



HAWORTH®

DESIGN POINT OF VIEW

Because it's clear, compelling and consistent



Over the years, Haworth's design philosophy, or design point of view, has developed organically. Through multi-faceted sustainability, complete adaptability and true integration combined with a global perspective and in-depth workspace knowledge we have created a design approach that delivers value to architects and designers; building owners and property managers; and, ultimately, end users. Our portfolio is characterised by commonality of scale, finishes and dimensions. The aesthetics of our products will complement your interior architecture. And the quality of our engineering and the materials we use will match your performance criteria. Nothing will be over-engineered; everything will be clear, compelling and consistent.

- Product design influenced by Seven Design Logics: Planning, Interconnectivity, Dimension/Scale, Interface with Interior, Timelessness, Finishes, Sustainable Materials
- One design language
- Design takes account of trends but achieves a timeless approach
- In-house designers working hand in hand with external designers to ensure better alignment with existing product lines for integration and adaptability
- Global design teams
- Design centres in Europe, Asia and North America
- Design awards such as red dot, iF gold awards and good design (e.g. for Very, LIM and Planes)

