



HAWORTH®

Organic Workspace

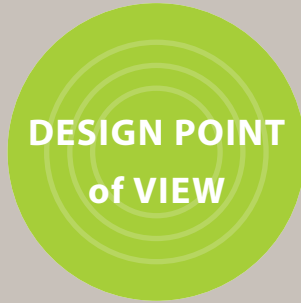
Sustainability



Adaptability



Integration



The Organic Workspace

This holistic approach shows our **belief in creating flexible, motivating and sustainable interiors that can be adapted to the needs of your organisation over time**. Our workspace solutions are the result of our global knowledge, many years of experience and a consistent design approach.

With our design point of view we want to bring relevance and meaning to our clients around the world with a full range of integrated solutions.

Our organic workspace approach is a dynamic process – it evolves and grows as we continue to learn, and it has led us to our focus on integration, adaptability, and sustainability.

TRUE INTEGRATION between products for greater aesthetic consistency and greater efficiency. In addition, Haworth products are designed to integrate with a building's interior architecture and complement user workstyles.

COMPLETE ADAPTABILITY using modular products that can be easily configured and reconfigured as business and user needs change to stay current.

MULTI-FACETED SUSTAINABILITY through spaces that reduce waste from day one; provide healthier, more comfortable indoor environments; and lower the total cost of ownership through energy savings and re-use.





HAWORTH®

Haworth Knowledge



What topics does Haworth consider vital?

1. Generation Y

Looking at the current working environment, four different generations are interacting with each other:

Traditionalists (1905–1945),
Baby Boomers (1946–1964),
Generation X (1965–1980) and
Generation Y (1981–1990).

The four generations represent four different perspectives, four different sets of expectations and four different working styles. To ensure the harmonious cooperation of all generations in the workplace and the highest level of productivity and satisfaction, it is of great importance to understand the generations' perspectives, expectations and working styles. This special knowledge should then be applied specifically to the design of workspaces.

For that purpose, Haworth employs a team of scientists working in fields like sociology and behavioural psychology. The team's field of research includes looking into the requirements for the future working environment, identifying trends and providing knowledge that feeds into product development.

Haworth is engaged in the international research study OXYGENZ initiated by Johnson Controls, a global supplier for facility management and workplace solutions. The study is focusing on Generation Y's (18–25 years) expectations regarding their future working environment and working styles.

Haworth Headquarters, Holland, Michigan / USA



2. Sustainability

Haworth – a sustainable corporation

Haworth's commitment to sustainability runs deep throughout the company and is one of Haworth's core values. We engage our employees in more sustainable practices and we initiate and use processes that are either neutral or have a positive impact on our environment. We utilise our resources in ways that create adaptable and therefore more sustainable workspace solutions for our clients.

While we design our products following the principles of Design for Environment (DfE) which includes highly sustainable materials, we go further still by addressing the sustainability of the entire space. Our products contribute to LEED (Leadership in Energy and Environmental Design) certification and thus help our clients in creating a facility that works more efficiently and more responsibly for their organisation and the world.

Not only does Haworth develop products that contribute to LEED certification, we have also committed ourselves to designing all new showrooms and all showroom updates according to the LEED rating standards. Numerous showrooms are already LEED certified. By the end of 2009, the first European Showroom specifically designed to LEED standards opened in Zurich. Above all, the Haworth corporate headquarters, located in Holland, Michigan (USA) is the only headquarters in the office furniture industry to be certified to LEED-NC Gold standard.

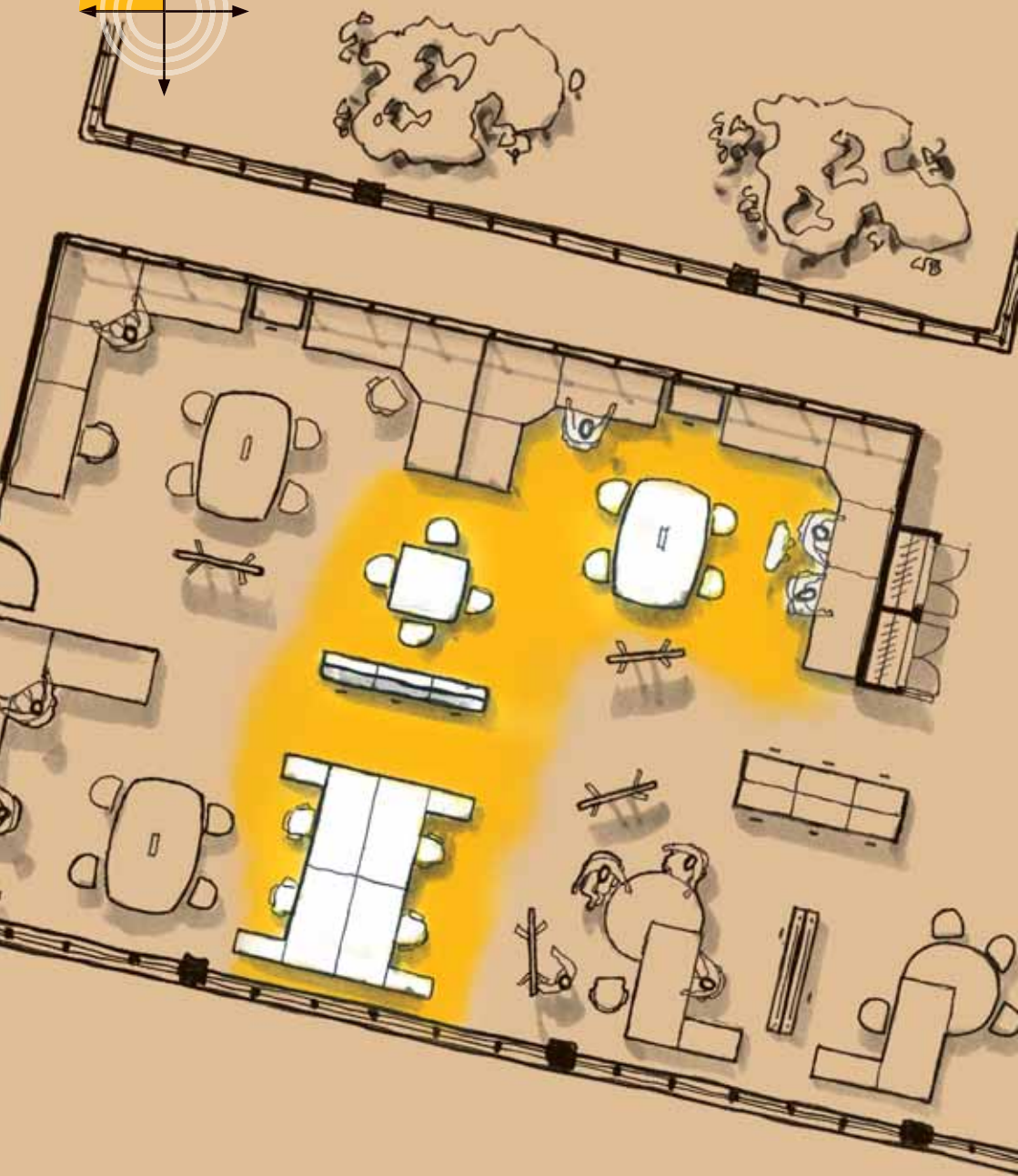
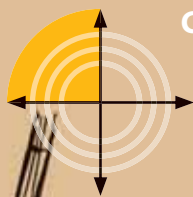


