

HAWORTH

Haima Group China

January 2021

Project area
1,500 m²

Distributor
Henan Zhengshang
Space Co., Ltd.

Consulting company
Henan X-Workspace
consulting & design Co.,
Ltd.

Design company
Henan Blue Design Interior
& Construction Co., Ltd.

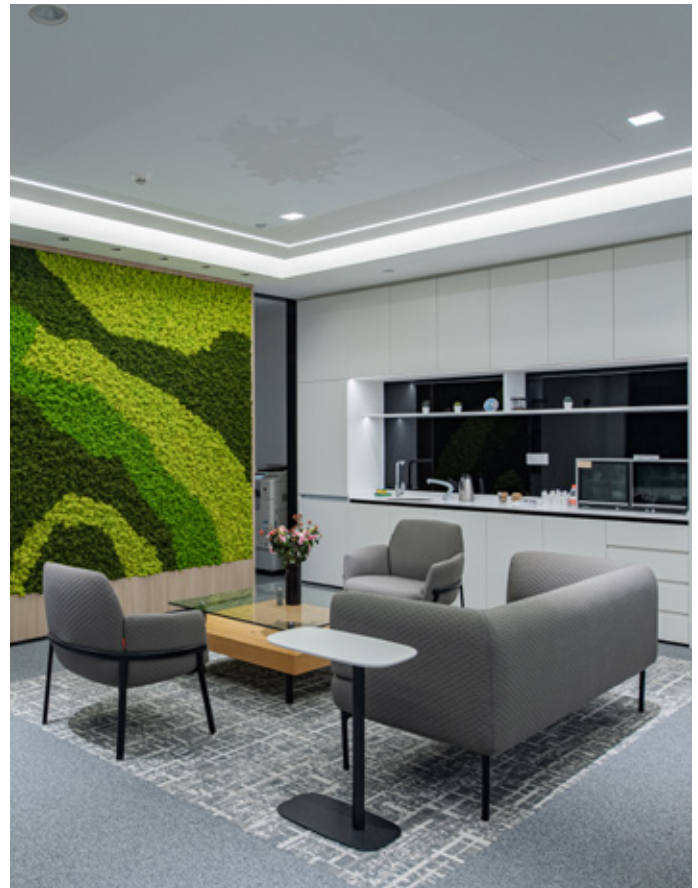


A modern office interior featuring a white conference table surrounded by blue ergonomic chairs. The room has dark grey walls, a white ceiling with recessed lighting, and a framed picture on the wall. The text is overlaid on the image.

“We’ve been preparing for this project for four years. During this period, we visited large enterprises at home and abroad that represent the highest level of office space today, such as Tencent, Huawei, Alibaba, China Headquarters of Microsoft, Nomura Securities of Japan, Roppongi Hills, Silicon Valley of the United States, etc. Finally, the concept of “intelligent, collaboration and human-centered” international office space is determined. We found that many large enterprises didn’t provide independent offices for executives, but they have a rich space for collaboration and a strong atmosphere of cooperation. Haima Group also hopes to create such a working environment for its employees.”

The new headquarter of Haima Group recently delivered is located in Haihui Port, Zhengdong New District, Zhengzhou. Haihui port is a landmark urban complex funded by the real estate business of Haima, covering nearly 20,0000 square meters of office buildings. The Company hopes to use the headquarters office as a demonstration space for office buildings, so as to improve the internationalization, fashion and human culture level of the entire Haihui Port.

Mr. Li Liangkun, Director of the General Office of Haima Group, said that Haima Group tries to “be the best at whatever we do”. Through the investigation of global key office projects, he has realized that the environment of office space can affect the efficiency of communication and work of staff, thus affecting the culture of an enterprise. In the early stage of the project, they chose an experienced consulting company to integrate corporate strategy and staff demand into the office space when carrying out research and planning.





