

## Human-centered Workplace

A Blueprint for  
New Office Design



# Human-centered Workplace

“The future’s open to anyone who succeeds in winning over their employees with all their skills, experience, ideals and ideas.”

Dr. Jochen Hahne,  
Wilkhahn president



Dear readers,

Digitalization and ICTs are creating a multitude of options for remote working, where geography is no longer a limiting factor. So why bother with offices at all? In a nutshell: Because of all the associated benefits. In fact, it's the very rise in distributed workplace options, such as work-

ing from home, that highlight the advantages of everyone being based in the same place.

Because however professional the home set-up or ideal the personal circumstances, they are no substitute for a real workplace's atmosphere, the team spirit, spontaneous brainstorming sessions or face time with colleagues. A company or organization's identity and innovativeness are more dependent on these factors than ever. Therefore, it's vital to identify these strengths in order to leverage offices' power as valuable and productive places and significantly enhance the advantages of analog versus virtual collaboration.

Over the past few years, core issues have emerged following our analysis of a whole host of case studies and discussions with planners, customers and partners worldwide. We developed our human-centered workplace planning tool on this basis. It acts as a blueprint above and beyond the sheer deluge of buzzwords about new work. It captures what's really important and therefore provides invaluable help in designing future-proof office solutions.

We partnered with Munich-based agency 1zu33 to translate our vision of an inspirational and people-friendly workplace into a story with images. Thank you to everyone involved for such excellent teamwork. We hope we've succeeded in envisaging office environments where people like to be and are productive in tomorrow's world too. But that's for you to decide. Enjoy discovering refreshing concepts and images of the human-centered workplace.

Dr. Jochen Hahne



4

**CORE PRINCIPLES**

The design of sustainable office environments places people at the foreground. The human-centered workplace is defined by four success factors.

**RECAP**

Customers and projects all over the globe confirm that Wilkhahn offers tools that work across cultures.



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**INSPIRATION**

A virtual office environment in Nordhavn, Denmark, reveals the potential of the innovative planning approach in a building.

# Core Principles Sustainable Design of Office Environments

We live in a hyper-connected world, where dependencies are complex and developments are often practically impossible to predict. The same goes for the concept development, planning and creation of new workplaces. Which is why it's vital to keep track of what's essential to ensure working environments are sustainable and whether and how decisions pay dividends.



# Human-centered Workplace

## Core Challenges Faced by Office Environments

Despite the diversity of our planet’s industries, cultures and markets, global megatrends such as digitalization, sustainability and the desire for healthy workplaces, will govern the way future-proof office environments are shaped. As a result, the focus will have to shift to people’s requirements, talents and skills.

Analyses of societal developments and megatrends show that for the first time since the advent of industrialization, digitalization, climate change and health issues are returning the focus to human beings, who, in turn, are pivotal to the value-creation process. Expertise, commitment, creativity and social skills are the keys to managing the challenges and keeping pace with competitors. In 1984, sociologist Frithjof Bergmann coined the New Work phrase and described it as “work we really, really want”. Nowadays, demographic change, the talent shortage, an increasingly international workforce, and new pandemics, are making human-centered office design a must.

At the same time, this is the best means of making change management successful. Neurobiologists believe that our behavior is governed by our environment to a significant extent. If behavioral patterns are to change, the environment needs to follow to prevent a return to old habits. Concepts that can be changed dynamically are even more powerful. These turn passive consumers of workplaces into agile players who adapt their working environments to suit their requirements, therefore unleashing huge potential for achieving an employer’s objectives more effectively and efficiently.

Four questions emerge from the numerous conferences and studies worldwide on changes in the workplace and all decision-makers seeking sustainable office environments should ask

them. These questions produce the cornerstones of the human-centered workplace, which are identity, collaboration, purpose and well-being. Whatever decisions are taken when planning a workplace, they should provide responses to the four questions. This entails a change of perspective away from cost-based towards performance-driven office design.

**It’s not primarily about costs, but how workplace design performs.**

“How can businesses and organizations attract and retain talented people and experts?”

“How can employers improve interaction, learning and collaboration?”

**Identity**

**Collaboration**

**Purpose**

**Well-being**

“How can the purpose of a business or organization be conveyed?”

“How can people be kept healthy and productive for a long time to come?”



# Identity

Office spaces symbolize the image a company or organization wants to convey to both its workforce and the outside world. These are places that generate emotional connections, inspire, motivate and impress people. In the process, their design meets functional requirements, offers points of reference and creates an identity.

Incorporating professional design with the projection of a company or organization's identity produces spaces that are very valuable both financially and culturally. They reflect the unique nature of the entity concerned, therefore helping to attract and retain employees and customers. The result is a distinctive, dependable structure, which, for this very reason, offers scope to forge ahead with developments.

The space and identity interact and can be used to establish or develop identity sensitively. Companies and organizations who are clear about their own identities will design their workplaces more effectively. Because values, mindsets, attitudes, structures and principles are always present in the spaces and play a major role in the way people think and act.

The perception of identity can foster well-being or unease, a sense of belonging or being shut out, identification or rejection. This comparison between personal convictions and the identity of a company or organization is often made quickly and unconsciously. Ideally, both customers and employees feel they are in good hands and are proud to be there and work in the spaces.



If the goal is to convey an unmistakable identity, the challenge is to combine the atmospheres and functionalities of spaces with a clear and distinctive design language. And this language is reflected in coordinated material and color concepts and styles.

