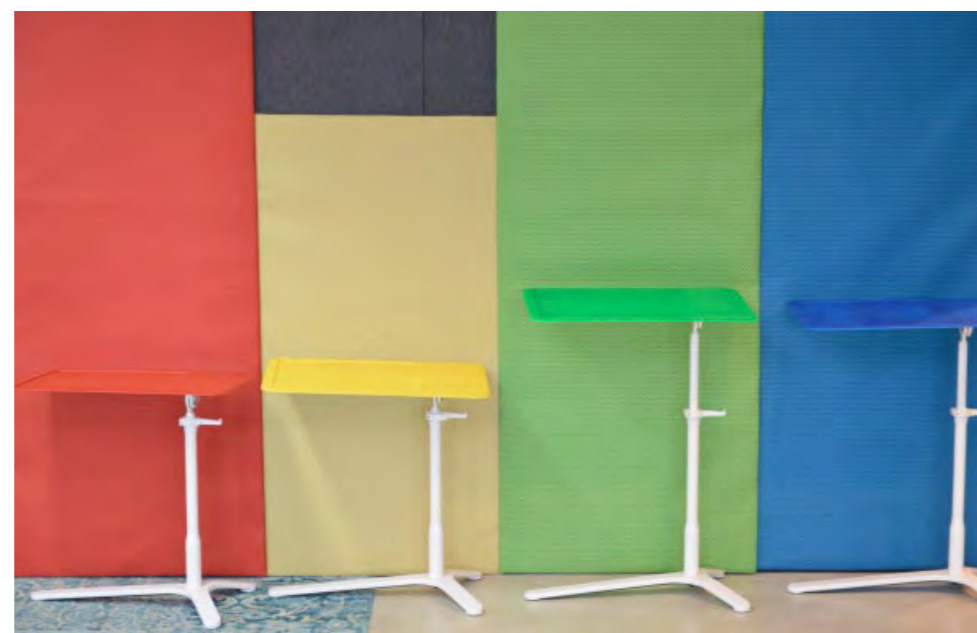
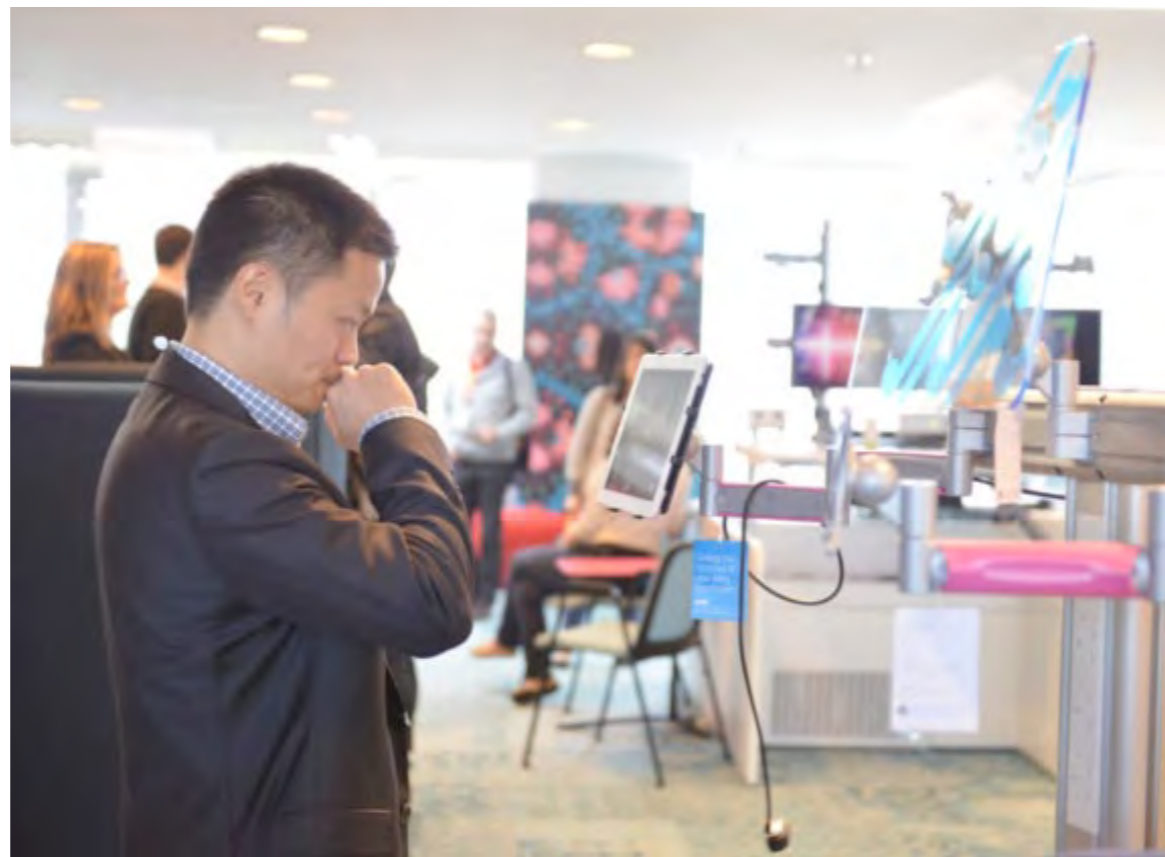
How to create pared-down, luxurious experiences using simple fabric combinations. Fabric and finish formulas that generate an unexpected and delightful 'tactile harmony'.

