

HermanMiller

# Reach—01

Asia Pacific Newsletter



Work.  
Everywhere.  
Anywhere.



Arras™



Desirable Spaces >



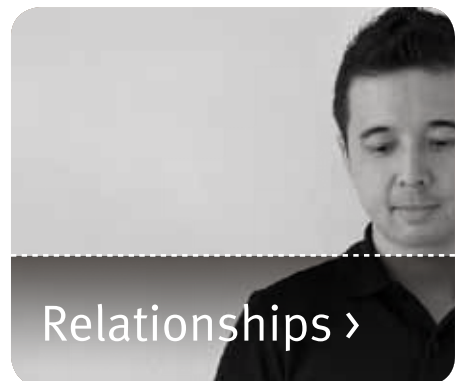
Authenticity >



Product >



Regional.  
Innovative.  
Relevant.



Relationships >



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**“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.”**

Charles Eames



## Welcome to our inaugural Newsletter

We are pleased to bring you the first in a series of newsletters for the Asia –Pacific region.

2010 is a truly special year for Herman Miller with three major product introductions. We are launching Arras; a new bench solution – the inaugural product designed by the Herman Miller Asia Pacific Research and Development Group and two new families of task chairs and side seating designed by Yves Behar and Ito ® Design.

Arras has earned us much praise and some major wins since its soft launch in June – we are confident that this product’s success has just begun.

Yves Behar had worked with Herman Miller for the award winning Leaf® light as well as the Ardea light. The Sayl chair has a unique frameless suspension back that is contoured to provide ergonomic support - we termed “3D intelligence”. This is also the first time Herman Miller has invested in precision tooling and manufacturing fixtures in three locations – North America, United Kingdom and China. Our investment in Herman Miller Ningbo will allow us to reduce lead time and more importantly reduce the product’s carbon footprint.

There is also plenty of other great stuff happening and we thought we should pull some of the highlights together for you - beautiful spaces with Herman Miller products and more about who designed the Herman Miller logo.

We hope you’ll enjoy this and pass it on to others. Let me encourage you to send in your “top stories” to our wonderful new marketing team for us to include in future issues.

We have entered a new phase of strong growth across the Asia Pacific region. As you read this first edition of “Reach” - you will see why!

**Jeremy Hocking**  
Vice President, Herman Miller Asia Pacific

**“We have entered a new phase of strong growth across the Asia Pacific region”**

Jeremy Hocking  
Vice President, Herman Miller  
Asia Pacific





## Arras™

### Work everywhere and anywhere

#### **Work everywhere and anywhere: We chat to the inspiring and charismatic Marc Fong about Arras and plans for the future**

Arras is created by the Herman Miller Research and Development Group, specifically for the Asia Pacific Market. Motivated by our nomadic yet socially connected lifestyle, enabled by technological advancement, and inspired by our innate desire for beautiful objects, Herman Miller presents an irresistible take on the workspace for the future - Arras.

Since its launch date on 7th June, Arras has created a tidal wave of interest from the design community, and has won over new clients.

#### **Arras is said to be the first product designed specifically for Asia Pacific. How does that change Herman Miller's approach to design?**

Like every other product, the design has to solve a human problem. Arras has a universal design that can work for all organizations that finds greater productivity from an open environment. It is not one size fits all, a lot depends on corporate culture and type of work, though I must say I always think an open environment makes you feel in tune with the surrounding buzz.

Perhaps the most unique feature of Arras is the kaleidoscopic range of colours and materials available - this relates to the natural affinity this region has for colour, a higher propensity for high octane colours in comparison to the other regions.

#### **What inspires the team?**

First and foremost- form, finish and detailing have to be consistent. The detailing of Arras had to be resolved, material options had to be exciting. Working in a bench environment is about sharing - we wanted the sharing concept to be the main focus, Arras makes sharing more fun.

A consistent form is very important and pleasing for the eyes - a singular, cohesive look. You will not find an exposed screw on Arras. All the corners are round, the pedestal and binders are designed with a singular, weld- free carcass. You will find the same radius curve on the corners of the worktop, on the accessories



**“Recognizing the need is the primary condition for design”**

Charles Eames





## Arras™



and screens. The large loop leg is seamless without any joint lines. It was very challenging operationally. In the beginning of our production run, we were only able to produce one piece a day! To achieve this small feat of engineering, we had to explore alternative materials that can be welded to one piece, eventually realised with great persistence in the early prototyping stage.

We also wanted a flip cover as long as our work surface. With this requirement came the challenges in term of performance, bowing in the middle as well as the flip functioning well even when force is exercised only at one end. We solved this by adding ball bearings at each edge of the cover. This design is unique to Herman Miller.

### Why rounded, not square?

We are evolving from hard lines to softer, clean lines. We see this not only in furniture but all products from kitchen appliances to mobile phones. Form is becoming more humane, and the expression more inclusive.

