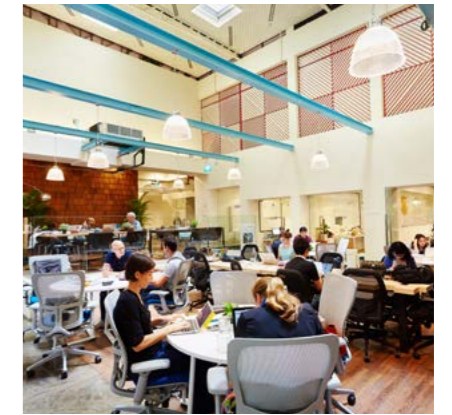
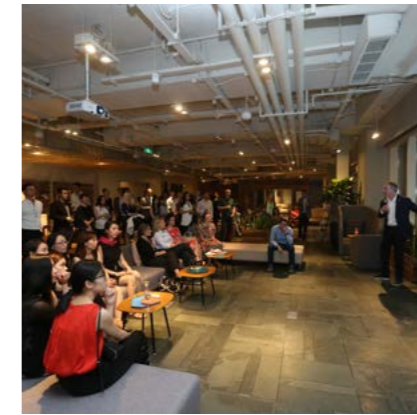








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Come and experience the new movement. Coming June 20 2016.

HAWORTH  
ap@haworth.com/fern



# FERN™

## The Launch of Fern

A new movement in seating.

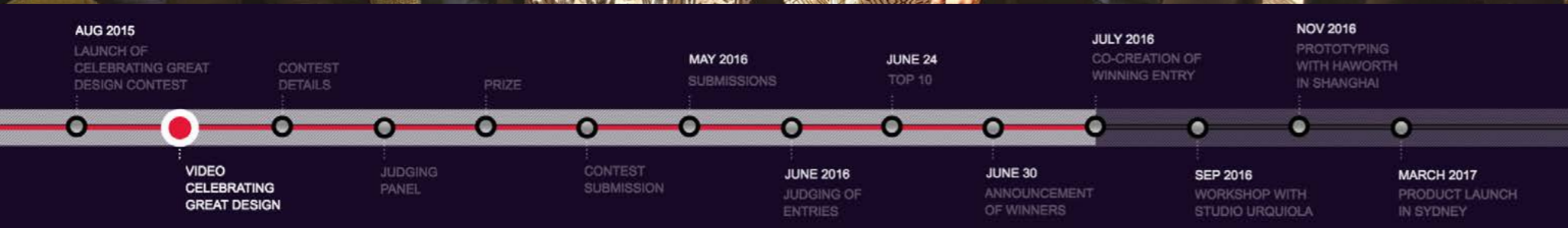
When 75% of work in industrialised countries is performed while seated, building movement into sedentary work is highly beneficial. Providing good back support not only promotes healthy sitting, but can support mental acuity for seated workers.

Inspired by nature, Fern provides new levels of balance, flexibility, and performance. Designed from the center, it puts people at the center of work.

[MORE ABOUT FERN](#)  
[LOOK BACK ON FERN LAUNCH IN AP](#)

STAND A CHANCE TO WIN A FERN  
WITH OUR WORD CLOUD LUCKY DRAW





## Celebrating Great Design Contest

An intensive workshop in Melbourne provided the opportunity for the winners of the Celebrating Great Design Contest to refine their triumphant concept.

The winning team in the Celebrating Great Design Contest have spent an intensive two days with Haworth in Melbourne, pouring over every detail of their design and developing it further in preparation for design development and prototyping in the coming months.

The team of four from Woods Bagot includes workplace interior designer and milliner, Jess Dootjes; architect and furniture designer, Josh Carmody; interior designer and sculptor, Sue Fenton; and workplace interior designer and craft enthusiast, Brittany Pearce. They were joined over the two days in the Woods Bagot studio by workshop leads David Barrass, Haworth's Product Marketing Director, and Liz Teh, Haworth's Head of Design.

While the design itself is still under wraps, its name - Penumbra (an area of half shadow) - hints at the rich possibilities of spaces that straddle multiple zones. The judges were unanimous in their selection of the design. Said Barrass, "What I love is how the concept is flexible and considers not only the physical furniture settings it creates but also the importance of environments in the function of a space."