Depending on their purpose, rooms are fitted out differently and offer flexibility and personal freedoms within the overarching design framework. In this context, everyone can find their place, wherever they are.



The digitalization of office work demands a lot of our brains but too little of our bodies. Consequently, encouraging movement in offices, which starts with three-dimensional chairs in front of computer screens, is pivotal to lasting health and performance.



# Well-being

Happy people are more productive people. But what makes the vital difference here? A feeling of independence is very important. Employees who can organize their working day flexibly are healthier, more productive and more relaxed.

And it all starts with their own workspaces and the degree to which they can be adapted. Height-adjustable desks or tables and motion-stimulating chairs make a day in the office feel much shorter. Recreational areas also contribute significantly in two ways. Firstly, when people alternate between sitting, standing and moving about it's good for their bodies. Secondly, informal interaction with co-workers and a deliberate culture of taking breaks are important for their health and well-being.

During the working day, the ability to choose whether to allow audio or visual distractions or keep them at bay is also vital. It must be possible for people to work on their own quietly or engage interactively in groups. A room concept that's designed with flexibility and versatility in mind, supports different ways of working, technologies and methods of communicating with colleagues. It offers a range of seating, tables, technical features and moods to suit particular requirements at a given time. As a result, people can give a quick update on current projects to a colleague over a cup of coffee at a high table, while a meeting with several attendees requires a more formal setting.

An office concept that responds well to different situations, types of discussion and personal preferences increases the feel-good factor and productivity.



Incorporating physical activity into a working day also includes wayfinding systems when switching rooms and staircases in the building. Even the commute to the office can have an impact on well-being and agility.

# Collaboration

In times of growing complexity, now more than ever, companies and organizations rely on effectively pooling their skills. The majority of innovations arise through talking to other people. Sophisticated room concepts shore up the different ways of collaborating.

In contrast to teamwork, collaboration is all about bringing a range of standpoints and expertise together and tackling issues collectively. The focus lies on interaction, the joint development and creation of new results. This is where room structures act as a catalyst for stimulating people. Because the more flexible the room structures are, the more open the process and mutual inspiration can be.

Digitalization renders it unnecessary for all employees to be present in the same office simultaneously. Depending on project phases, collaboration can be virtual or hybrid. Planners of future-focused workplaces need to grasp the relevant organizational structures and processes down to the last detail. Then they have to propose viable and fun room solutions.

The breakneck speed of developments makes lifelong learning increasingly imperative for employers, so integrated training areas are vital. Last but not least, working environments need to encourage people to connect spontaneously and informally because these encounters are so important for triggering innovation and change.

Good collaboration is all about planned and spontaneous situations, formal and informal processes, structured workflows and chance. Areas for meetings and workshops are just as important as those where people can connect with one another informally.



During seminar and workshop breaks, attendees can discuss the session and compare skills and experience at leisure. More often than not, they come up with new ideas in the process.





The room and furniture can foster personal fulfillment and achieve an employer's purpose. Flexibly furnished, mobile workspaces indicate appreciation for their occupants who can adapt the settings as they like.



To ensure staff are satisfied with their jobs and stay with a company, employers need to define goals clearly. Room layouts and furniture concepts help people achieve those objectives, get involved and actively shape the company or organization's purpose.

# Purpose

A company or organization's purpose is the engine driving long-term profitability or viability. Employers face societal challenges, take responsibility and make a commitment to the people who work for them, their stakeholders and customers.

A clearly defined purpose above and beyond maximizing profits or achieving objectives, has an irresistible appeal and gives employees a meaning to what they do. It's also crucial to ensuring people remain committed and motivated. But how does purpose make its presence felt and achieve these goals in the workplace?

One answer is via sensitive interior design and room concepts, structures, materials and forms. It expresses authenticity, credibility and plays a key role in the ties people feel with the place where they work.

Understood and harnessed in this way, design is a powerful means of increasing productivity for a long time to come. Because like-minded people working towards a common goal feel empowered and happy with what they do.

# Inspiration Office Spaces in Nordhavn

We've come to visit a virtual office environment. With floor space of just under 12,920 square foot, it focuses on human beings and their needs, the goals of an innovative publishing house and integrates seamlessly with the urban space. We're at the center of Nordhavn, a former industrial area of Copenhagen in Denmark, which is currently evolving into the prototype of a city in tomorrow's world.





Scandinavia's biggest urban development project places people at the center of the sustainable urban landscape. The aim is for shops, organizations, workplaces, cultural facilities, parkland and public transport to be within five minutes distance from anywhere.

In the future, Nordhavn is to offer room for 40,000 jobs and 40,000 residents. Its unique location on the water and finger-like structure combine urban living and recreation outdoors.

People can both live and work in a neighborhood with a diverse range of things to do on their doorsteps. They can relax, connect with others, be entertained and inspired at any time. The boundary between work and play is becoming blurred.



The virtual office environment of a fictional publishing house is situated in an old warehouse and covers two stories. One side faces the water, the other the urban environment.