3. Organisational Cultures

The organisation and its structures have to be understood before any solution is suggested.

The ideas for “Organisational Cultures” come from Kim Cameron and Robert Quinn’s work (University of Michigan) on the ‘Competing Values Framework’ of organisational typologies. The ‘Collaborate’ model displays ‘clan’ behaviour and needs the appropriate interior layout, the ‘Create’ model carries an ‘adhocracy’, the ‘Control’ model is ‘hierarchical’, and the ‘Compete’ model generates a ‘market’ type of integrated architectural landscape. All cultures and workstyles demand their own workspace layout without forgetting the ‘human’ element. Comfort is central to organisational sustainability.

Collaborate - Clan



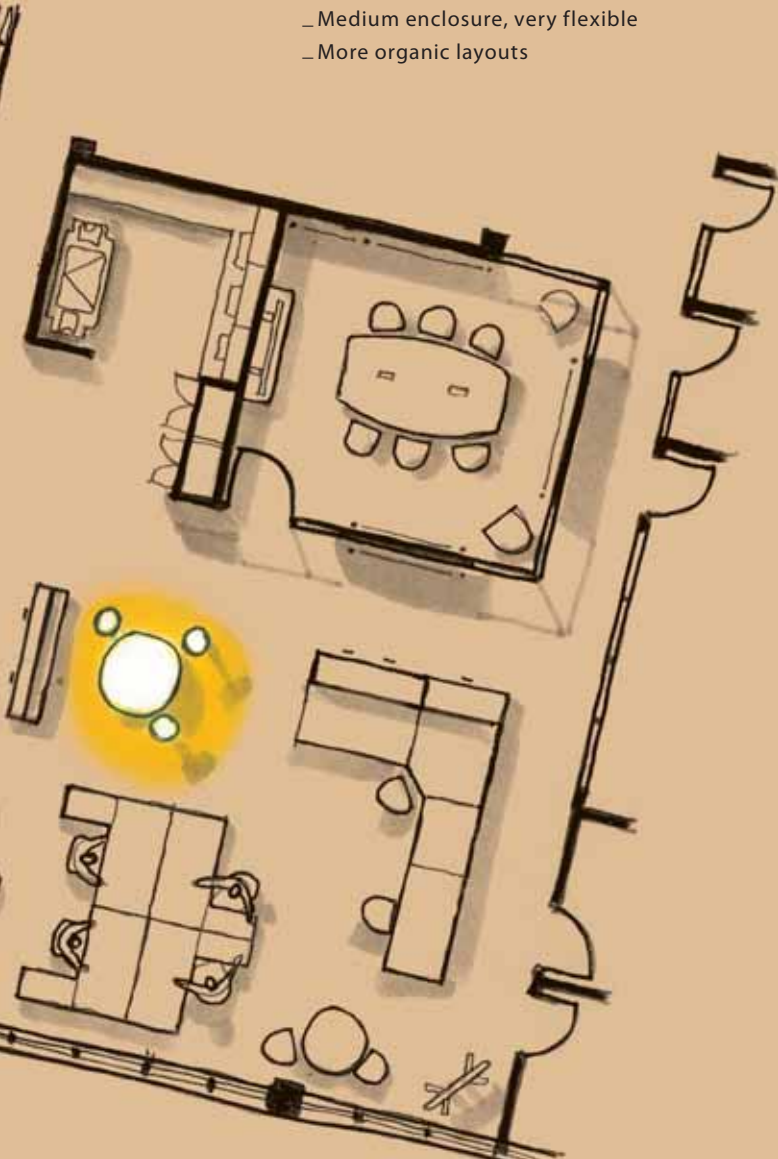
Collaborate – Do things together

Value Drivers

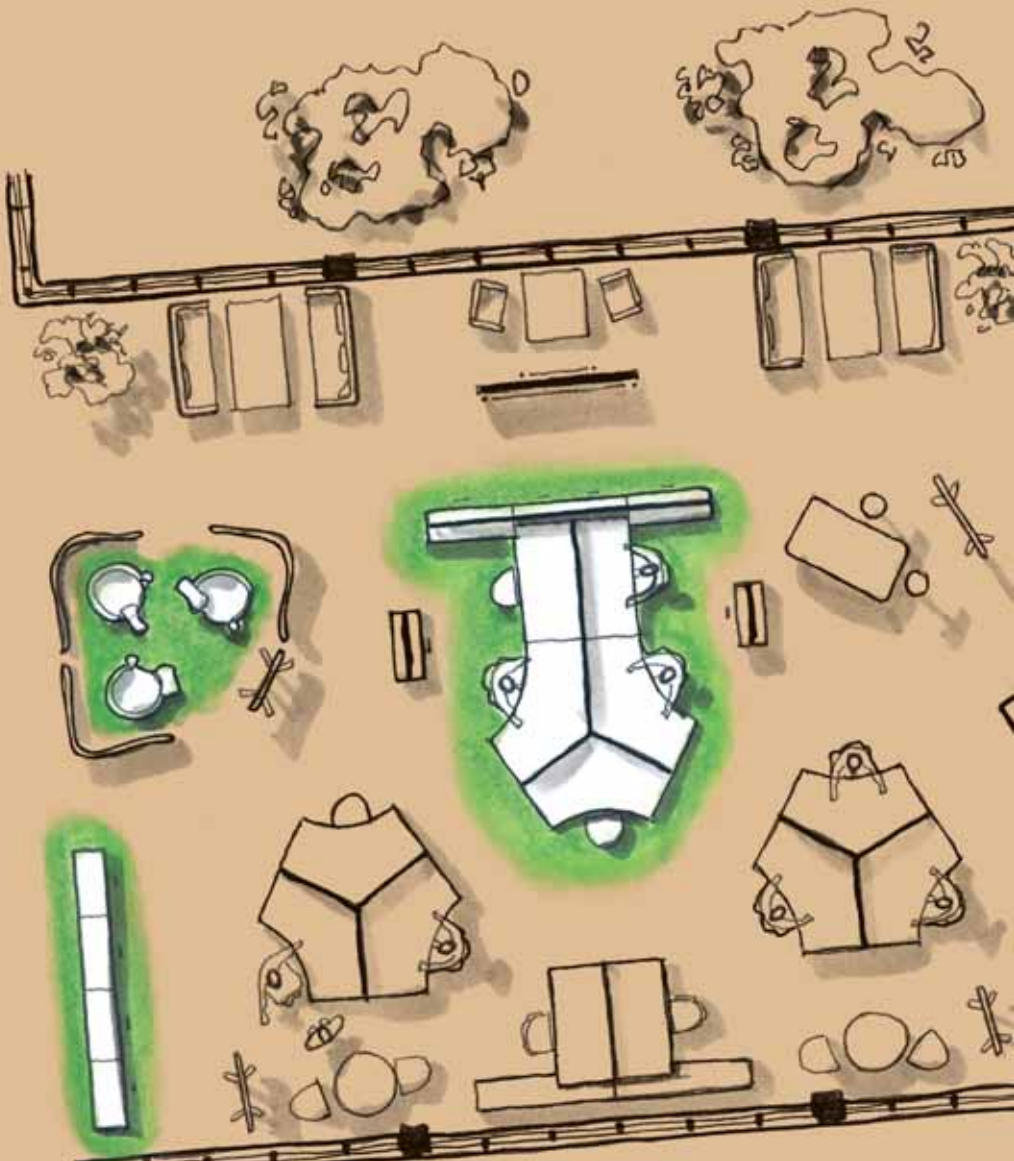
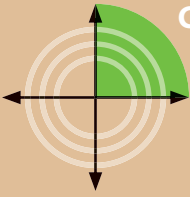
- _ Family Feel
- _ Loyalty
- _ Teamwork

Design Implications

- _ Individual to group space – low
- _ Informal spaces
- _ Medium enclosure, very flexible
- _ More organic layouts



Create - Adhocracy



Create – Do things first

Value Drivers

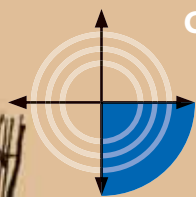
- _Dynamic
- _Innovative
- _Risk-Taking

Design Implications

- _ Individual to group space – low
- _ Informal group spaces
- _ Low enclosure, high adjustability
- _ Organic space layouts



