

Impressions

Orgatec 2012





THINK | SEE | DO | CONNECT

At the international office furniture trade fair Orgatec 2012 in Cologne, the many visitors to the Haworth booth experienced innovative office solutions in practice. Taking the four fundamental types of collaboration, THINK | SEE | DO | CONNECT, as a basis, Haworth presented specific ways of creating motivational working worlds that are able to promote interaction between employees and at the same time have a positive impact on the success of the company as a whole. In doing so, there are generally four elements that determine the success of collaboration:

Work environment:

The design of the work environment is influenced by behaviour, activities, and technology.

Behaviour:

Our preferred way of carrying out our tasks; for example by means of individual or group work.

Activities:

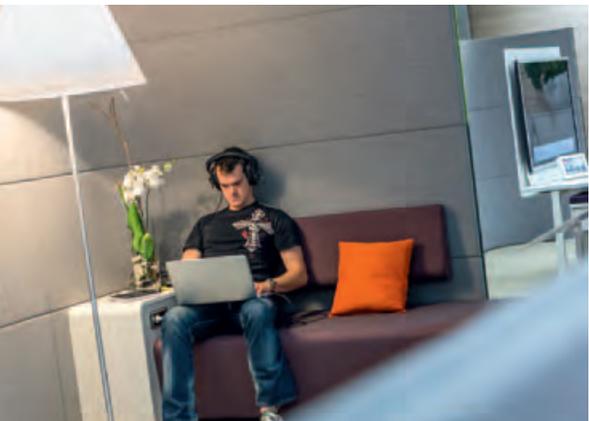
The types of task we carry out.

Technology:

How we employ technology and in what way it supports us in completing our tasks.

THINK

Develop ideas



SEE

Present results

PROMOTE COLLABORATION

Collaboration can happen in many ways. The aim of Haworth is to foster each individual's specific way of working and to create formal or informal office environments that provide a motivational setting for successful work. Through internal studies, Haworth has ascertained that four types of collaboration with different emphases occur in companies:

THINK (Develop ideas)

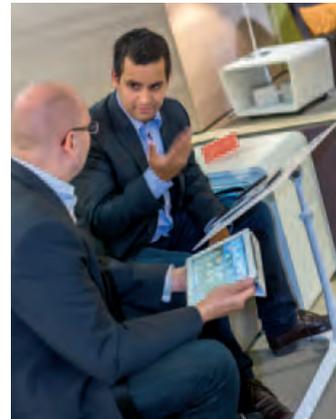
SEE (Present results)

DO (Execute tasks)

CONNECT (Share information)

DO

Execute tasks



CONNECT

Share information



The background of the page is a light gray color with a complex, abstract geometric pattern. It consists of several overlapping circles and straight lines that intersect to form various shapes, including triangles and polygons. The lines are thin and light gray, creating a subtle, modern aesthetic.

HOW IS OFFICE WORK CHANGING? IS COLLABORATION
IN THE OFFICE CHANGING? WHAT INFLUENCE DOES NEW
TECHNOLOGY HAVE ON THIS? AND AT WHICH PLACES
WITHIN THE COMPANY DO WE ACTUALLY WORK?

THE EMERGENCE OF A NEW WORK CULTURE HAS LONG
SINCE BEGUN. HAWORTH IS ACTIVELY SUPPORTING THIS
PROCESS WITH THE HELP OF ITS GLOBAL EXPERIENCE.





REALISE PROJECTS

This area focuses on routine project work, a space where individual work can take place. It promotes a quieter, more methodical manner and style of working. The shape and configuration of the desks are designed to facilitate a particular way of working: individuals are separate, but can also work together when necessary.



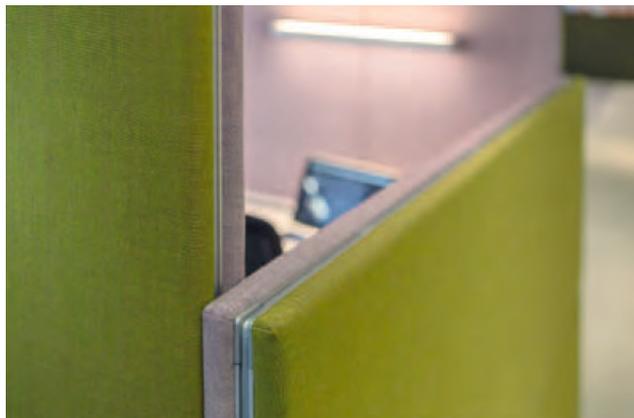


FOCUS ON YOUR WORK

The MeetYou room structuring system provides a private space for more focussed work, even within an open office for work requiring greater concentration. By occupying this area, the users indicates that they would like to work undisturbed for a while. Through the use of large-surface panel walls with a fabric cover, MeetYou provides acoustic damping properties.