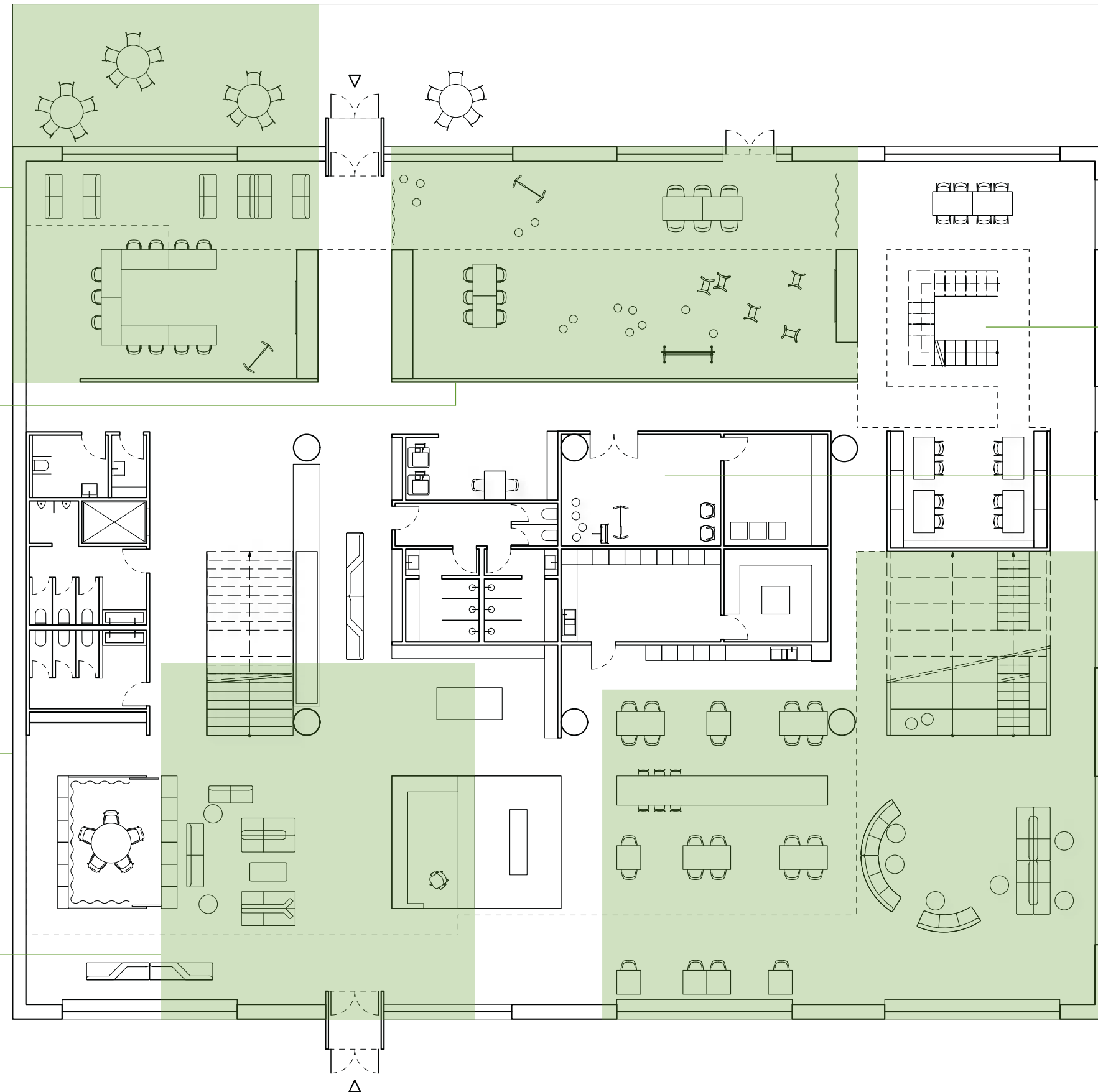
The erstwhile industrial area is undergoing a transformation and has long since become a template internationally.



A



The foyer fuses seamlessly with the rest of the building. The interior reflects the mood and colorfulness of the urban environment and the publishing house's welcoming approach is obvious. The business doesn't operate a closed-door policy but seeks dialog and contact with the outside world instead. A spacious public area provides a soft transition to the urban space and customers and visitors are welcome to have a cup of coffee and linger a while.



**D**

The seminar space is also available for training sessions and workshops and designed for people to learn and work together.

Semi-public area  
(from left to right):  
Seminar and training room  
Innovation room  
Library

A two-story library is the link to the floor above.

**C**

Thanks to flexible furnishing solutions and an open-plan room design, the innovation room can be adapted in an agile way to the required purpose.

Service hub:  
Server room  
Furniture storage space  
Staff showers  
Café's kitchen  
Bookstore  
Hospitality area

Public area  
(from left to right):  
Lounge area  
Reception and bookstore  
Café and auditorium

**A**

The public lounge and bookstore are open to any visitors, employees and customers.

**B**

The public café doubles as an auditorium for holding readings and other cultural events.