Compete - Market



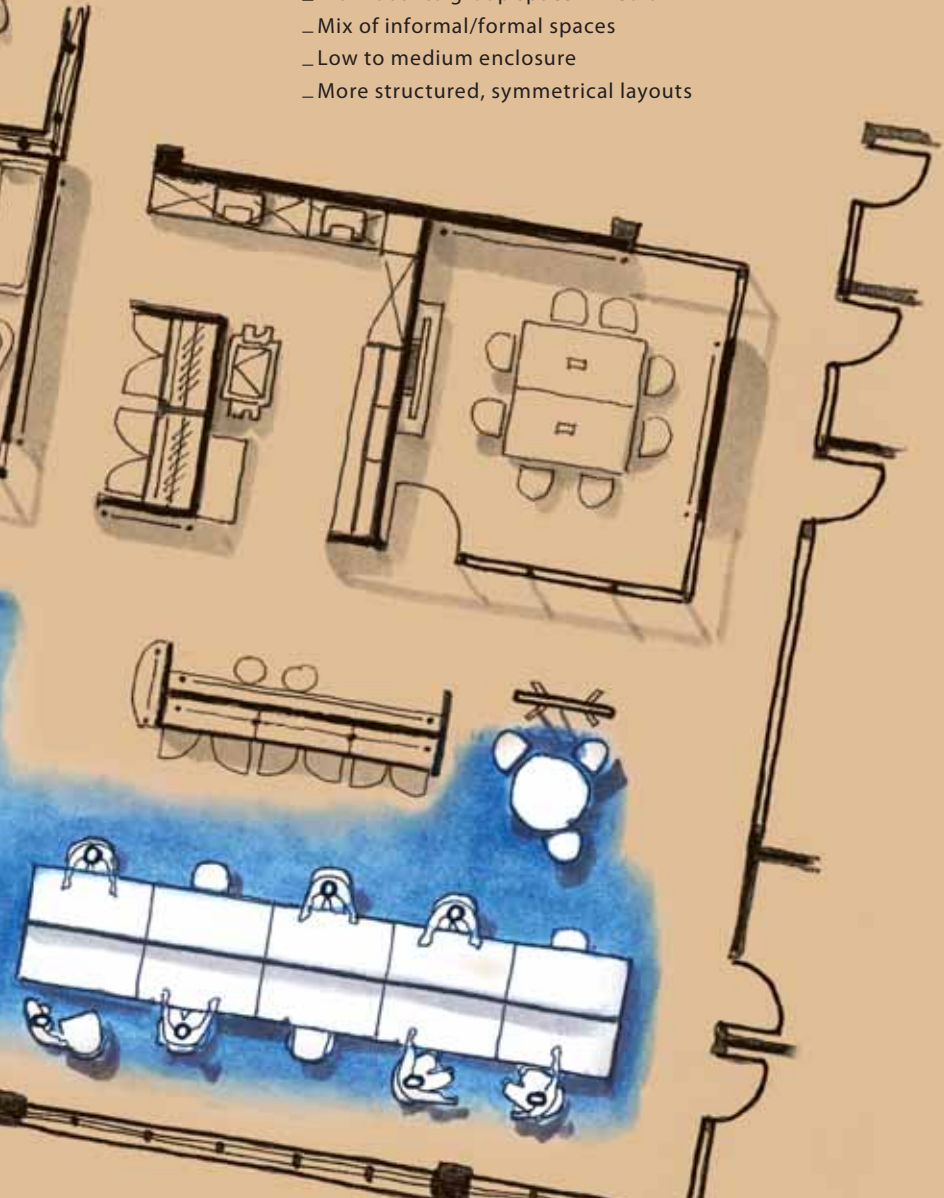
Compete – Do things fast

Value drivers

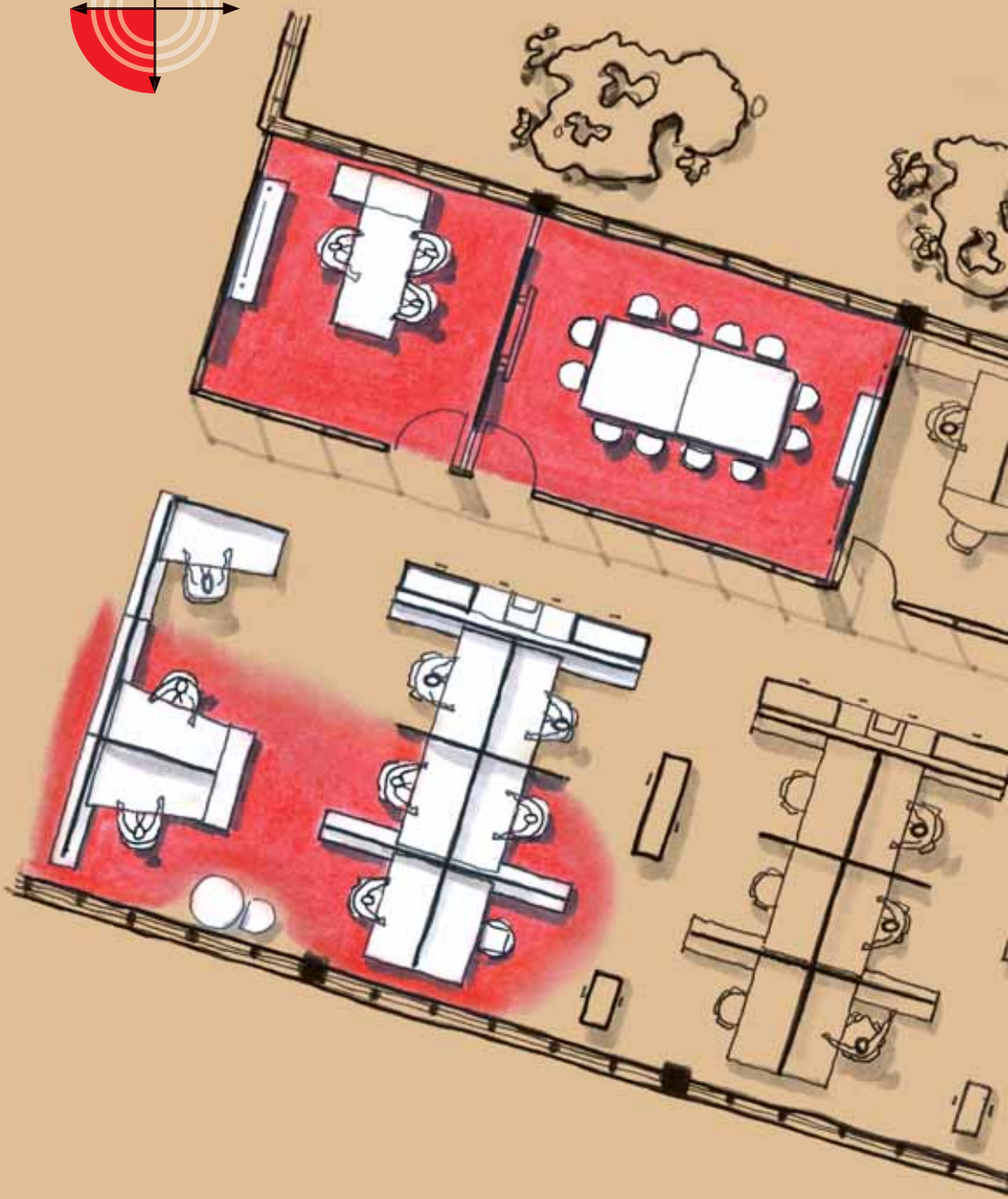
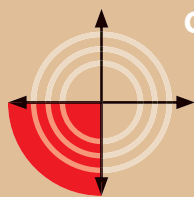
- _ Results
- _ Demanding
- _ Competitive

Design Implication

- _ Individual to group space – medium
- _ Mix of informal/formal spaces
- _ Low to medium enclosure
- _ More structured, symmetrical layouts