Collaboration work-setting THINK | SEE | DO | CONNECT

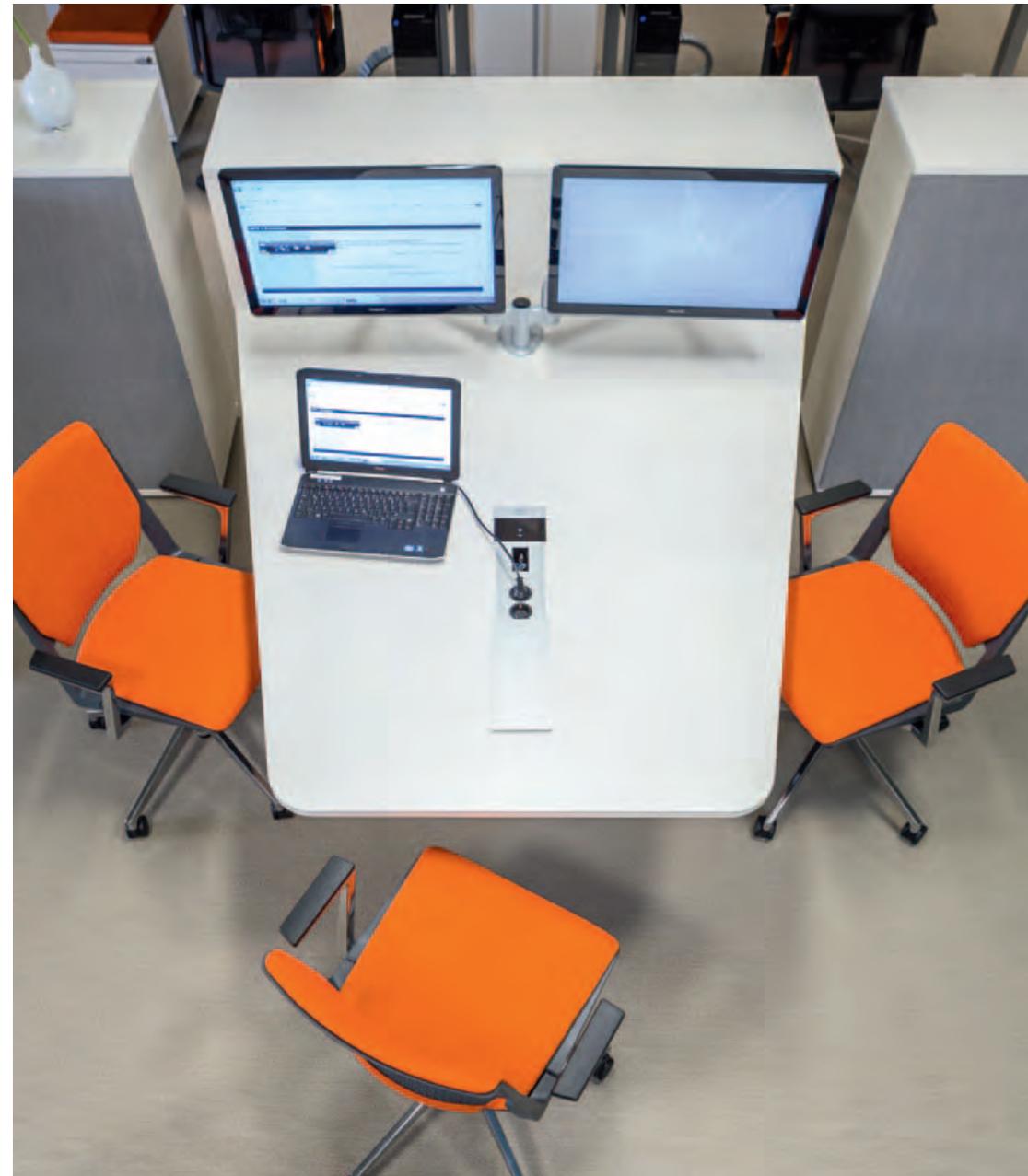


Products: Tibas, MeetYou, Comforto 29



SHARE INFORMATION

This work area actively promotes team work. In terms of technology, the workspace is set out in such a way that communication can occur as quickly and flexibly as possible. Individual users can share information with others from their laptop or other mobile device wirelessly on separate monitors using the integrated technology solution, Workware.



OPERATE AS A TEAM

In this area, employees come together to work on or discuss projects or team tasks. Here, information is considered collectively and shared. Spontaneous ideas can be captured directly in digital form or simply noted down on the writable surface on the back of the cabinet.



Collaboration work-setting THINK | SEE | DO | CONNECT





COMMUNICATE IN A RELAXED WAY

New ways of working and types of collaboration are progressively taking over the working world both of today and tomorrow. The trend towards increasing mobility has been accompanied by an increased number of impromptu meetings which come about as a result of spontaneous gatherings and chance encounters between people.

These communication zones differ from the other environments in terms of comfort and ambiance and promote all forms of collaboration. This area can be used by all employees and provides a more informal, comfortable setting in which people can work or spend time either alone or in groups in a relaxed atmosphere.