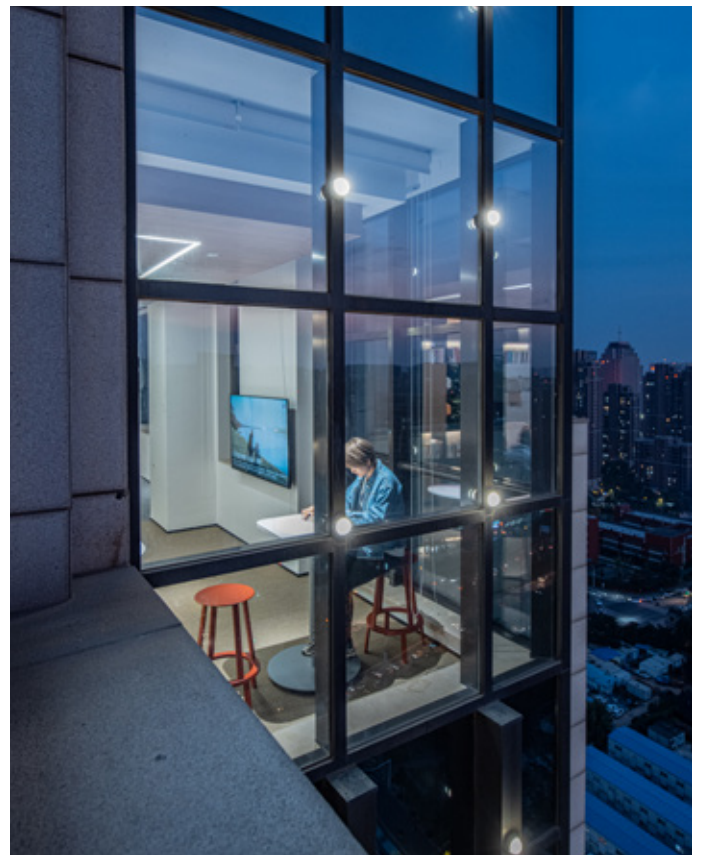
Mr. Pei Zhouyu, General Manager of Henan X-Workspace consulting & design Co., Ltd. said: “We have investigated many excellent office spaces of established state-owned enterprises, international real estate consulting companies and sports brand companies with the executives of Haima Group. These companies varies in styles and management methods, and their intuitive and perceptual feelings can help customers fully understand how to reflect corporate culture through office space.”

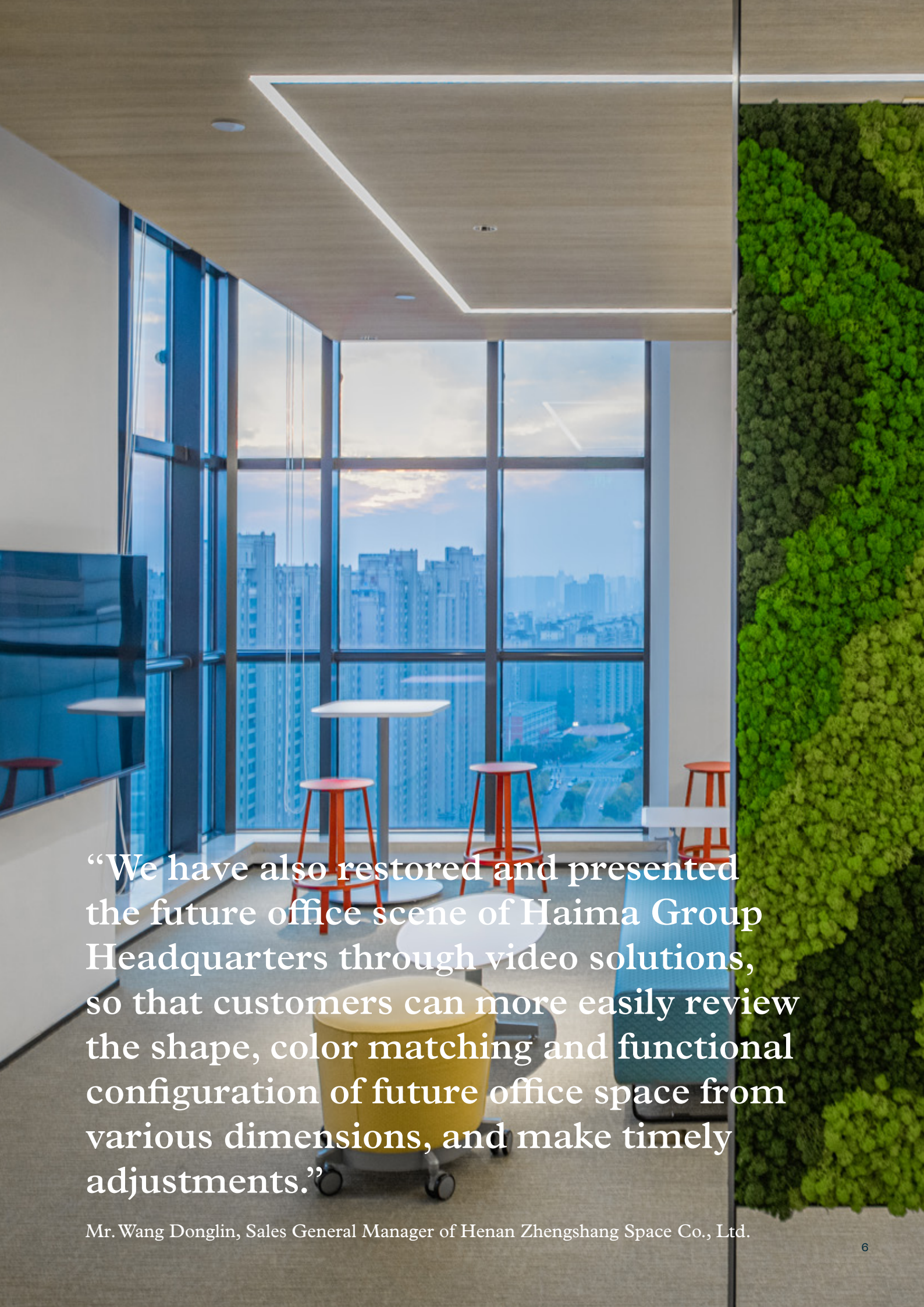
Young employees are the main force of Haima Group, and the working atmosphere is full of vitality and passion. And the staff of the group headquarters often need cross-region communication and cooperation, which requires a lot of flexible meeting spaces. “we will take our customers to visit space layouts that “think outside the box”, such as configuring high chairs in meeting rooms, which is very attractive for young employees to use the appropriate space for collaboration.” Mr. Pei added.