Control - Hierarchy



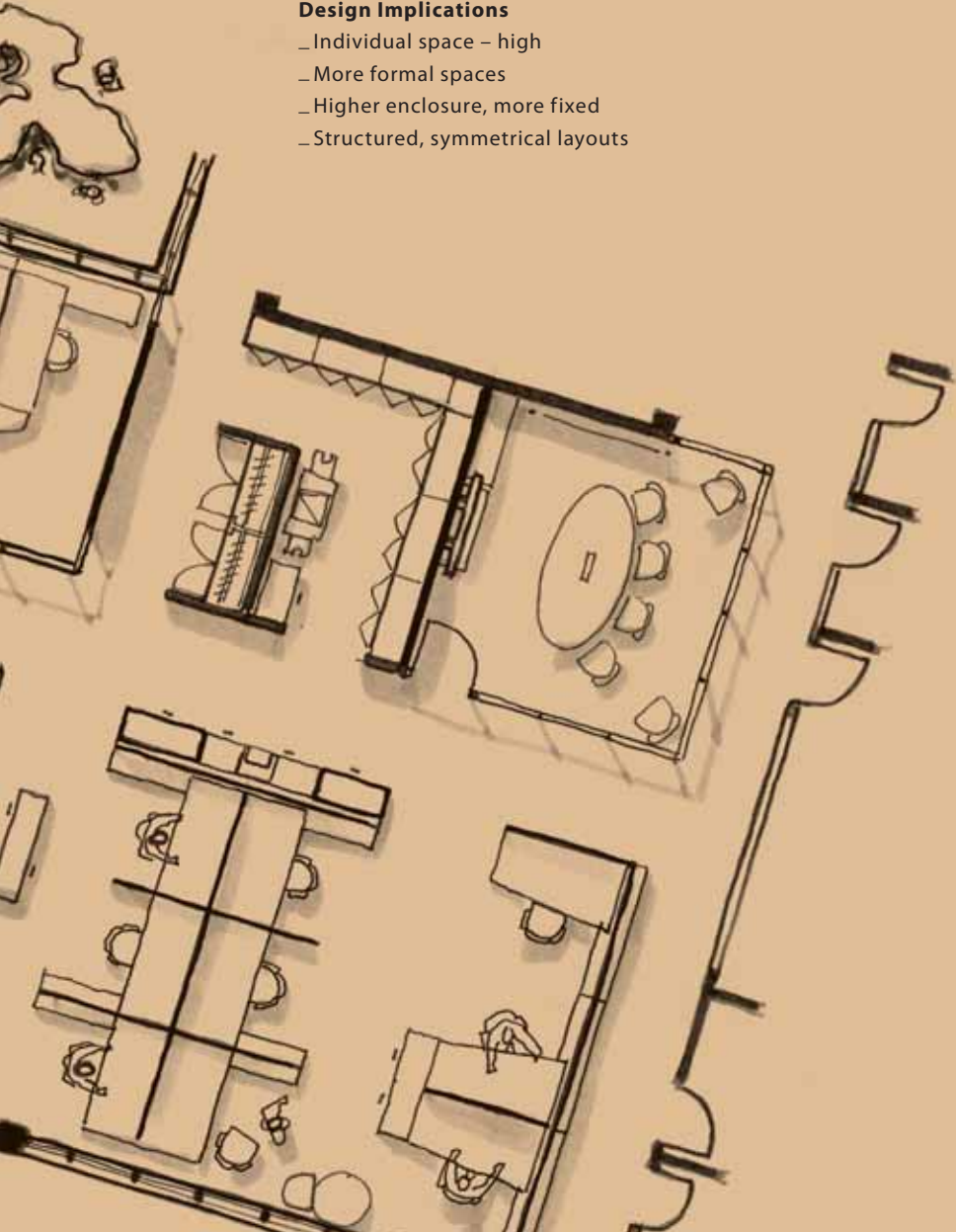
Control – Do things right

Value Drivers

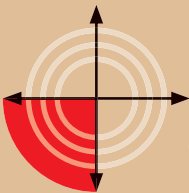
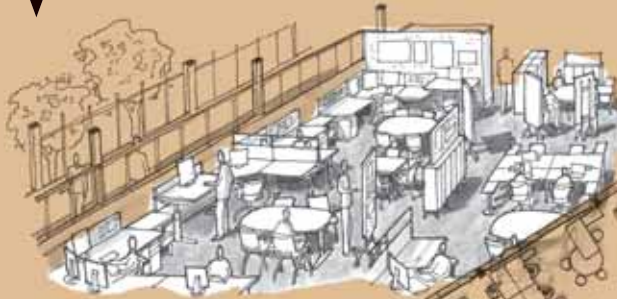
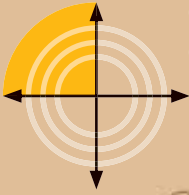
- _ Structure
- _ Rules
- _ Efficiency

Design Implications

- _ Individual space – high
- _ More formal spaces
- _ Higher enclosure, more fixed
- _ Structured, symmetrical layouts