Collaboration work-setting THINK | SEE | DO | CONNECT





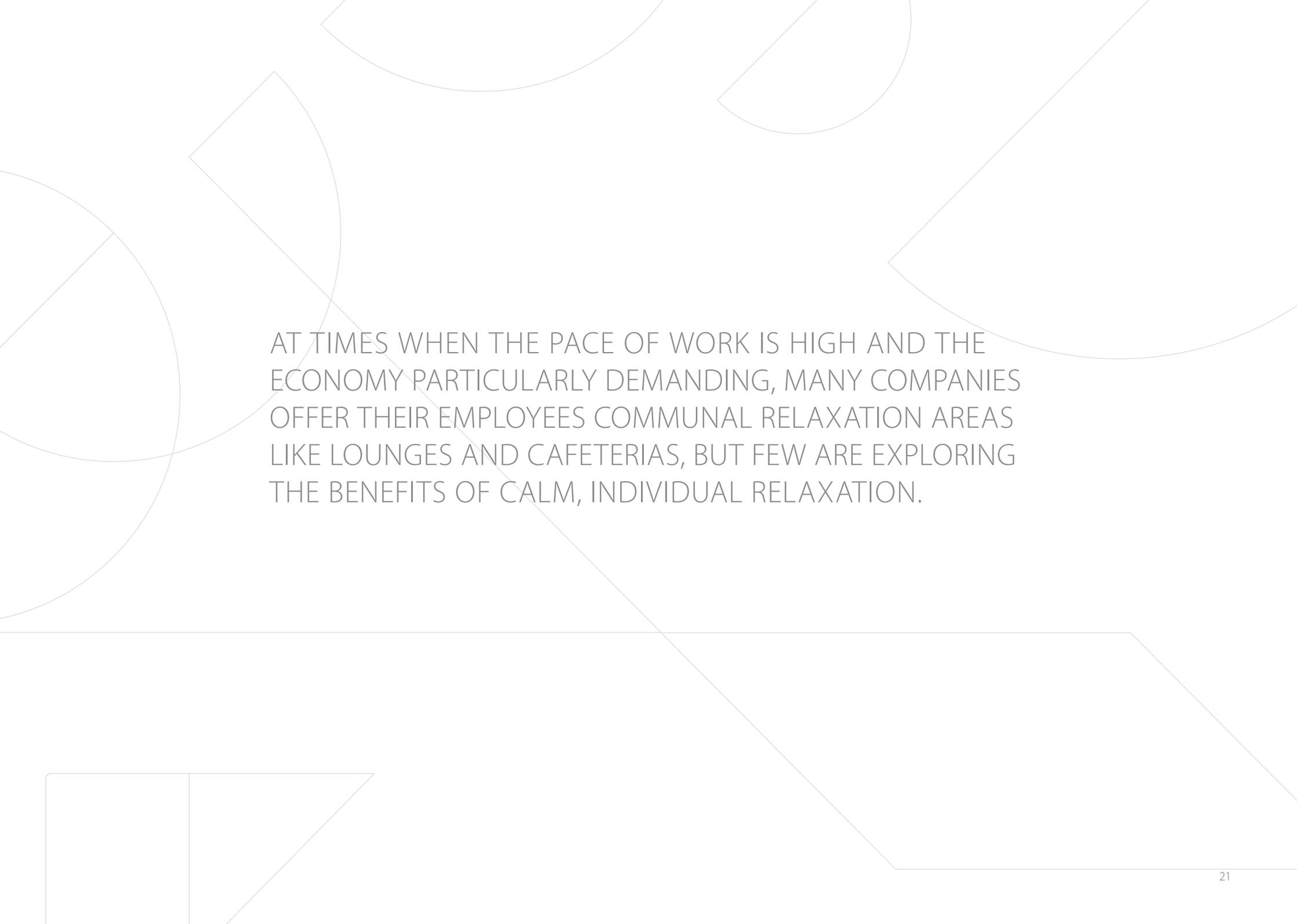


COLLABORATE SPONTANEOUSLY

Convene spontaneously to discuss the task at hand or other subjects directly. The standing height workware island is a place for concise exchanges of information. Here, employees can connect quickly and wirelessly using laptops or mobile devices and share and edit information on the large flat-screen monitor.

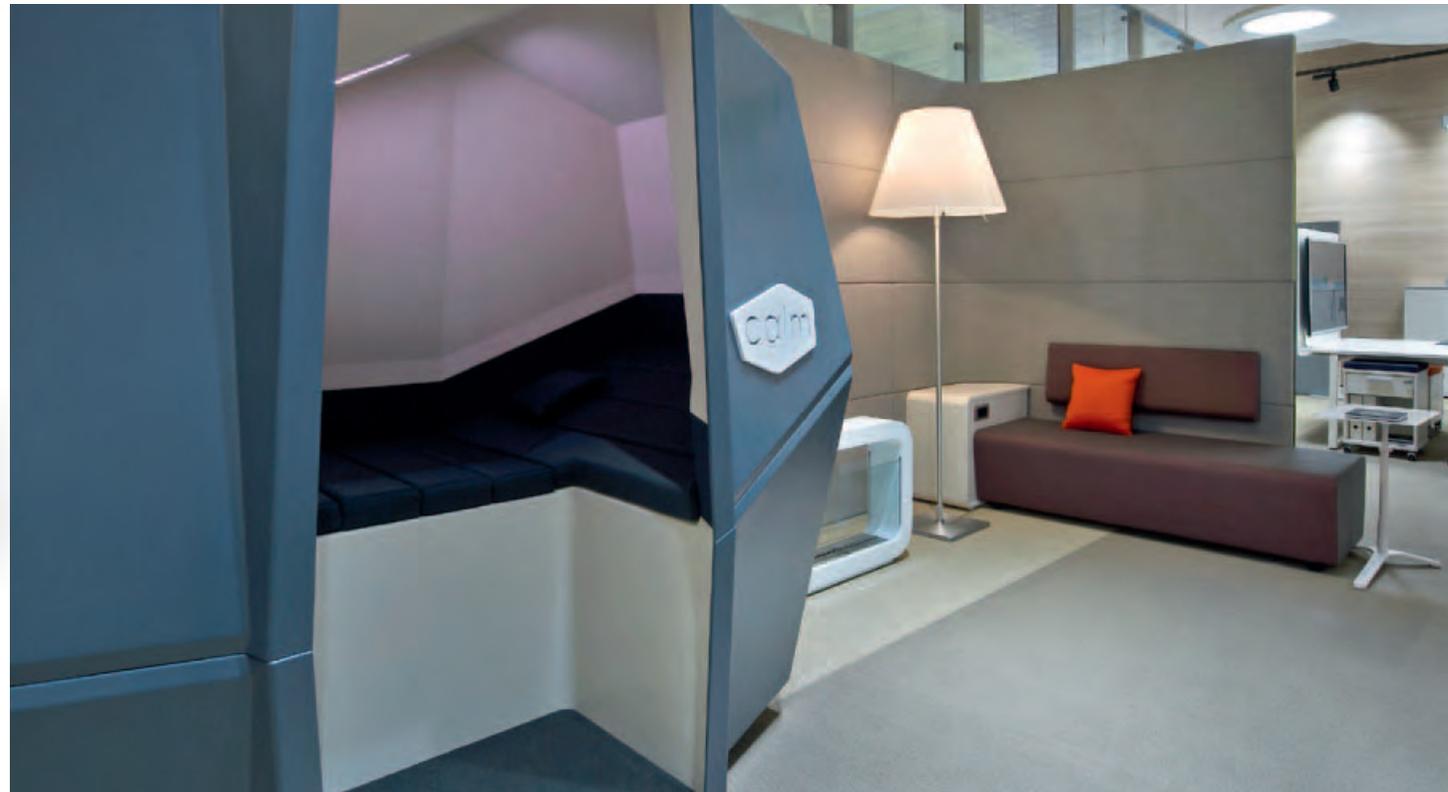
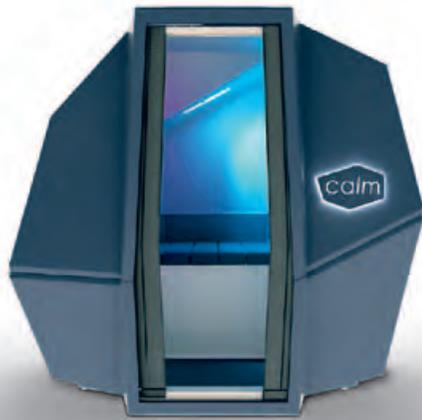




The background features several overlapping circles and lines in a light gray color. A large circle is on the left, with another overlapping it from the top. A third circle is at the top center, and a fourth is on the right. A horizontal line runs across the middle, and a diagonal line descends from the top left towards the bottom right. In the bottom left corner, there is a small square divided into two triangles by a diagonal line.

AT TIMES WHEN THE PACE OF WORK IS HIGH AND THE ECONOMY PARTICULARLY DEMANDING, MANY COMPANIES OFFER THEIR EMPLOYEES COMMUNAL RELAXATION AREAS LIKE LOUNGES AND CAFETERIAS, BUT FEW ARE EXPLORING THE BENEFITS OF CALM, INDIVIDUAL RELAXATION.