“The existence of a space is to support an enterprise to achieve their objectives. Only by encouraging employees to communicate through sharing, openness and collaboration, more good ideas and more concentrated work status can emerge.” Mr. Liu Peng, the Design Director of Henan Blue Design Interior & Construction Co., Ltd. has adopted the concept of integration in space design, separating the concentrated work and cooperation space, better fitting the management mode of Haima Group.

“We have extracted the industrial elements and neutral colors from the pillar automobile industry of Haima Group, and added gray, blue and log colors to reflect the humanistic warmth in the corporate culture.” explained Mr. Liu for the application of colors in office space. “the tremendous color system of /Haworth Furniture also provides us free space for creation. A large number of complex colors and low saturation colors set off the whole main tone”.



A modern office interior featuring large windows overlooking a city skyline. The room includes a living wall on the right, a yellow rolling chair, and several orange stools around a white table. The ceiling has recessed lighting.

“We have also restored and presented the future office scene of Haima Group Headquarters through video solutions, so that customers can more easily review the shape, color matching and functional configuration of future office space from various dimensions, and make timely adjustments.”

Mr. Wang Donglin, Sales General Manager of Henan Zhengshang Space Co., Ltd.



The completed workplace has subtracted the independent management office and added the color and collaboration space. Unexpectedly, it was welcomed by all the staff. Mr. Li Liangkun said: “The employees of all ages like this change very much. We pay attention to explanation to and communication with employees in the management method and winning of the understanding and support of them.”

In the management of personal belongings, the new office has cancelled the movable drawer cabinet of personal office space, and provides employees with the option of hierarchical management of articles. From the perspective of space and furniture, the articles are collected in storage cabinets, reference rooms and underground archives according to the use frequency i.e. week, month and year. Through the reform of administration triggered by space, the work efficiency of employees has been improved, and the space utilization rate has also been enhanced.





Finally, as Mr. Wen Yu, Haworth Dealer Manager, said “Haworth is pleased to integrate the industrial experience – over-two-decade in China and over-seven-decade worldwide - into the project, and show customers our cognition to design aesthetics and particular product styles. Haworth does not only provide furniture, but also change the new space to

a carrier with project partners to enhance the productivity, happiness and pride of employees, so as to provide continuous power for the sustainable development of customers. The promotion of these invisible values is the real direction we pursue.”