Fellow judge, Patricia Urquiola commended on the maturity of the concept, its contemporaneity, and its openness to being used in different ways; while the third judge, Nicolai Czumaj-Bront, admired the visual interest and functionality offered by each of the design's elements.

The Melbourne workshop was an opportunity to maximise the concept's readiness for further development with Haworth in Shanghai. Commented Carmody, "This first-stage process of tightening up the entire concept was intense, but enjoyable. I found it cathartic and reassuring to have everything interrogated to a high level of detail, ensuring that functional details, as well as the material and structural intents were clear to everyone as the process moves forward into design development and prototyping."

He added, "Designing an entire range for a company as large and highly regarded as Haworth is a chance to see and experience this process, in comparison to designing and making furniture for limited production runs or one off residential clients."

The winning team is currently looking forward to attending a workshop with Studio Urquiola in Milan in September, and thereafter to seeing the first prototype of Penumbra take shape in Shanghai in November. Penumbra will be launched in Sydney in 2017.

[FOLLOW THE WINNERS' JOURNEY HERE](#)



**LEEDv4**

Low VOC materials  
Environmental Product  
Declarations (EPD)

**LEEDv4**

Energy efficient HVAC system  
Optimal ventilation rates

**WELL**

Herbicide and Pesticide Ban  
Allergen Reduction via trash cans  
MERV 18 Filters

**WELL**

Variety of settings for  
comfortable seating Natural  
elements of fire, wood, and stone  
Locally sourced materials

**RESET**

Air Quality Monitoring:  
PM2.5  
VOC's  
CO2  
Temperature  
Humidity

**RESET**

35% of materials  
(as of costs) are low  
VOC certified

## Asia's First Well Building

Our showrooms are an avenue where we learn about space, products, wellness, the future of work, cultures and work styles. We believe inspiring spaces can enrich lives and businesses around the world.

Haworth's Shanghai showroom recently became the First commercial interior in Asia to receive the prestigious Well Building certification - a performance-focused system grounded in medical research that measures, certifies and monitors built environments to promote health and wellness. Haworth's unique space was also designated as a pilot project for the Well Building Standard.

We invite you to visit or ask for more information on how you can achieve this certification.

Please contact [haworth.SHShowroom@Haworth.com](mailto:haworth.SHShowroom@Haworth.com) for more details or visit [HAWORTHSHOWROOMS.COM](http://HAWORTHSHOWROOMS.COM).



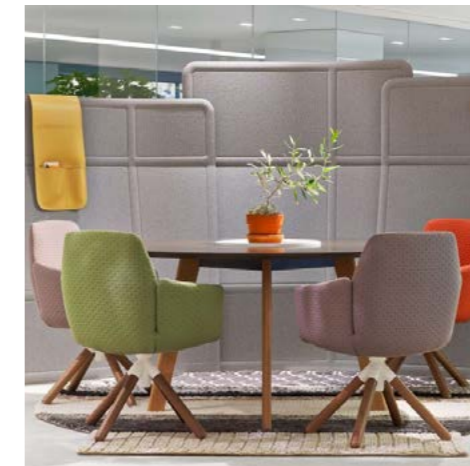
## Neocon 2016 Summary

The Haworth showroom at Neocon 2016 offers inspiration for bringing culture, community, and comfort into the places people work.

We kicked off NeoCon in style with our Leading Designers event held this year at the J. Parker rooftop bar above Hotel Lincoln in Chicago. Guests mingled with world-class designers—like Patricia Urquiola and Giulio Cappellini—as they enjoyed sweeping views of Lake Michigan from a vintage setting.

Visitors also got to see artisans in action in our Maker Spaces.

[MORE ABOUT NEOCON 2016](#)





## Acquisition of JANUS et Cie

Haworth has made another great acquisition under the Poltrona Frau Group. JANUS et Cie is a leading manufacturer of premium outdoor and indoor furniture for hospitality, residential and commercial use. With over 6000 products and international HQ in Singapore, we are excited to welcome the JANUS team to the Haworth family.

[READ MORE](#)



HAWORTH®

# Very Task Chair PRICE PROMOTION

We are pleased to announce that Very Task, part of our award-winning Very Family, is being offered with a great new price promotion. The promotion is running up until June 30 for shipments until end of 2017 and is another great reason to take the opportunity to try out the market-leading range of ergonomic task seating from Haworth.