RE-ENERGISE

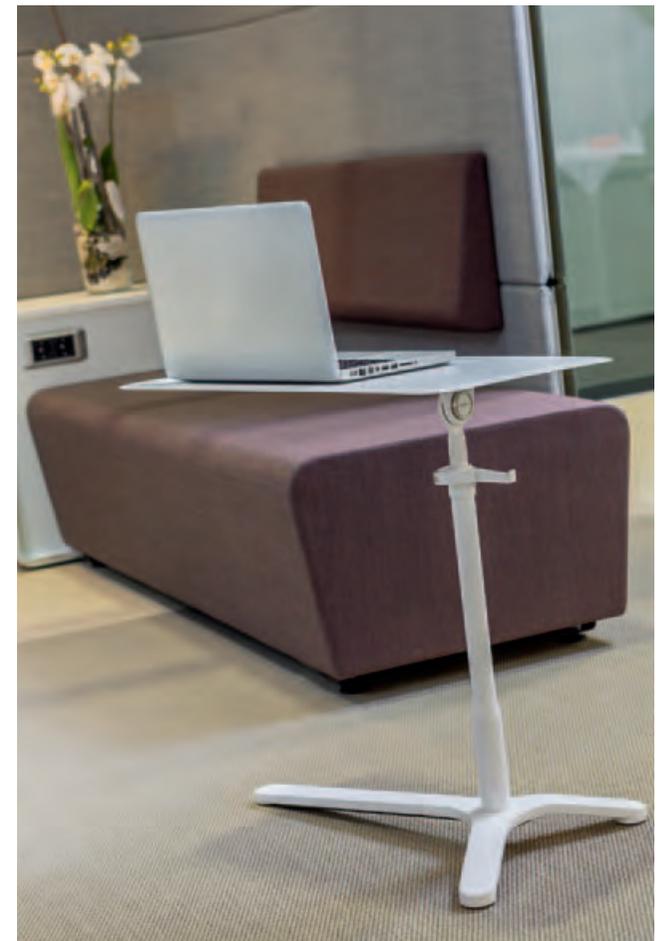


The more intensive the work is, the more important zones that offer the possibility to retreat, relax and regenerate become. Haworth has joined forces with designer Marie-Virginie Berbet to present (Calm)space, a “plug & play” power nap capsule for the office. Individuals searching for rest enter through a sound-insulating curtain and lay down on a fabric-upholstered mattress. The user is able to select a power nap period – from 10 to 20 minutes – that includes preset sound and light cycles, which helps the individual fall asleep and wake up smoothly. (Calm)space allows individuals to refresh, relax, and re-energise to be ready for productive activity.



BE INSPIRED

Communication areas that are set a little way apart from work zones facilitate informal exchanges. The living room-like ambiance has an inspiring and motivational effect. In this area, individuals or small teams can work and communicate in a relaxed way. Side tables facilitate working with notebooks, iPads, and other mobile devices.



Collaboration work-setting THINK | SEE | DO | CONNECT







DISCUSS PROJECTS

For dynamic project work, a form of collaboration that enables team members to exchange ideas and information with one another both visually and verbally at all times is crucial. This area is a place in which each individual can perform their own tasks, but that also permits active collaboration to take place at any time.

The Workware technology solution, which is integrated into the desk top, facilitates dynamic communication. The innovative software automatically recognises all current notebooks, tablets, or other communication devices. Workware uses a digital interface to control the display and communal access to the screen content, enabling several users to utilise the communal presentation surface at the same time, all with the utmost simplicity and flexibility.





CONNECT AND PRESENT

In the modern working world, connectivity has an increasingly important role to play. For this reason there is a demand for solutions that permit the modular adaptation of flat-screen monitors directly at the workstation or on wall mountings. At a freestanding project bench, a monitor is affixed directly to the bench using a special mount. The Workware software then enables up to four individual presentations to be displayed on the monitor at the same time and shared with the project team.

Collaboration work-setting THINK | SEE | DO | CONNECT







MAINTAIN DISCRETION

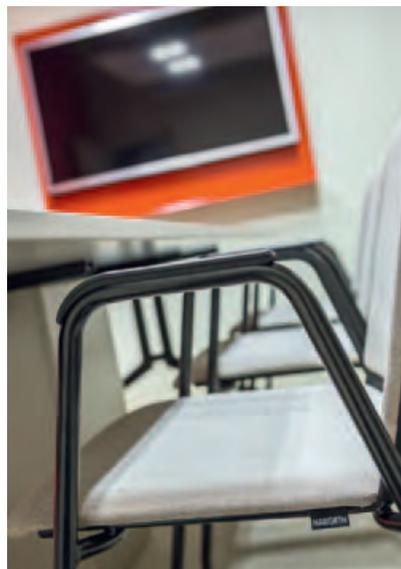
The closed room is still sometimes essential for discussions of a sensitive nature such as interviews, staff appraisals, or completely private meetings. The room is equipped with monitors for presentations and video conferences, and can be supplemented with Workware screen sharing technology if required. As a meeting table, the Audience conference table system is used here, along with s_con conference chairs.