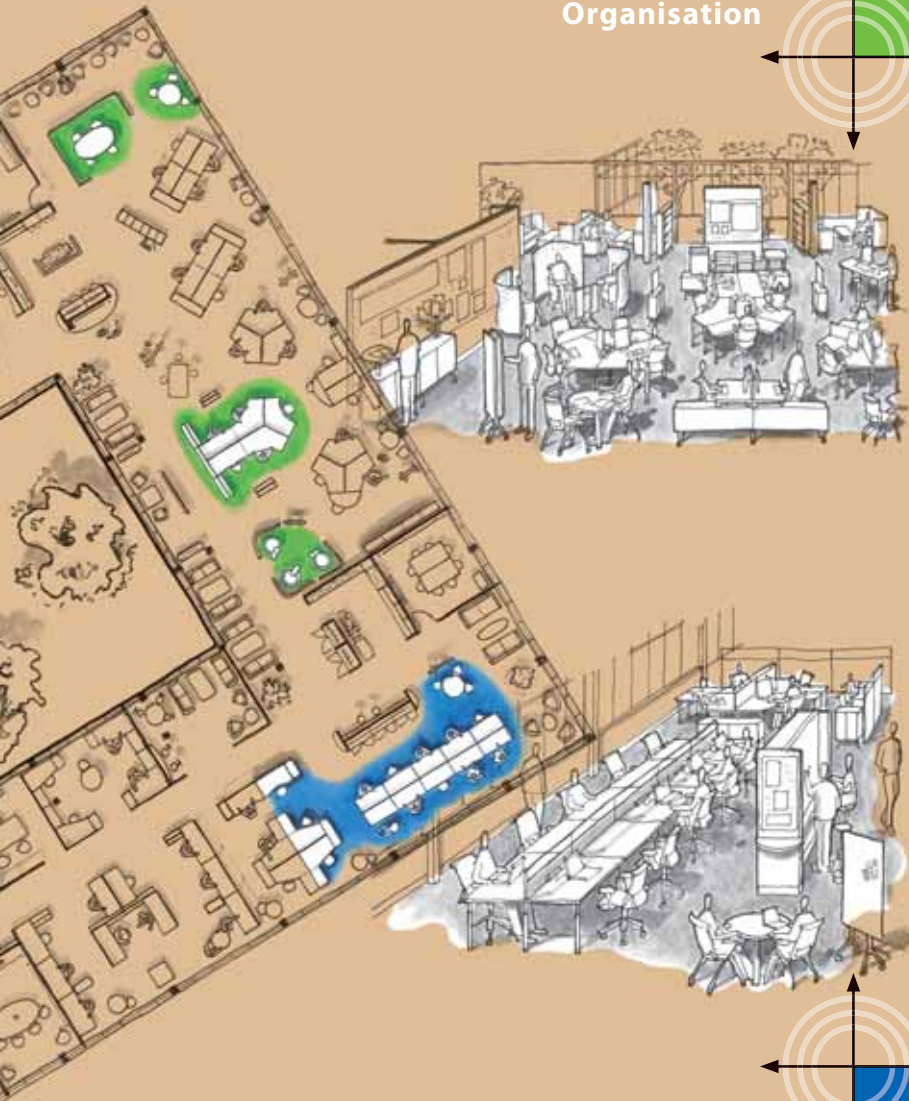
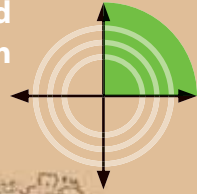
**Collaborate
Clan Oriented
Organisation**



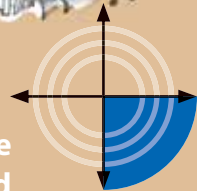
**Control
Hierarchical Oriented
Organisation**



Create
Adhocracy Oriented
Organisation



Compete
Market Oriented
Organisation







Collaborate

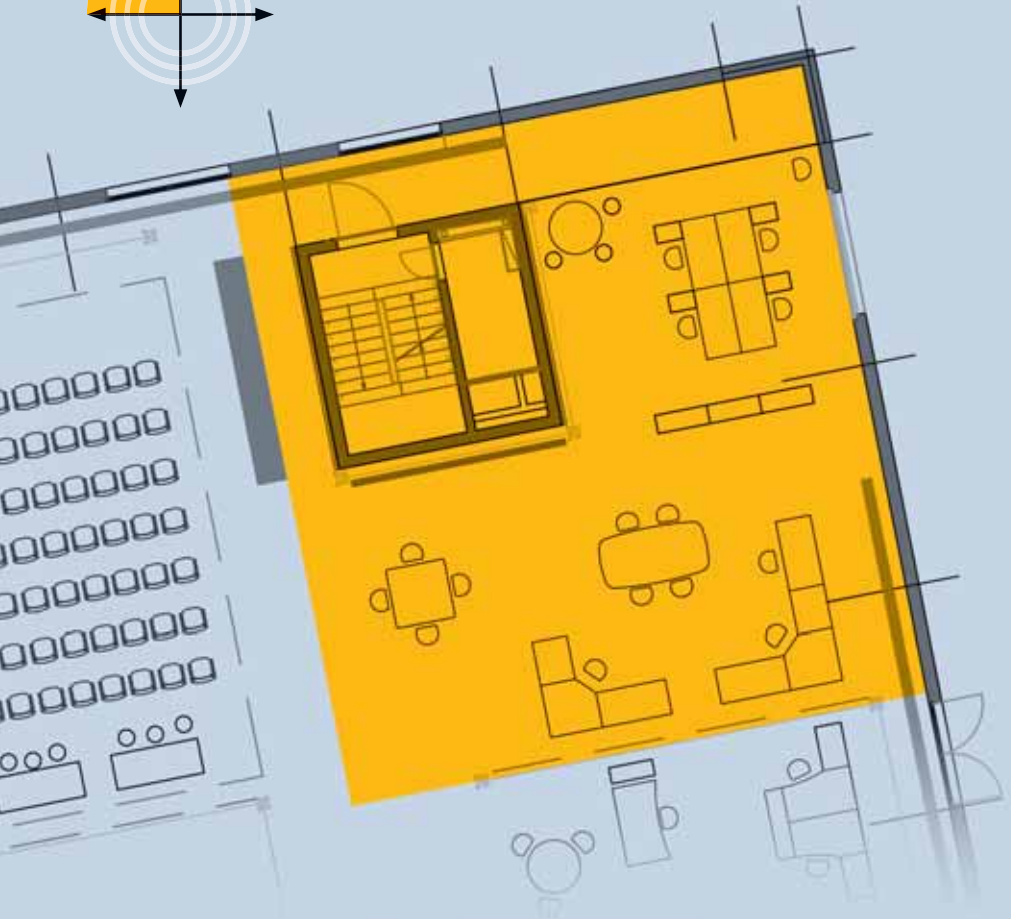
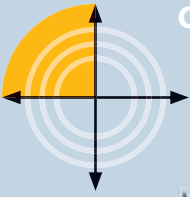
Create

Control

Compete



Collaborate - Clan



Collaborate Clan Oriented Organisation

Open, friendly and communicative. That is the definition of the "Clan Oriented Organisation". This office layout supports close cooperation and teamwork. Individual work zones are separated using nothing but side tables, providing team members a collaborative space for free discussion.

