



The Organic Workspace

White Paper

HAWORTH®

ADAPTABILITY EQUALS
FLEXIBILITY EQUALS AGILITY

'Built-in obsolescence is over. Built-in adaptability is the new, long-term message.' The idea of the Organic Workspace has grown – well, organically – over the latest generation of Haworth's research, thinking and analysis, partly as a result of our awareness of how our clients' business is changing. Organizational culture, market imperatives, communications technologies, new demands on sustainability, and above all a willingness to consider unconventional workspace solutions, are all driving the inevitable pressure for change. As we at Haworth have seen our clients' and partners' worlds change, so we have pushed ourselves, not just to keep pace, but to try and inch ahead in the process of self transformation so that we can honestly and reliably advise our customers on how to meet their new and unfamiliar needs. One Haworth Center is our own comprehensive statement of our ability to practise what we preach, and the Organic Workspace is its external expression. For the first time ever, a total workspace design and fit-out philosophy that depends on an entirely new way of doing business is brought to the market. Adaptability, flexibility, agility and all the aspects of a working environment that changes easily are often claimed by conventional suppliers. But what they don't have is our ability to offer the full range of product, covering both the objects in the environment and the environment itself, linked to the insight and understanding that we have built up over years, of how workspaces actually work. This is why the Organic Workspace is called exactly that.

There's no doubt that adaptability is in the nature of the Organic Workspace. We can consider it in three parts; furniture and accessories – the parts that go in the space; the elements that go to make up the space itself; and at the 'soft' end, the personal and human aspects of adaptability, what we might call 'Attitudinal Adaptability'.

As far as furniture – chairs, workstations, storage – goes, we have been working for years on products that work exceptionally well individually but even better together. Systems such as Kiron, Planes and Tutti are all designed and developed specifically to offer maximum reconfigurability at maximum speed. Work groups form and re-form on an almost daily basis in today's typical company, and as building blocks of the Organic Workspace, Haworth systems support and enhance that necessarily unsettling experience of change.

Haworth's quintessential product – the pre-wired and 'pre-terminated' panel – is nothing if not immediately, easily adaptable. It was a little later that we began to offer 'architectural' wall systems such as Tutti. These products mean not only that the disassembly and re-creation of an entire working interior can be handled at one point of contact, with all the cost and time efficiencies that that implies, but that those architectural and furniture elements, coming from one source, all work together. As we've said, adaptable doesn't just mean 'changeable'; when it comes to Haworth it

also means 'agile', which is to say that reconfiguring, adjusting and fine tuning can all be done with the speed that keeps downtime to a minimum and productivity to a maximum. Organic Workspace's ability to reconfigure can save you as much as 90 per cent of the time and money you spend on 'churn'. Which leads us to the third and arguably most important aspect of the adaptable, Organic Workspace - people. People are inherently resistant to change, which might present a problem since, as we have said, change is the very essence of corporate life in the early 21st century. What the Organic Workspace does for our clients, by enabling rapid and comparatively stress-free reconfiguration, is reduce the upset and anxiety that always accompanies a change in the interior landscape to the bare minimum. By maximising the emphasis on natural light and clean air, plus the right workstation and seating arrangements, the Organic Work-

space always contributes to your members' physical comfort; but it does more than that. It provides reassurance, a kind of mental or even spiritual comfort in the workplace that is much harder to come by. Further than that, it makes the whole process so familiar and relaxed that moving a few people, desks and walls becomes almost second nature, allowing ideas, innovation and creativity – and hence productivity – to flourish. This is the Attitudinal Adaptability we mentioned above: 'No, we can't do that, it would mean too much work to move everyone around – again' becomes: 'Why don't we just try...!' Adaptability, flexibility, agility – the touchstones of a modern corporation. The Organic Workspace not only supports, but proactively encourages, a company's change programme, from the most complex issues of corporate strategy right down to the distance from John's and Jane's desks to the coffee machine. Job done.