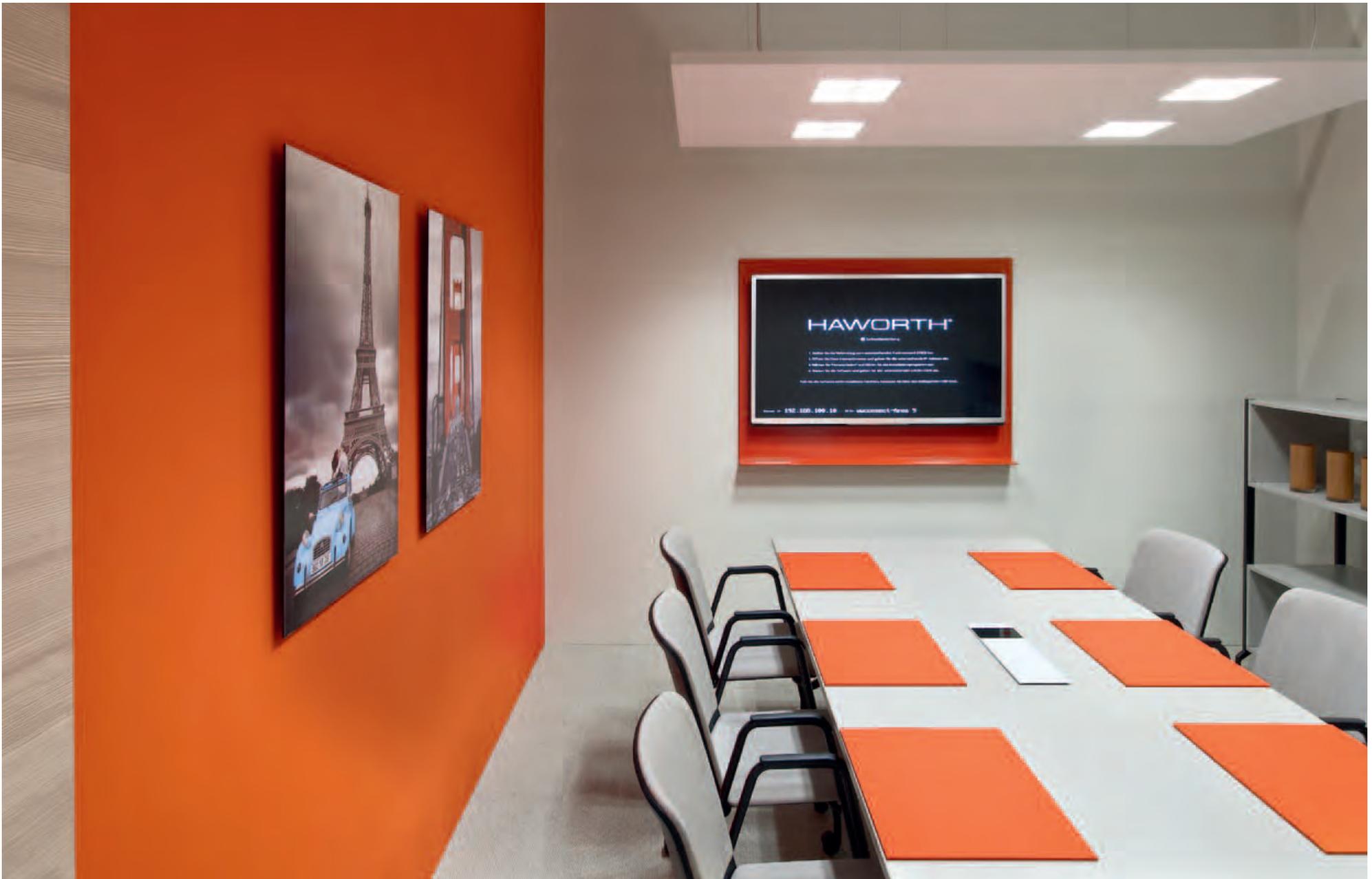


DISCUSS PROJECTS

The Planes conference table system and matching shelf system are used to furnish this meeting room. The conference chairs in the Comforto 29 series are functionally equipped with castors. This room is suitable for both internal and external meetings. The flat-screen monitor can be used for presentations.



Collaboration work-setting THINK | SEE | DO | CONNECT





The background features a complex geometric pattern of thin, light gray lines. It includes several overlapping circles of varying sizes and orientations, as well as straight lines that intersect to form various polygonal shapes. The overall effect is a clean, modern, and abstract design.

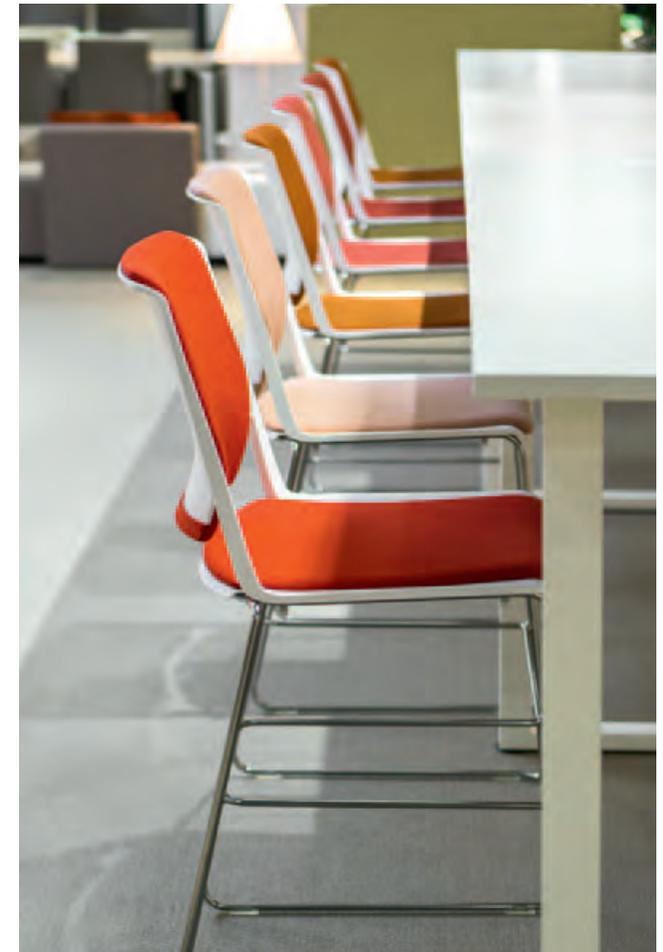
THE CLEAR RISE OF COMMUNICATION AND PROJECT WORK IS ALSO CHANGING THE REQUIREMENTS PLACED ON ROOMS WITHIN COMPANIES. FOR SEVERAL YEARS NOW, MEDIUM-SIZED AND LARGE COMPANIES IN PARTICULAR HAVE BEEN INCREASINGLY INVESTING IN THE FURNISHING OF COMMUNICATION ZONES THAT ARE ABOVE ALL DESIGNED TO PROMOTE INFORMAL EXCHANGES.



COMMUNICATE WITH ONE ANOTHER



The "office marketplace" is an oasis available to all, situated at the centre of a company. This area invites people to relax and to communicate informally, since it is precisely during periods of small talk that many new ideas and solutions are born.





DISCUSS INFORMALLY

Employees select communication or concentration zones according to the type of meeting they wish to have. The MeetYou room structuring system provides room-in-room solutions where meetings can take place undisturbed. MeetYou creates a private room that is simultaneously open enough to ensure that contact with the surrounding work environment is maintained. LTB lounge furniture facilitates all activities that do not have to take place at the workstation. LTB furnishings can be used individually or in combination with motivational MeetYou work environments.



