



HAWORTH®

Luxury Automotive Brand Shanghai, China

Case Study



One of the world's most recognised luxury automotive brands asked Haworth to refit its Shanghai workplace in under nine weeks. The 1500sqm space included collaborative areas, meeting, brainstorming, management, conference and training rooms, and the workplace canteen.

The client wanted to create a healthy, modern and efficient workplace to boost productivity and retain great talent. It had invested a great deal in the technologically advanced, centrally located offices with views to the famous Shanghai Bund. However, now it was focused on putting the same level of care into their workplace interiors.

The company was very open to forward-thinking ideas in workplace design. We worked closely with decision makers to tailor a strategy and design that will inject a positive palette into collaborative spaces and personalise solutions for 100 workstations and 120 employees.



As most employees were office staff, we suggested HAT height-adjustable workstations would increase employee health and wellbeing throughout the workday. We further adjusted the height to meet the company's international standards, adding an extra 800mm to our regular HAT table design under tight deadlines. A workshop was held to introduce staff to their new workstations.

Other elements used include VERY bar stools and wire stackers as canteen chairs, which create a streamlined, collaborative feel with friendly, sustainable and science-led seating comfort.

AP Planes training and meeting tables feature ready access to power and data to encourage more collaboration and creativity while Maria and Eddy side tables take the traditional office environment into the new millennium by facilitating new and more flexible ways of working, upgrading and mobilising the office environment and breakout spaces.

We also created a unique design for whiteboards used in brainstorming sessions, transforming them into multipurpose room dividers. Our innovative design was then perfectly executed by our third-party provider.

The result saw several big open and collaboration areas created located at strategic points within the space to promote cross-team discussions and interaction.

“Haworth delivered advice on various solutions and productivity benefits very efficiently,” the client said. “Its delivery and management of our third-party solutions were perfect.”

Architecture and design partner, HLW Shanghai, agreed: It’s very easy and efficient to communicate with Haworth’s team, and this makes the work that much more relaxed and pleasurable.”



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