Please contact your local Haworth Sales Representative for more information and the opportunity to try Very Task Chair. Prices for Very Task will revert from 1st of July 2017.

[ap.haworth.com/very-task](http://ap.haworth.com/very-task)







## Margaritas and Masterpieces

The theme for the evening was wellness and how balance is critical in achieving a high-level wellness. We talked about the 4 aspects: physical, career and financial, social and community and how having a more or less equal amounts of each aspect will result in a well-rounded and balanced quality of life. Everyone was asked to paint what wellness means to them as it varies from person to person. People were asked to reflect on this and express it on canvass. While there were many first-time painters, they did a great job.



## Haworth Tea Party in Singapore

On 21st July, the Singapore showroom was transformed into wonderland where we hosted a tea party for our clients and partners. Guests were introduced to the new Fern chair and had a chance to experience the new way of seating. Sketchpost was also invited to hold drawing lessons and share the basics of visual thinking with our guests.





## Future of Cities

How will our world be in 2025?

On 14th July 2016, we hosted Future Agenda's workshop titled 'Future of Cities' in our Singapore showroom.

The group got together and assessed future insights that are most relevant to the topic.

[MORE IMAGES HERE](#)



## Corenet Philippines

CoreNet Global Philippines Chapter Present started with an opening by Haworth's Victor Maningo, who is also the Vice Chairman of CoreNet Philippines. The well attended event was held in Haworth's organic space located centrally in Zuellig Building.

Speakers, Sigrid and Janlo also shared more about the topic, 'APAC Occupier Markets 2016 in Review' while the closing statements were presented by Eric Manuel, Vice-President of Business Development of Daichi Properties.

[MORE IMAGES HERE](#)



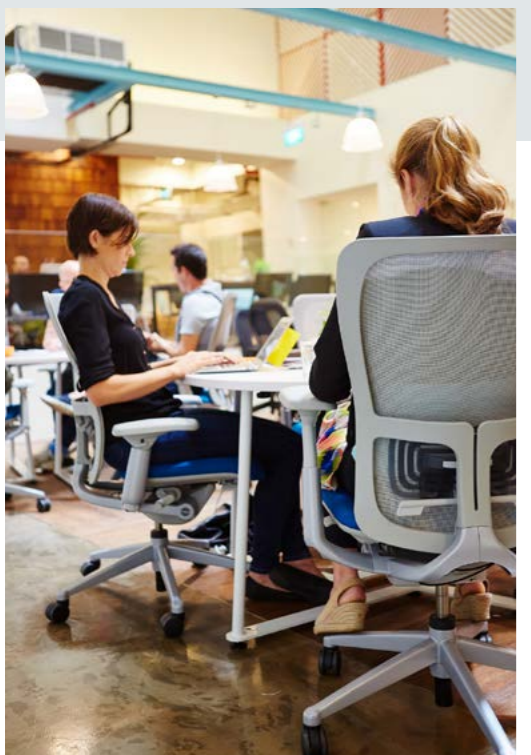
## Hong Kong Showroom Opening Party

The Venetian themed party invited guests to experience our newly revamped showroom in Hong Kong. It was fun filled night with drinks and games.

[MORE IMAGES HERE](#)