Statistics show that by far the greater number of meetings are very short in length. So why not just stand during these meetings? The experts confirm that meetings which are held while standing around a table are very efficient, leading teams to develop more dynamic discussions.

Individual tables are available for longer, more in-depth discussions.

Create - Adhocracy



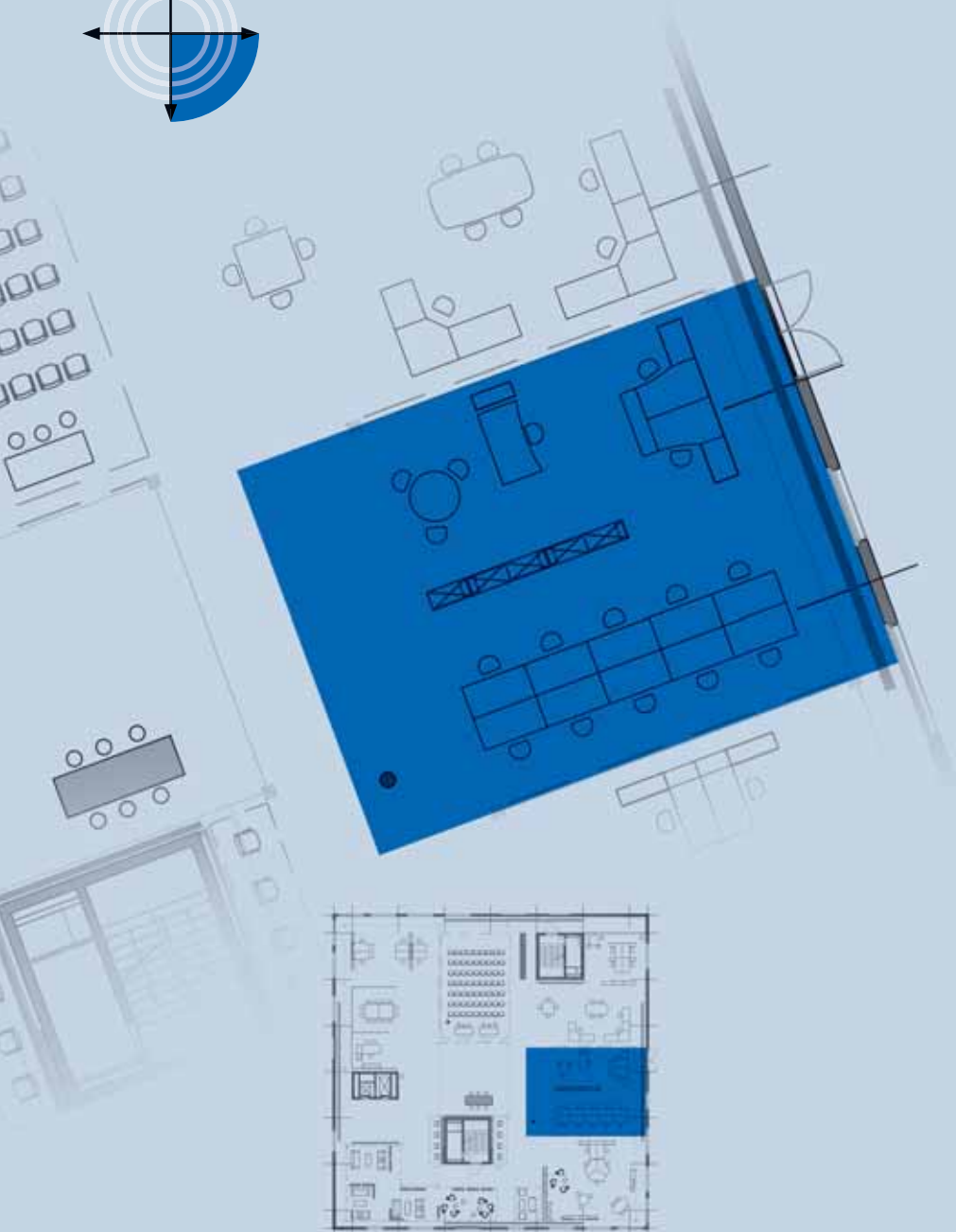
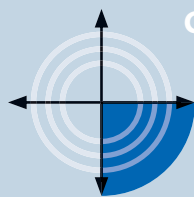
Create Adhocracy Oriented Organisation

Open and dynamic communication is the order of the day in the “Adhocracy Oriented Organisation”. The tables fit together with the other furniture like a jigsaw, creating three kite-shaped tables that provide enough space for the whole team.

Extending this configuration is as easy as it is efficient, as only one table leg is needed to combine two table tops. When the team formation changes, the configuration is just separated into individual units or rebuilt with the required elements.

The oval meeting table blends harmoniously into its environment, offering meeting space for four to six people. The “Hello” lounge chair with the writing board is ideal for short creative meetings or “face to face” discussions.