B



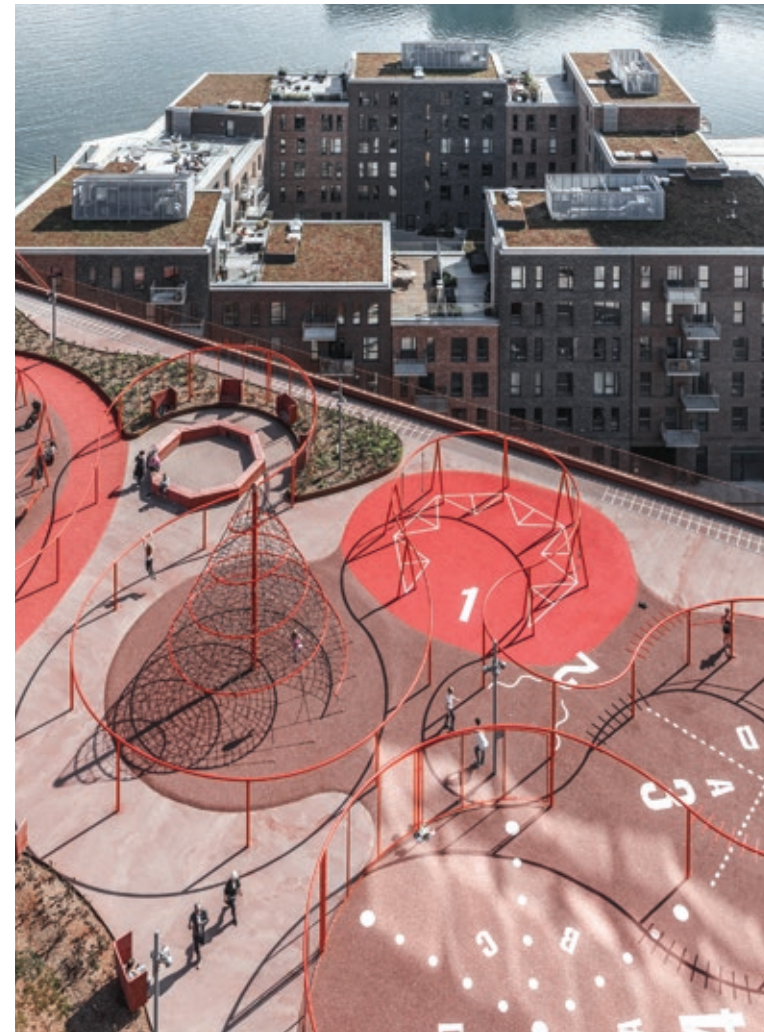
The café is flooded with light, with its vast windows looking out onto the surrounding buildings and waterways. The pulsating pace of life in front of the publishing house is palpable and it's an appealing place to unwind over a cup of coffee, read a book or chat to someone.

A wide wooden staircase, which leads to the publishing house's top floor, lends the room a spacious look and feel. It also serves as somewhere for visitors to sit during readings and other events.

The café and the auditorium anchor the publishing house in the neighborhood's social life and people come here for inspiration and to connect with others.



The world can be understood through play. The unknown becomes familiar, routine is questioned, new things are discovered and exciting things are experienced.



The innovation room is spacious and designed for playful engagement with themes and content. Its exceptionally versatile furniture encourages new standpoints and experimentation with ideas. For example, Timetable Lift serves as a table or a whiteboard and Stand-up stools or Sitzbocks (pommel-horse-like seating) help make discussions agile.

The space enables outstanding collaboration and both the publishing house's staff and the public enjoy using it. In terms of color, the space reflects the character of a playground (on the left) and the fitness trail (at the top) adjacent to the Lüders parking garage.





D

Workshops and seminars come in all shapes and sizes. All groups, themes and activities have different requirements and a room that can cater to all these is a game changer. Stackable cantilever chairs at tables are comfortable and practical options for a typical seminar. Lounge-type groups of seating are perfect for sharing thoughts and opinions with other team members.

The outdoor space can be used for mini breakout sessions or some well-earned downtime after hours spent engrossed in work.





The publishing house's first floor isn't open to the public. Small, relaxing lounge zones between workspaces invite people to take screen breaks from computers.

**J**

The management office is also part of the agile room concept.

**H**

An open-plan area for teams and project workers lies at the heart of the office space. It can be furnished with chairs for conferences, quick stand-up meetings or a social get-together.

Chairs and tables for a range of options are stowed away in a dedicated furniture storage space.

**F**

The large conference room features traditional seating and its warm atmosphere makes it a pleasant place to be.



There are diverse spaces for meetings, both with traditional conference seating and furniture for client areas.

**G**

The spacious kitchenette is ideal for a cup of coffee, a lunch break with colleagues and spur-of-the-moment chats.

**I**

Pods wired up with appropriate equipment are tailored for audio and video conferencing.

**E**

There are multifunctional workspaces for anyone who needs to work on their own and concentrate.



For most of the employees, the four-desk groups are their base. The desks can be positioned to suit preferences and the custom-configurable chairs enable healthy, dynamic sitting options. Flexible, folding partition screens help direct people's focus to their own workspace but still allow them to see what's going on in the rest of the room as well. The result is a welcome mix of privacy and a sense of belonging.

The high ceilings and windows create a day-lit room with good airflow. The light-colored materials and pleasant surfaces inspire a feeling of well-being. The carpets underneath the desks don't just keep feet warm, but also absorb sound.





F

Collaboration is all about connecting with others and that's just what the oval table does. Its shape is inclusive and encourages everyone to contribute.



This conference room is all about projecting a warm and natural look and feel. The materials used to craft the stylish Graph furniture match the color of the brick walls. The attractive floor-to-ceiling windows provide a view of the outside space.

As Ovid said, “What is without periods of rest will not endure.” Breaks are the most frequently underestimated productivity factors. Which is why a healthy culture of taking breaks is enormously beneficial and prompted through dedicated areas.

With its fresh yellow hues and lounge-like furnishing, the kitchenette is a deliberate contrast to the surrounding workspaces. As a result, the room seems to indicate that it’s time to switch off and chill.