Collaboration work-setting THINK | SEE | DO | CONNECT







RETREAT

This "area of retreat" formed of MeetYou elements with efficient acoustic damping properties comprises various niches and provides a comfortable, informal setting, reminiscent of the atmosphere in a café or restaurant. This area is partially enclosed and thereby creates the feeling of being more screened off. The necessary technology for joint communication is at hand here.







RECEIVE GUESTS

This area is designed for formal communication with external guests. Confidential telephone conversations can take place in the adjacent communication arches formed of MeetYou elements. This is made possible by the acoustic absorption properties of the sound-insulating walls.





ARRANGE A MEETING

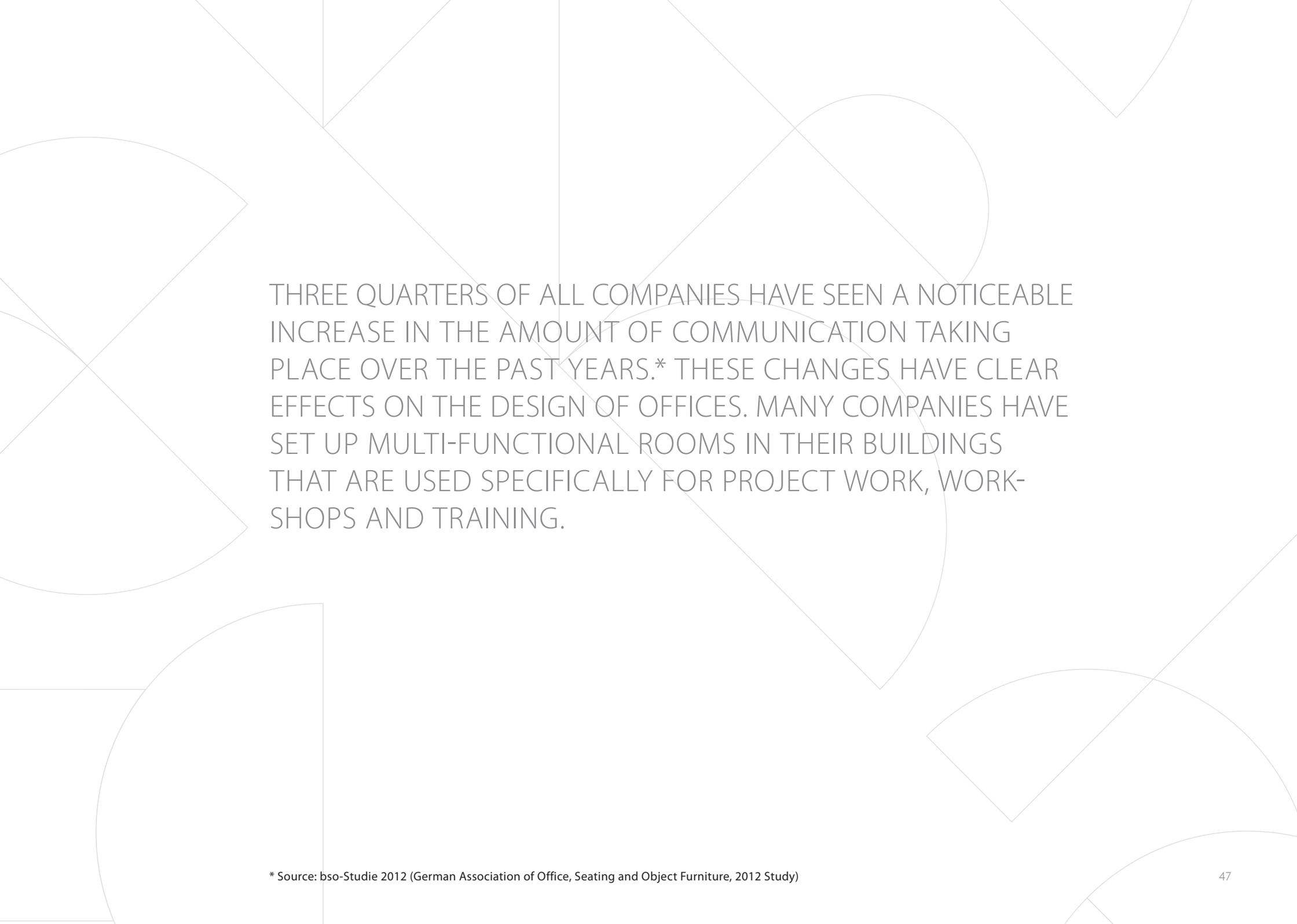
The increasing social interaction in companies is also changing the concept of the office. This is because a connected employee can be flexible in choosing their place of work, selecting what best corresponds to their own personal needs and those of their colleagues.



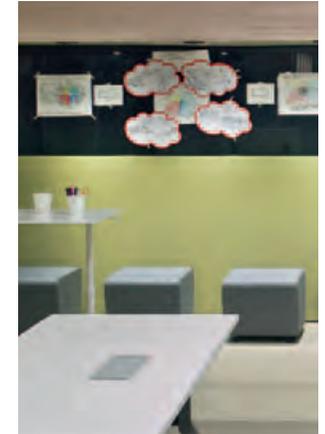
Collaboration work-setting THINK | SEE | DO | CONNECT





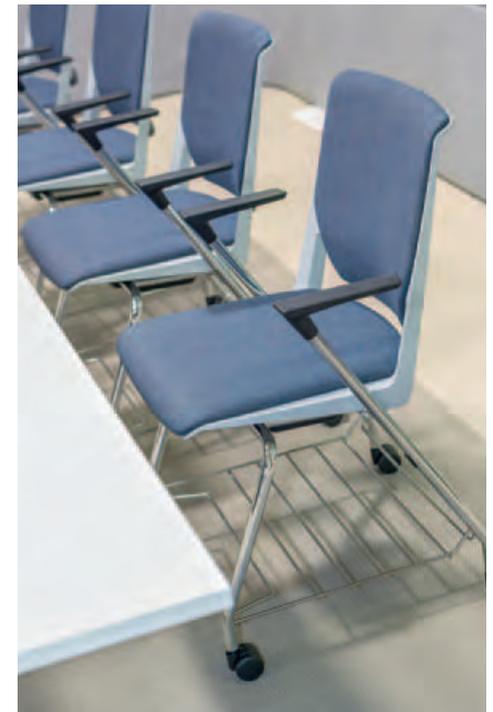


THREE QUARTERS OF ALL COMPANIES HAVE SEEN A NOTICEABLE INCREASE IN THE AMOUNT OF COMMUNICATION TAKING PLACE OVER THE PAST YEARS.* THESE CHANGES HAVE CLEAR EFFECTS ON THE DESIGN OF OFFICES. MANY COMPANIES HAVE SET UP MULTI-FUNCTIONAL ROOMS IN THEIR BUILDINGS THAT ARE USED SPECIFICALLY FOR PROJECT WORK, WORKSHOPS AND TRAINING.