More in the next issue of Haworth 2020.





SATURDAY INDESIGN @ HONG KONG



2014 HAWORTH TWILIGHT SERIES @ SINGAPORE

HAPPY 2013 @ MADAME BRUSSELS MELBOURNE



INTRODUCING ISOBEL DODDS

Global Account Manager | Based in Singapore



Haworth is excited to announce the addition of Isobel Dodds to Haworth Asia-Pacific Global Account team. Isobel joins us from London where she was a Global Account Manager, Haworth Europe.

Isobel has worked with Haworth for 4 years as Global Account Manager, and brings with her a wealth of Haworth and Global Account expertise. Her role will be to continue the growth, development and strategic support to our enterprise clients across Asia-Pacific, Middle East, Latin America & Africa.

Haworth aims to offer best-in-class service and strategic support to our clients to address their workplace challenges and needs. Isobel will leverage her knowledge of our enterprise clients and the Haworth global infrastructure as many of the same multinationals are continuing to invest in the Growth Markets.

e: isobel.dodds@haworth.com.

INTRODUCING KELLY STECKEL

Marketing Strategist | Based in Singapore



Relocating from NYC, Kelly will join us in a newly created role of Marketing Strategist within the Global Account team. Based in Singapore, Kelly will partner with the Global Account Managers to refine our Organic Spaces value proposition communications with our enterprise accounts. Kelly will provide great depth to the Global Account team as we strive to address our client workplace challenges and needs.

Originally from the United States, Kelly has lived in Germany, Switzerland, and Singapore. She has an MBA, speaks German, and is a member of IIDA, CoreNet, Women for Women International and the German-American Chamber of Commerce.

e: kelly.steckel@haworth.com.



HENKEL APAC & CHINA HEADQUARTERS RECEIVES LOW CARBON CERTIFICATES FOR EFFORTS IN SUSTAINABILITY FROM HAWORTH.

Henkel implements projects and processes aimed at enhancing sustainable and environment-friendly practices at Henkel facilities across the Asia-Pacific region.

Promoting the continuous development of sustainable products is a fundamental part of Henkel's value proposition. In order to ensure the implementation of these fundamental objectives, Henkel relies on partnerships with suppliers globally who share the same level of commitment, and who are mindful of the amount of resources extracted from our planet.

Part of this initiative was the evaluation of existing processes to standardize the purchasing of office furniture for all Henkel facilities in Asia. For this reason, Jens Schneider, Corporate Facility Manager Asia Pacific, started with the support of purchasing a comprehensive tender process in 2012. This tender process aims to identify global partners that can assist Henkel in fulfilling business needs with a specific focus on sustainability.

After several rounds of reviews, product mockups, as well as price negotiations, Haworth was selected as the preferred vendor. A privately owned, global leader in office furniture design and manufacturing, Haworth won the bid due to its competitive product, price, service-package and well-established green manufacturing processes. In addition, Haworth supports Henkel's corporate responsibility programs by assisting them in delivering used furniture to charitable organizations throughout remote areas of China.

These programs are scheduled to take effect starting from 2014.

[Click here to read the full article](#)



CORNET SUMMIT SINGAPORE 2014
INTRODUCING THE HAWORTH PLAYER'S LOUNGE:
WHERE WORK BECOMES PLAY,
AND PLAY BECOMES WORK



COME FIND OUT MORE



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