There’s a coffee maker and kettle plus a worktop and other options so that people can sit or stand and have something to drink or eat and stop for a chat. It could even be an inadvertent think tank for new ideas.



G





Nordhavn's charm is about enjoying the fresh air, the proximity to water and company of others – and it's ideal for inspiring breaks.



People seek peer and social acceptance and not just professional interaction with their co-workers. These interpersonal relationships create bonds, encouraging new ideas and decision-making. They also enhance productivity and the quality of work a team does.



H



E

All communities thrive when people engage with each other informally. In organizations and businesses, it's the bedrock of productivity and innovation.





The area for teams and projects is situated in the middle and a real multipurpose space. The practical Confair flip-top tables are ready to go in a few easy steps and a casual arrangement of flipcharts and Sitzbocks is also set up in an instant. All the essential furniture, such as the stackable Metrik cantilever chair, is found in the adjacent storage space. The tables come with casters to make moving them around child's play.



However, nobody's required to go to extremes, but to be physically active as frequently and in as varied a way as possible. Possible options might be sitting on 3D-dynamic office chairs, chatting to others while perching on stools or positioning and setting up flip-top tables or repurposing these for a quick game of table tennis.

Everyone needs somewhere to make phone calls in peace, hold confidential discussions or focus on a task at hand.



Working in virtual or hybrid teams is a demanding exercise but one that's becoming more and more popular. The right equipment and well-designed rooms make it easier for everyone concerned. These pods stop distractions and shut out background noise from the rest of the office.

Versatile seating with Occo bar stools and high tables or Occo conference furniture produce the right setup for online or offline workers. As a result, the huddle and video conferencing rooms become multifunctional spaces.





In spaces destined for teams or project workers, the Versa table system is a stylish and very flexible choice. The base frames are modeled in one piece from die-cast aluminum. If required, bayonet locks allow tool-free linkage of

table tops in different shapes and formats. And the chairs from the Occo family add pops of color.



H



This publishing house no longer has a conventional executive office. Instead, this space fuses seamlessly with the open-plan room and comfortable chairs welcome visitors. The oval table illustrates that it's all about a team effort here too.



A stroll through Nordhavn reveals a diverse cityscape and street canyons repeatedly surprise and delight. The mix of old and new, sleek and compact, charming features and straight lines offer variety. Places that are sunny and sheltered from the wind bring people together. Despite the apparent lack of hard-and-fast rules, people who live there like it.



There's a buzz about places designed for people. They need to be functional but have both an aesthetic and stirring appeal too.

# Recap Solutions for any Setting

The human-centered workplace is a functional tool for planning and creating sustainable office concepts where the focus is on people as drivers of a business or organization's success. Given today's complex and changing landscape of workplaces across cultures, a one-size-fits-all approach to design lacks agility. Which is why Wilkhahn's customizable furniture is the answer to helping blended workplaces to flourish.





Stefano Colombo  
Stefano Colombo  
Architetto, Italy

Wilkhahn has always made furniture with a strong aesthetic but has never chased short-lived fads. In my opinion, this approach, coupled with its furniture's outstanding functionality and flexibility, is what defines the Wilkhahn brand. Because office furniture must be fit for purpose but attractive at the same time.

Wilkhahn understands how to drive its product innovations forward without losing sight of aesthetic appeal and users' needs. Workspaces that give people room to evolve are the result. Functional, flexible and appealing environments are the perfect way of ensuring offices are productive places to be and that's what ultimately matters.

I'm most interested in break-out areas where people can connect with each other on an informal basis. The cafeteria or chill-out space, for example, encourage this type of personal connection. These areas need to be very flexible and offer a range of different usage options. And this is where Wilkhahn has a very broad and interesting portfolio.

Soichiro Murai  
The Design Studio – TDS-Tokyo, Japan

Years of experience with office planning projects have taught us that it's impossible to please everyone because the needs of people and office environments are so disparate. Which is why I always endeavor to work with flexible models, which, of course, all have to harmonize with the company's identity. This variety allows everyone to pick the setup that's right for their job role, making the likelihood of a satisfactory compromise higher.

Each office's options need to be obvious immediately so that employees can then wander about and pick their favorite place.

Movable furniture can also make better use of space and time. I like to quote Timetable and mAx light as examples because they work in any dynamic space and are combinable with very different seating. This is particularly beneficial in large rooms so that efficient use is made of the space. Attractive details such as the table legs, the exceptional customizability of the furniture and Wilkhahn's international reputation are arguments in these tables' favor again and again.

In large premises on different stories, we like working with rooms whose architecture is identical. These have the same floorplan and furnishings, but differ in terms of the colors of carpets and floor lamps or pendant lights. This is how we try to accommodate personal preferences and achieve both a sense of unity and variety.

Designing varied office environments that function properly too, is quite a challenge and the variations are growing. So we're happy to call on Wilkhahn's expertise to help us find first-class solutions that fit the bill.