DEVELOP IDEAS

The multi-functional room is a space in which ideas are developed and knowledge is shared. In this work environment, the furniture can be slightly reconfigured in order to constantly react to the type of use required. Mobile stools, writable surfaces, and presentation elements facilitate the various ways of working. Workware elements have been integrated into the lectern and table tops, enabling each user to transmit content from their mobile device onto the two flat-screen monitors. This permits the dynamic exchange of information.



Collaboration work-setting THINK | SEE | DO | CONNECT







SHARE KNOWLEDGE

Developed by the Haworth Design Studio, the Planes range is suitable for all areas in which people come together for the purposes of collaborative work. The Planes table system provides all of the furnishings necessary for flexible working: meetings; conferences; seminars and training sessions. In this way, users can create the ideal framework for every work situation and spontaneously change it according to requirements. Moreover, Planes offers a multitude of different options in terms of shape, colour, and material, as well as additional accessories.



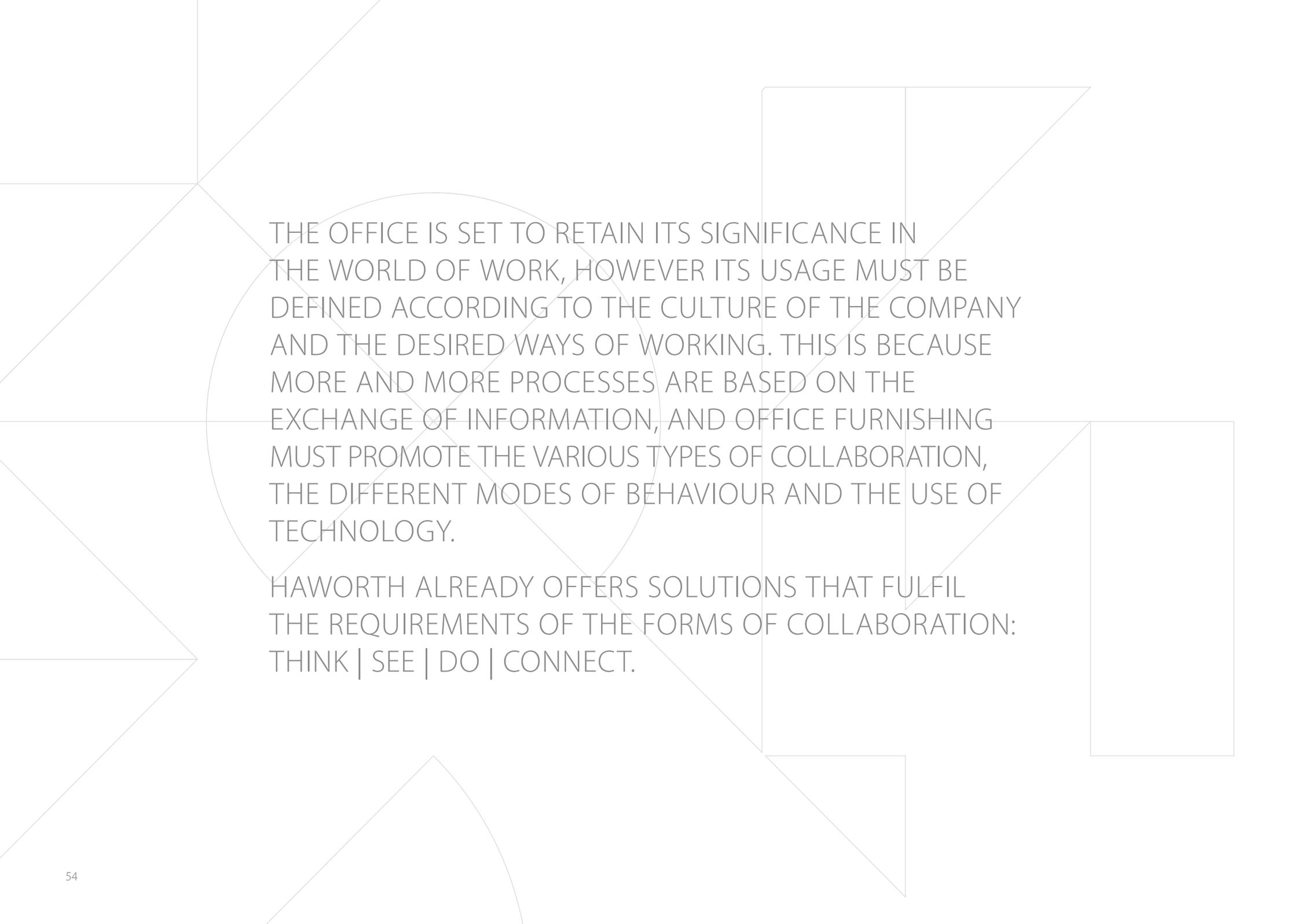
ACOUSTICS AND LIGHTING

Ecophon

Haworth equipped its Orgatec 2012 trade fair booth with acoustic elements by Ecophon. Having the right sound environment is not only essential in order to promote employee satisfaction and well-being, but is also crucial for increasing the efficiency and productivity of the company as a whole. Ecophon Solo™ is a range of free-hanging sound absorbers available in various shapes and colours that provides ample scope for a tailor-made acoustic and visual environment. The Soundlight Comfort free-hanging unit is an acoustic system developed in cooperation with Philips to provide a suitable way of integrating lighting elements.

