



The Organic Workspace

White Paper

HAWORTH®
A GLOBAL PERSPECTIVE

It's no secret that the three biggest office furniture manufacturers in the world are North American. It's also no secret that all three sell their products all over the world. But a typical North American workplace interior has a very different style from those in the UK or Europe, which of course differ again from those of the Middle or Far East, Asia, China or Japan. We all have development and product programmes tailored so specific local needs; but it's our belief that, because of the unique way in which Haworth has developed as a company, and because of our insistence on creating a global mindset – supported by wholly owned manufacturing plants in North America, Europe, China, Australia and India – Haworth is the only one of the big three that can be called genuinely global.

With the largest regional presence across the world among our competitors – we are in North, South and Central America, Europe, the Middle East, Asia, Africa and Australia – our understanding of specific regional and local issues is second to none. Products are developed regionally and manufactured locally, meeting local ergonomic, sustainability and durability standards. Equally importantly, having taken root and spread in these far-flung corners, we have developed a profound understanding and respect for the language, culture and customs of our host countries and their surrounding regions. This is why, wherever our clients are, they can expect sensible and sensitive solutions, engineered exactly to fit specific local requirements.

Add the Organic Workspace concept on top of all this and its unique strengths come into sharp focus. Precisely because there is no overall, single, dominant model which every project has to follow (with variations, of course), and because the Organic Workspace accommodates any or all of the four main organizational culture types (see the 'Workplace Knowledge' White Paper in this series), there can be no better workspace design proposition. In fact, it seems as if our concept has been specifically created to apply readily to the vast range of aesthetic, functional, programmatic and cultural standards we find across the world stage. Normally, this breadth of relevance could be seen as a weakness as well as a strength. Jack of all trades, master of none, as in the old saying. But this again is where the intelligent and comprehensive thinking, developed over years as Haworth itself has developed, that has created the Organic Workspace, scores a hit. Because the root of the concept lies in the understanding of human behaviour, the adaptability and flexibility to meet a company's changing needs over time, and the nurturing of trusting relationships over a long period, there can never be a time or place where it does not make sense.

It goes back to the story of Haworth's own development. The idea has long been in place that all our products would one day work together to make an organic whole, everything fitting with everything else, using shared components to reduce inven-

tory, following an overriding design philosophy of integration and adaptability. As that vision developed in West Michigan, Castelli's Tutti architectural wall concept arrived, forming the perfect basis for a new drive to make a harmonious, organic whole. Thus was born the Organic Workspace; but this is the beginning of the story, not the end. We only just got started!