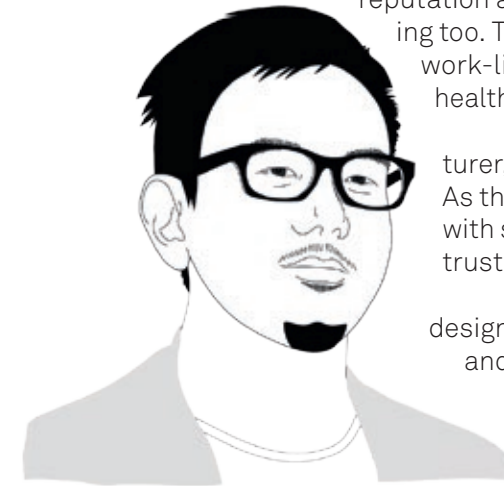


Yasunobu Kato  
MEC Design International Corp., Japan

Wilkhahn's long history and its consistently innovative new ideas and products make it a perfect fit with our Japanese company. Its reputation also plays a key role in our branding too. Today, Japan is also rethinking work-life balance, with private life and health now ranked higher than income.

As an office furniture manufacturer, Wilkhahn has a firm footing here. As their products are often created with specialists and backed by science, trust in the brand is higher.

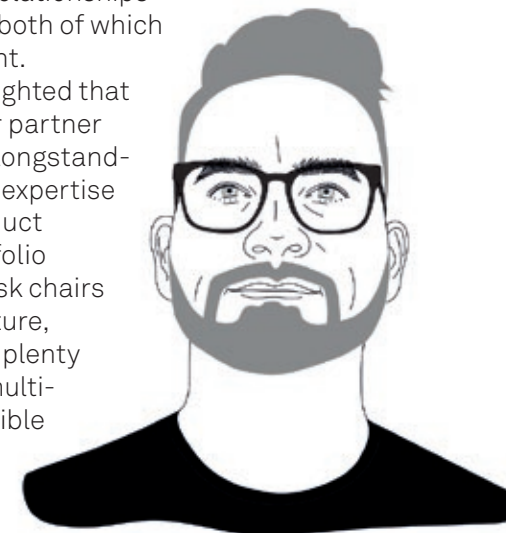
When I plan an office as a designer, alongside employee health and the branding, I'm interested in customization. An office needs variety. It's ideal if people can choose between several



Tamás Totszabo  
Pyxis Nautica, Hungary

In our case, it's very important that our employees know what they want from their jobs and private lives. Where else are they supposed to gain their motivation from otherwise? A feel-good factor has a huge impact on productivity and starts with employees wanting to personalize their own workspaces and continues in communal areas. The latter are places where kitchenettes and lounges, above all, are becoming more and more popular. And these chill-out zones play a big role in nurturing interpersonal relationships and creativity, both of which are so important.

We're delighted that Wilkhahn is our partner because of its longstanding experience, expertise and broad product range. Its portfolio ranges from task chairs to lounge furniture, in other words, plenty of options for multi-functional, flexible office design.



zones within one space, just like you can sit at the bar or a table in a café.

For example, Wilkhahn's ON and Stitz create a chilled atmosphere and help to get people talking to one another. New ideas emerge if people stand up or sit on the floor for instance. Alongside functional design, I think it's exciting to incorporate elements that wouldn't look out of place in homes or hotels and to work with outdoor spaces too.



Liora Safin  
LS Projects, Israel

Office furniture is so important in workplaces because it helps employees to do their job, provides comfort and makes the ambience warmer. We're convinced that it boosts our workforce's well-being, which spills over into higher productivity too.

And by choosing Wilkhahn furniture, we can harness our full potential in this respect. Depending on design ideas and where the furniture is destined for, the company finds solutions from its wide product portfolio that suit us in every respect. At the same time, the furniture must be able to adapt to our requirements as these differ everywhere, making rigid setups a no-go. We need office environments that can respond to work modes and our employees.

# Innovative by Tradition

## Shaping Tomorrow's World

Courage, an open mind and a genuine interest in people is pivotal to a role as an innovator and a pioneer. Wilkhahn never stops seeking dialog with international partners from the worlds of science and business so that it can find new, better and sustainable solutions. Once we know what customers want, we look at how to harness the power of analog design in a digitalized working environment.

How can a company be traditional but innovative too? Wilkhahn is a family-run company, founded in 1907. We've spent decades honing our craft. We observe, ask questions and listen carefully. In the early days of our company's collaboration with Bauhaus students and Ulm University of Design, an empirical and analytically based methodology was developed whose guiding principle was that the product follows the idea. At the same time, we started to work with architects and designers and expand our international markets. As a result, important inspiration and feedback from real-world conditions all over the world were incorporated into our product-development and thought-processes.

### Research

Consequently, ground-breaking innovations are the common denominator in our history. A study by former Ulm student Nick Roehricht in the 1970s led to dynamic sitting options. Through our collaboration with architects Frei Otto and Thomas Herzog, sustainability became a core theme at the end of the 1980s and the ecological design concept was born which Wilkhahn won the German Environmental Prize for. An empirical field study indicated the rising importance of different types of collaboration and, as early as 1994, spawned dynamic conference furniture for processes of innovation. The EXPO 2000 world exhibition saw the global

premiere of prototypes focusing on the Future of Work and integrating hardware and software so that teams scattered all over the Earth could collaborate. Wilkhahn also joined forces with the German Sport University Cologne to create a new variant of ergonomics, which crystallized in a new type of movement in office chairs and the concept of offices as physically active places.