Philips

The increasing extent of knowledge involved in the collaboration between people today has resulted in the need to change our work environment and office furniture. In addition to permanent workstations, flexible communication processes and spaces are becoming increasingly important. The cooperation between Philips, the world's leading lighting company, and Haworth entails first of all the development of innovative lighting and furniture solutions. Secondly, the partnership will focus on future-oriented research in the areas of office design and lighting trends.



THE OFFICE IS SET TO RETAIN ITS SIGNIFICANCE IN THE WORLD OF WORK, HOWEVER ITS USAGE MUST BE DEFINED ACCORDING TO THE CULTURE OF THE COMPANY AND THE DESIRED WAYS OF WORKING. THIS IS BECAUSE MORE AND MORE PROCESSES ARE BASED ON THE EXCHANGE OF INFORMATION, AND OFFICE FURNISHING MUST PROMOTE THE VARIOUS TYPES OF COLLABORATION, THE DIFFERENT MODES OF BEHAVIOUR AND THE USE OF TECHNOLOGY.

HAWORTH ALREADY OFFERS SOLUTIONS THAT FULFIL THE REQUIREMENTS OF THE FORMS OF COLLABORATION: THINK | SEE | DO | CONNECT.



PRODUCT OVERVIEW



Belong

The Belong range is characterised by the multitude of useful work tools it offers, such as pen holders, horizontal and vertical document trays, sorting boxes, as well as organisational screens and rails. Belong accessories have a clear and simple design that can be integrated into any work environment and cater for the individual work and organisational needs of each user within it. Belong accessories are clean and simple worktools, designed to assist the individual through personal and customisable tools. The Belong line provides for personal work needs while supporting the ongoing changes individual workers regularly face.



Tibas

Tibas is more than just a workstation, it offers new creative scope for meeting tables too. It features several impressive design details, for instance, a single frame side can accommodate two desk tops. Tibas can easily be combined with the new Haworth technology Workware as the technical equipment can be adapted to the desk system. The Tibas range includes single desks, desk extensions, conference tables, meeting tables and is supplemented by bench configurations. Additionally, Tibas can be complemented with any number of additional products, such as screen panels, pedestals, CPU holders and accessories.



MeetYou

MeetYou is a modular room structuring system that stands alone, independently of the architecture of the room. MeetYou was developed in order to create new work environments that promote and facilitate communication and the exchange of ideas. Through the use of large-surface panel walls with a fabric cover, MeetYou provides acoustic damping. This leads to the creation of a room in which concentrated work can take place but that is simultaneously open enough to ensure that contact with the surrounding work environment is maintained.



LTB

New ways of working and types of collaboration are progressively taking over the working world both of today and tomorrow. The trend towards increasing mobility has been accompanied by an increased number of impromptu meetings which come about as a result of spontaneous gatherings and chance encounters between people. The LTB lounge furniture is the response to this trend which mixes home comfort with office furnishings. LTB provides ample scope for collaborative work, creative breaks, and productive communication.



Workware

Workware is an innovative group of products that provides all of the technological tools necessary to promote all forms of collaboration in a wide variety of work environments. Workware offers solutions for the placement, connection, networking, and control of monitors. Workware Connect enables several users to simultaneously view and share content, as well as to connect with others using a digital interface. Workware View provides monitor supports that can be mounted not only on free-standing tables, but also on cabinets and walls.



Comforto 29

Comforto 29 is a new family of swivel and conference chairs. Alongside optimal ergonomic equipment, Comforto 29 also offers the latest in seating technology, for example a weight-dependent synchronous mechanism, height-adjustable lumbar support, seat depth adjustment, as well as an optional forward tilt adjustment. Visitor and conference chairs as well as row seating solutions further contribute to the diversity of the range.



Planes

The Planes range is suitable for all areas in which people come together for the purposes of collaborative work. Planes provides all of the furnishings necessary for flexible working, meeting, conference, and training rooms. In this way, users can create the ideal framework for every work situation and spontaneously change it according to requirements. Moreover, Planes offers a multitude of different options in terms of shape, colour, and material, as well as additional equipment.



Kiron

Irrespective of the workspace culture in companies, Kiron enables the effortless design and reorganisation of all workspace layouts at a time when working processes are constantly changing and uncompromising sustainability is called for. Alongside a large selection of different legs with manual or electric height adjustment, the Kiron desk system also offers a wide variety of frame and table top colours, desk shapes, table top extensions, accessories, and storage solutions to cater for each different work environment and every requirement.



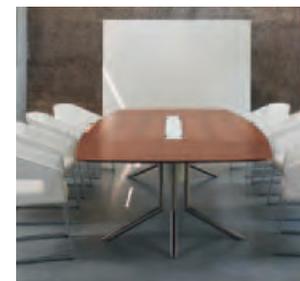
Vados

Vados is an intelligent cabinet system that looks great from every angle. The wide range of sideboards and sliding door, double door, and tambour door cabinets offers completely new opportunities to furnish rooms and organise storage space economically. Vados represents perfect organisation in every respect, from storage space located right beside the workstation, to team-oriented communication islands, and cabinet wall units used to structure the room. The consistent use of the standard folder height for vertical dimensions forms the basis for individual configurations with a wide variety of options in terms of colour, material, and organisation.



Epure

The sheer breadth of the Epure product range offers many advantages, such as the optimisation of office space, easy assembly and disassembly, effortless installation management, a long operational life, and the integration of technology and sustainability. Epure meeting and conference solutions are adaptable and easy to operate: the shared, recessed legs and tool-free assembly ensure rapid and simple set-up or rearrangement.



Audience

The Audience range offers impressive furnishings for every conference room. Its design has been determined by the integration of media and presentation technology, functionality, and expression. The use of cutting-edge technology is no longer a constraint: it is now perfectly integrated, discreet, and unobtrusive. Both speaker and audience benefit from greater tranquility and efficiency. The range offers a large selection of surfaces and shapes, complemented by storage options and multimedia furniture, such as lecterns.





HAWORTH

At Haworth our goal is to create beautiful, effective and adaptable workspaces. Haworth is a global market leader in the design and production of office worlds that can be easily integrated into all organisational environments. Moreover, all our solutions can be easily adapted to suit the changing work environments in which they are used. This ensures our customers enjoy long-time use of our products and an outstanding return on investment. Through our products, services and knowledge we strive to provide each of our customers with a tailored interior that enhances their business, stirs the spirits of their employees and at the same time sustains our planet. That's what we mean by beautiful, effective and adaptable workspaces.



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