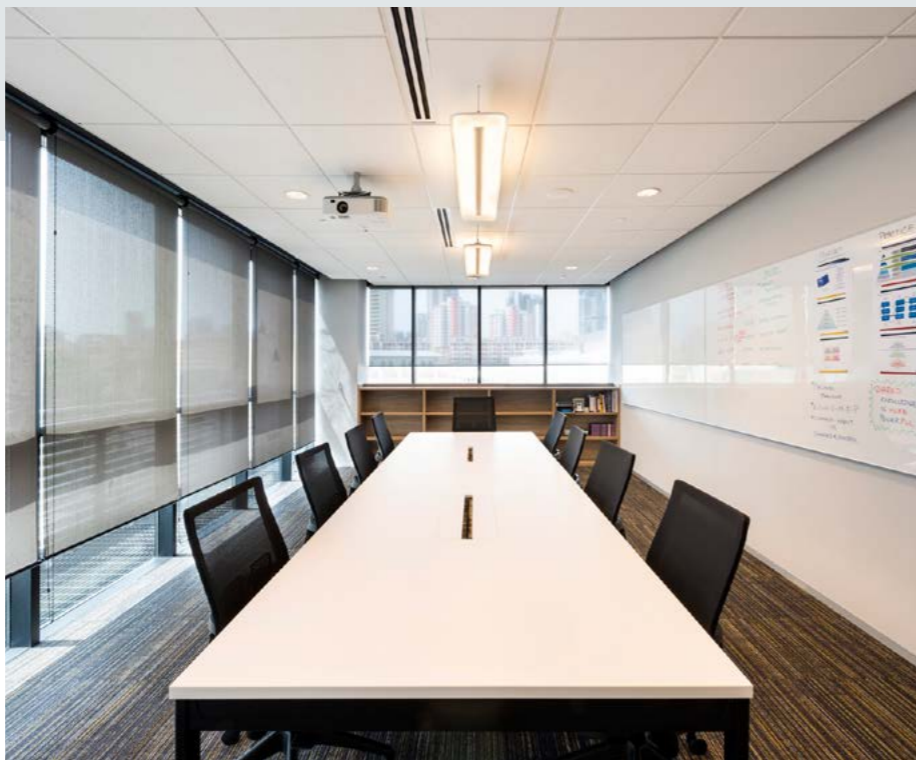
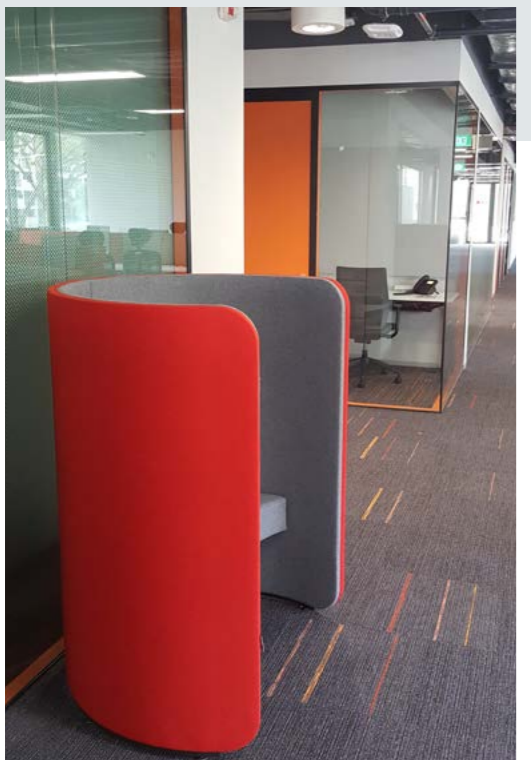
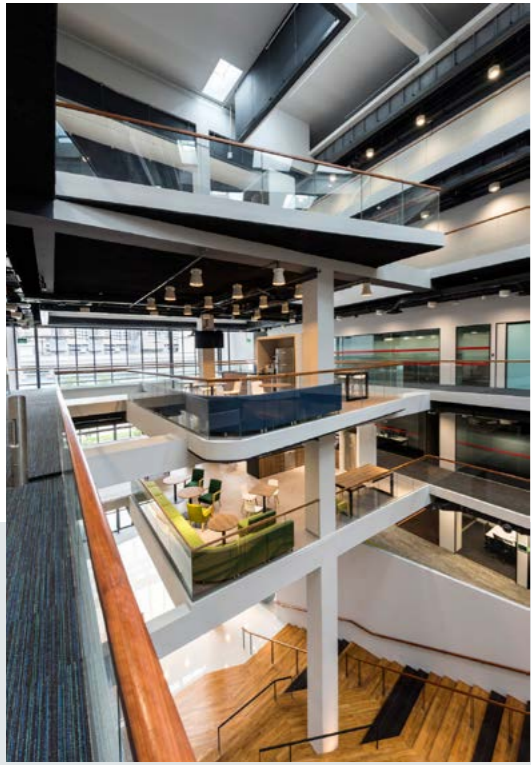




## The Hub Singapore

The base camp of global startups and ventures, The Hub is home to Singapore's largest community of entrepreneurs, creatives and techies. Serving as the go-to workspace where members collaborate and work on their big ideas, the space provides everything from team rooms, flexible seatings to break-out areas that enable networking among Hubbers. The Hub also regularly host workshops and events so having configurable Kite and Tilt tables from Haworth xFriends range caters to the different needs of The Hub community.