### Design

Sustainable design is equally as important as a product's requirements. Placing form and function on an equal footing has been our design maxim for decades. Because experience shows that good design has a major impact on people's well-being, sense of purpose and identification with their employer. Wilkhahn applies an integrative design concept in order to prevent a mishmash of random colors since

**Good design encourages well-being, identification with a workplace and enhances purpose.**

offices have bidden farewell to the monotony of beige, gray and black hues. But the concept also applies to individual products and the way



The goal of Ulm University of Design was "... to produce durable products, increase their utility value and reduce waste" and this approach is manifested on Wilkhahn's own campus. After the pavilions by Frei Otto came Thomas Herzog's exemplary production facilities.

the ranges complement one another. Each one has its own, distinctive sculptural quality, which is timeless and can also blend in with customized design concepts. Despite their differences, their colors, materials, but also the similarity of their lines, precise connecting elements and surface quality are common threads. The upshot is vibrant and inspiring variety, which stands apart for its overarching design approach so that corporate design is still evident.

### Flexibility

Wilkhahn furniture comes in a whole host of surfaces, upholstery materials and colors, making it customizable for a wide range of architectural and interior design concepts.

**Highly flexible furniture creates agility, cuts costs and can handle any surprises the future might have in store.**

What's more, tailor-made fabrics and surfaces are available for projects. The same applies to table/desk shapes and formats. In terms of power solutions and features, their functionality can be scaled to suit preferences as well. And finally, the core ranges are designed to be very flexible to use. Facility managers or users

themselves can quickly reconfigure table systems to suit a range of different room sizes and adapt the settings to project stages and work modes. Therefore, a movable Wilkhahn table can serve as a workspace than can be screened off, a table for training or workshop sessions or part of a conference system. This encourages an agile workplace, cuts facility management costs and is the safest answer to any surprises the future might spring.

### Health

The desire to improve living spaces and working environments sustainably puts well-being and health at the heart of product development. Preventing emissions is therefore an important issue. Wilkhahn furniture is certified to the stringent Greenguard standard for better indoor air quality. Materials, surfaces or sound-absorbent screens and wall tiles can also cut noise. Making furniture easy to handle, reliable and in the sort of design that indicates appreciation for the people using it, also prevents unnecessary stress. Above all, stimulating mental and physical agility lies at the heart of the products and concepts because fit bodies and minds boost immune systems.

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If you require any further information about prices, lead times, features or technical details, please contact us as follows:

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# 1zu33

## Innovative Office-Space Planning

To define and design the cornerstones of the human-centered workplace, Wilkhahn partnered with design studio 1zu33 whose experienced architects highlighted the concept of New Work from both a theoretical and practical perspective.

Right from the outset, the goal of the collaboration was to incorporate the main success factors of future-proof office design in the human-centered workplace concept. First of all, four themes were devised to help anchor the core principles of New Work in the planning process. “We made the concept easy to understand by developing a virtual office environment. The example in Nordhavn offers responses to the main challenges working environments present. Architects can gain inspiration here and pick ideas and products for their own projects,” explains Georg Thiersch, executive partner at 1zu33.

### A people-centric approach

It's no coincidence that the virtual office environment is based in Copenhagen, Denmark, or in Nordhavn to be more precise. The office is situated in possibly Europe's most exciting urban neighborhood because the team was convinced that it was worth placing people and their needs at the heart of an area undergoing sweeping transformation. This applies to flexible, sustainable and future-focused planning and the development of an office environment. Because, ultimately, it's people themselves who shape change. In Nordhavn, the architecture and the outdoor space have a symbiotic relationship because they both follow the same principle.

### Multifaceted challenges

The project concentrates on contemporary issues regarding working environments. Many companies and organizations are increasingly struggling to recruit and retain good employees. They are also having to deal with digitalization, globalization and environmental concerns, all of which create enormous challenges and opportunities in equal measure and have a huge impact on our future. Nowadays, offices need to fulfill a lot of requirements – both in terms of functionality and emotive appeal. Planners and architects also face a herculean task considering the diverse target group because the office is an important touchpoint with the brand for employees, customers, suppliers, thought leaders and many others. “In this case, identification is the core issue – both for the people who work here and visitors,” emphasizes Hendrik Müller, 1zu33 executive partner.

**In the office, identification is the key focus – in daily routines as well as in occasional contacts.**



### Employees as engineers of design

The virtual office environment's purpose is to serve as a blueprint and source of inspiration. Focusing on the requirements of future users, rather than viewing the ideal office as a place with a static arrangement of furniture, makes the planning process a lot more reliable. Because the perfect master plan doesn't exist, either in built-up urban space or on new-office stories. “Due to the broad range of room settings and work modes, we can offer architects and planners a very flexible toolbox. None of the settings is set in stone but can be changed dynamically. Because this is the only way of encouraging employee to be engineers of their own workplace,” comments Thiersch.







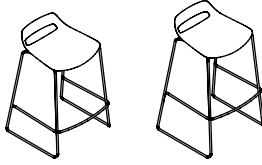
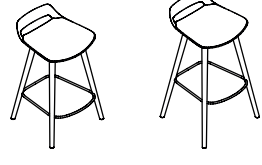
### Environments to reflect the brand

1zu33 and a team of 25 architects, interior designers and brand experts develop spatial concepts for international brands from a range of different industries. In addition to Wilkhahn, its client list includes premium market leaders such as Gaggenau, Aesop,

Hansgrohe and Occhio. They are all convinced that spatial design is one of the most versatile and powerful brand communication tools. As a result, offices become brand worlds that both employees and visitors enjoy and will not want to leave.