Compete - Market



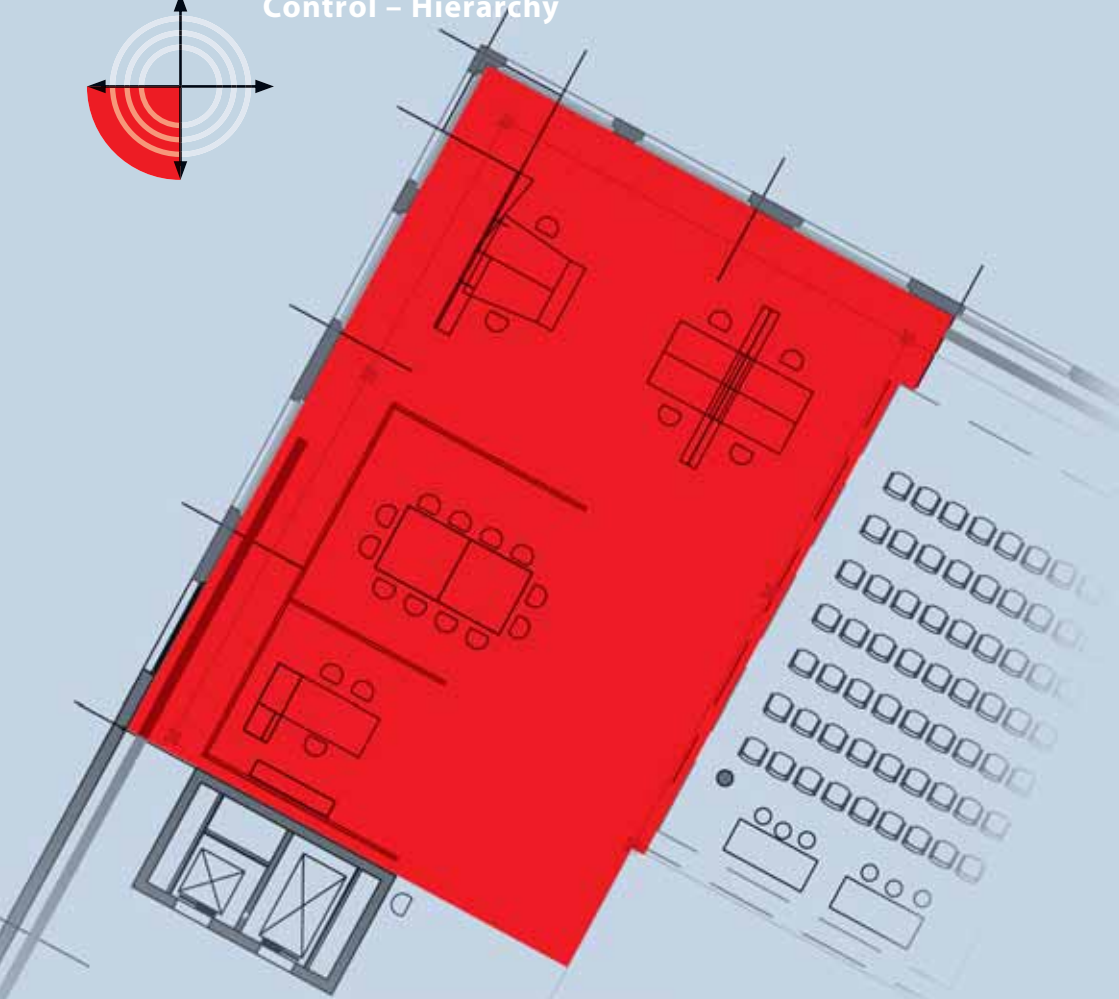
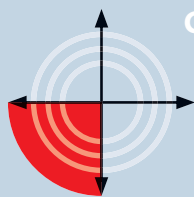
Compete Market Oriented Organisation

The “Market Oriented Organisation” is marked by a more transitory working environment. This is where the bench workplace finds its application. From here, staff with no dedicated workplace such as sales representatives and external staff will be given access to their projects, the network, internet and email.

Comfortable access is given to the cable channels via the sliding top. Work zones are separated visually and acoustically with the Universal Screens which can also be attached to the edge of the desktop.

A more flexible working style can help make long working days less stressful. This can be achieved with the sit-stand desk which can be adjusted to any height between 65 cm and 130 cm.

Control - Hierarchy



Control Hierarchical Oriented Organisation

In a “Hierarchical Oriented Organisation” higher boundaries between workplaces are created and meetings take place in separate rooms which are often more spacious. When communication and concentration levels are to be optimised, the workplace must be configured with this in mind.

Specific structures and workflows define the daily routine in this type of organisation. Communication between team members must be kept simple but with opportunities for more concentrated in-depth work. To meet these criteria, a combination of several workspaces can be combined in a block, but each separated visually and acoustically by the use of screens.

Sideboards provide quick workplace access to storage space and give additional filing space. The media sideboard offers ample space for discretely storing electrical peripherals such as a printers or laptops.



Benelux

Haworth Benelux B.V.
Archimedesbaan 2
3439 ME Nieuwegein
Tel. +31 30 287 70 60

Czech Republic

Haworth Czech s.r.o.
The Park
V Parku 2316/12
148 00 Praha 4 - Chodov
Tel. +420 272 657 240

France

Haworth S.A.S.
166, Rue du Fbg. St. Honoré
75008 Paris
Tel. +33 1 4564 4500

Germany

Haworth GmbH
Communication Center
Am Deisterbahnhof 6
31848 Bad Münder
Tel. +49 5042 501 0

Hungary

Haworth Hungary Kft.
Graphisoft Park, M building
1031 Budapest, Záhony u. 7.
Hungary
Tel +36 1 201 40 10

Ireland

Haworth Ireland Ltd.
Five Lamps Place
Amiens Street
Dublin 1
Tel. +353 1855 8840

Italy

Castelli S.p.A.
Via Einstein, 63
40017 San Giovanni in Persiceto
Tel. +39 051 820111

Portugal

Haworth Portugal SA
Estrada Consiglieri Pedroso, 68
Apartado 15
2746-955 Queluz
Tel. +351 214 345 000

Spain

Haworth Spain Ltd.
C/Salvatierra 5
1ª planta
28034 Madrid
Tel. +34 91 3980 480

Switzerland

Haworth Schweiz AG
Badstrasse 5
5737 Menziken
Tel. +41 62 765 51 51

United Kingdom

Haworth UK Ltd.
Cannon Court
Brewhouse Yard
St. John Street
London EC1V 4JQ
Tel. +44 207 324 1360

USA

Haworth Inc.
One Haworth Center
Holland MI 49423-9576
Tel. +1 616 393 3000