

Haworth with Spanish Design: K22

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Pret-à-porter – In the fashion world, this stands for exclusive, high quality and forward-looking design. With the K22 range from Haworth, the office furnishings industry is now home to a new bench design that combines the typical characteristics of creative fields such as fashion, art and decoration in a highly unusual manner. The reduction to essence and aesthetics in the K22 results in a harmonious union.

This new chapter in the Haworth product history is based on the concept created by the Spanish designer, Mario Ruiz. He has not only designed the product line but is also responsible for its graphic design. The K22 has unmistakable characteristics, the aim of which is to improve the user's direct working conditions while at the same time emphasising the room's architectural features. Ruiz attaches great importance to clear lines and transparent elements, which result in the creation of unblemished, perfectly delineated spaces. The person remains the centrepiece at all times.

Colour has a central impact on the human senses. The deliberate use of colour means that the K22 exudes a healthy and pleasant working atmosphere. The range of colours employed enables individual elements to be combined in unusual ways, in a similar manner to the methods found in the fashion world. As usual for Haworth, the product range contains everything from tables to room dividers and storage equipment, in other words, everything you could need to make work a more comfortable thing.

"To sum up, the K22 is a design concept that combines aesthetics, functionality and positive feeling in a marketable way. It is a range of furnishings that has never existed before in this way, and we are convinced that it represents the perfect solution for many working environments," says Thorsten Prée, general manager of Haworth Deutschland, outlining the benefits of the new product line.