Seating

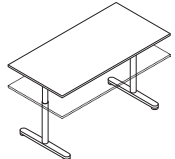
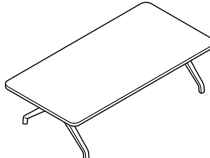

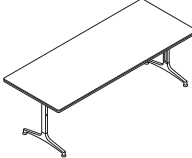
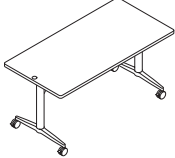
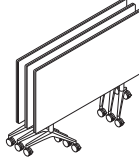
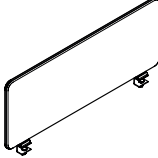

	Product name	Product number	Page number
	AT Mesh	187/71	10 14 33 45 52
	AT Mesh Counter chair	187/11	21
	Occo multipurpose chair	222/22	24
	Occo Conference	224/53	9 37 43 45 47 48
	Occo task chair	221/42 221/41	46 47 47
	Occo task chair	222/40 222/41 222/42	47 47 47
	Occo bar stool	223/11	24
	Occo bar stool	223/21	37 40 45 47

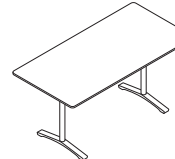
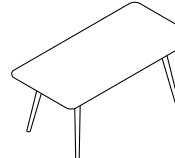

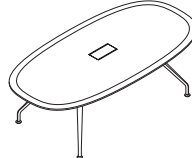
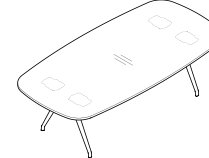
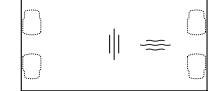
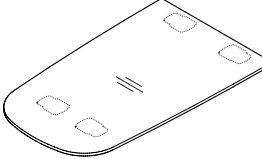
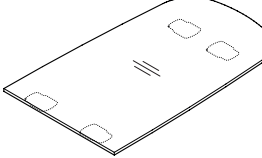

65cm

75cm seat height

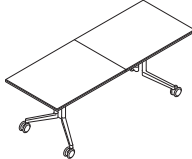

	Product name	Product number	Page number
	Metrik	186/3	13 28 42
	Chassis Outdoor	341/7	28
	Graph Conference chair	302/5	34
	IN	184/7	43
	ON with contoured upholstery	175/73	9 48 49
	Stand-Up	202	9 25 27 37 49
	Sitzbock	204	14 27 32 41 42
	Rider	205/1 205/2	43 43

Tables


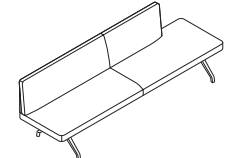
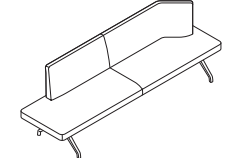
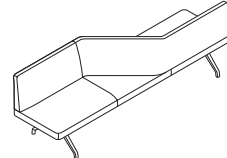
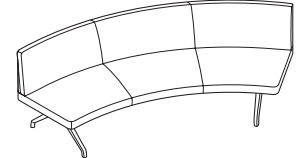
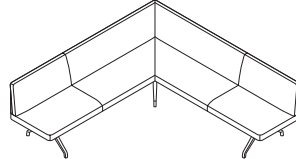
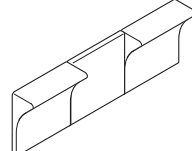
	Product name	Product number	Page number
	Travis height-adjustable	661/41	10
	Insit	780/9	20
	Insit	780/2	20 45 47
	mAx Light	465/11	13 28
	Timetable Lift with board functionality	615/10	27 41
	Timetable	610/00	14 33 41 43 52
	Foldscreen	609/12	10 14 33 41 52
	Aline table	236/2	28

	Product name	Product number	Page number
	Aline table	237/00	28
	Occo table	222/81	24
	Occo high table	222/91	37 40 45 47
	Graph table	300/00	34
	Versa table	638/51	9 37
		636/00	48 46
	Versa table Semi-barrel shape left	637/51	47
	Versa table Semi-barrel shape right	637/52	47
	Versa A-shaped foot section	636	46 47

## Tische

	Product name	Product number	Page number
	Confair folding table	440/00	42 43
	Confair Flipchart	442/1	28

## Soft seating

	Product name	Product number	Page number
	Insit	782/5	20 28 29
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	Insit	783/52	27
	Insit	783/56	20
	Insit	783/60	25
	Insit	782/90	37
	Landing	208/1+2	24

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1zu33 Architectural Brand Identity

#### **Images**

Wilkening + Hahne GmbH+Co. KG (p. 2, 57)

747 STUDIOS GmbH (Cover, p. 27)

Rasmus Hjortshøj – COAST (Nordhavn imagery:

p. 10, 16, 18, 19, 21, 26, 38, 39, 43, 50, 51)

Laura Mayer (Illustrations p. 54, 55)

Verena Kathrein (p. 61)

Stocksy (p. 3, 14, 24, 44, 49)

Pexels (p. 3, 13, 29, 32, 35, 36, 41)

Unsplash (p. 9)

#### **All other images for Wilkhahn by:**

The Subdivision

Kim Büttner und Marcus Büttner GbR

#### **Printing**

W. Kohlhammer Druckerei GmbH+Co. KG

#### **Languages**

German, English

#### **Translation**

Sally Massmann

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Wilkening + Hahne GmbH+Co. KG

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