## PHILIPS

Located in Singapore, Philips' new APAC headquarters is a 6-storey tall building that houses not only the traditional workspace but also a learning centre that supports their focus in health, technology and a consumer care centre which is open to the public. Consumers can drop by to browse the company's products and make purchases via their online store.

Haworth furniture was specified to provide workspace solutions across 5-levels of the building which includes Intuity workstations, Intuity meeting tables, Planes tables, EZ65 meeting chairs and Haworth xFriends' IQ Commercial's Task Pods.





## Totally Human: Furniture Made for Wellness

The single biggest cost for businesses is people. According to a study on the cost of business over 30-year period, human capital accounts for 90% of the total cost.

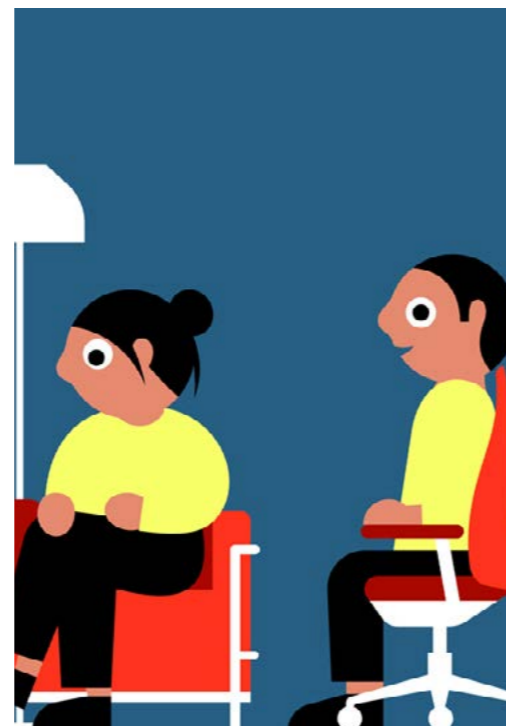
[READ MORE](#)



## The need to design office spaces for the next generation

Work is changing and workers are changing - so workplace design needs to change too to keep up. Our research head Michael O'Neill explains what Haworth is doing to help clients provide the ideal office.

[READ MORE](#)



## Ergonomics not evolving quickly enough for the modern workplace

Working styles are changing, but ergonomic design is stuck in the days of the “cubicle farm” and not evolving quickly enough to support more mobile employees. Clients provide the ideal office.

[READ MORE](#)



## Open Source Work Space

Haworth xFriends is an exciting approach to collaboration and partnership which aims to make workspace design ‘open source’ and accessible to local markets, while sharing the stories of designers. Indesign had a chat with Haworth’s xFriends Integration Manager, Alex Przybyla, about the project.

[READ MORE](#)



## Agile Working

Find out why we should be moving to an agile workplace and how it can increase productivity and promote creativity amongst employees.

[READ MORE](#)



## Introducing ...



### Thangaraj M

Thangaraj has a great passion for solutions and during his 12 years of industry experience, he has been helping customers to provide tailored best solutions for their requirements.

Thangaraj has a background of handling couples projects with our India based customers and a proven experience of providing the best solutions to meet our client's needs. He has been successful in providing creative solutions and is passionate about working with cross cultural teams and across diverse projects. With a mechanical engineering background and MBA in operations & marketing, he has a wealth of knowledge around design and project execution. Thangaraj is a natural extrovert and is also passionate about meeting new people.



### Jessica Carr

Jessica Carr is re-joining Haworth as Head of Workplace Solutions for Southeast Asia and India based in Singapore.

Jessica possesses 10 years experience developing workplace design and strategy for corporate, government, healthcare and education sectors. Building on her architecture and interior design background, Jessica's expertise is in ethnographic design, experience design and design-thinking workshop facilitation. Jessica is part of the Haworth Strategic Services team; leading strategic client engagements and co-creative workplace solutions with Haworth's premier clients in South East Asia, India and across the Asia Pacific region.

# SIT WELL. MOVE WELL. FEEL WELL.

Introducing Fern™ by Haworth, the new movement in office seating.  
For more information, go to [haworth.com/ap](http://haworth.com/ap)



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