**“Recognizing the need is the primary condition for design”**

Charles Eames



### What does the word ‘Arras’ mean?

Arras originates from the Malay word - Arras, which means level. Arras puts everyone at the same level, whether you are a fresh graduate or at a managerial position, everyone sits in a non-hierarchical environment - sharing and bouncing off ideas.





## Arras™



### **Arras features some unusual colour schemes. What was the inspiration behind these signature looks?**

We had the most enjoyable time working on Arras, creating colour themes and signature looks. We challenged ourselves; which colour would you generally never see on a workstation? We looked at sports shoes, apparel, and fashion. For instance, red - I think its' a very Asian colour and my favourite colour. Red represents wealth, prosperity and luck. When you speak to the Japanese, they may recall the temples of Kyoto, ask a Chinese, whether he is from Hong Kong, China or Singapore - red is the colour of the New Year, the most auspicious colour. Sports cars were also a source of inspiration of colour, some of the early shoots we have of the Arras pivot wing ( brings to mind the gull-wing design of a Lamborghini in red ) it is gorgeous!

### **What's next for your team?**

We are working on several projects that will refine and position Herman Miller on the top of the pack in Asia Pacific. Our solutions will concentrate on collaborative spaces, work in all areas and spaces and products that live beyond the workspace and feel at home in your living and dining rooms.

We are also working with a number of designers across the region- in Japan, China, South East Asia and Australia. We are building on Herman Miller's commitment and promise to seek out and develop talent as we have done from the era of Charles and Ray Eames and continue through to today.

**“Recognizing the need is the primary condition for design”**

Charles Eames





—Reach—01

## What is the future of workspace? In our relationship segment, we explore the themes and trends that will shape the way we work in the future.

**Sustainability, integration of technology, and the maximization of space, are all key trends to watch for in the world of workplace design as noted by Asia Space Matrix Founder, Shagufta Anurag.**

### **What difference you find, if any in Indian design trend or expectation vis-à-vis other countries?**

The Indian design trend is not so different from other countries. Slight adaptations to meet the different cultural sensibilities are taken into consideration. Higher partitions in an open office environment are just one example. India, more so than other countries in Asia Pacific, is leading the Green Movement.

### **What are your thoughts on the Strength of Design in workspaces?**

Strong design in the workplace fuses form with function. It promotes productivity and offers an inviting place for employees to come to work and collaborate. The brand identity, culture, and values of a company are projected in the design of the workplace and are impressionable to the prospective client or employee.

### **How has your experience of working in Asian Markets been?**

Space Matrix currently has 10 offices in Asia and we have experience working in 6 locations where our offices are not located. The Asian Market is extremely diverse. Civilization across this vast continent varies drastically that one must be able to adapt to culture of each location. Standardization is not possible and we have to create unique work place designs that can be utilized to the fullest.

Working in the Asian Market we face challenging timelines. It's extremely fast paced and you have to keep up or be left behind. The Asian Market is also extremely technologically savvy. The work force in Asia tends to be more youthful. This technologically advanced generation not only requires a technological upgrade but also demands it.

### **Comment on today's design trends in terms of colour, space utilization, end user feedback?**



**“Work patterns are a major influence in space utilization”**

Shagufta Anurag





Design trends are hard to predict but in general the end users seem to gravitate towards more modern design. Colour has moved away from being a trend but rather is used as a tool to either convey the identity of a brand or can be used as a mood influencer.

Work patterns are a major influence in space utilization. If an end user finds that collaborative spaces such as conference rooms are more important, then space from each workstation might have to be sacrificed. Accommodation has led to the adaptation or invention of new products and services to create a tailored and more efficient work place.

#### **How do you predict the market for international companies and products in coming days?**

International companies will always have a segment in the market. A lot of research and development goes into global ventures so that they have an overall understanding of how their product or service will affect the end user. International companies like Herman Miller have a key understanding of adaptation and improving products over the years, that products like the Aeron Chair will survive the test of time.

## Discovering Asian Design

**Jarrold Lim was born in Melbourne Australia and graduated in Industrial Design and Furniture design from RMIT University Melbourne. Travel has always been a source of inspiration for Jarrold. After completing his studies, he ventured to Europe to gain further experience in the international design scene.**

In Milan, Italy Jarrold spent time working for the world-renowned designer, Patricia Urquiola and participated in many of the projects within the studio. In London, he worked for SCP, one of the



**“Work patterns are a major influence in space utilization”**

Shagufta Anurag





UK's leading designer furniture manufacturers on many of their designs. Jarrod has won many awards for his designs including the Pinnacle award in the USA for the Apex range, the Singapore Furniture Design Award for the Streamline chair as well as the Designer of the Future Award and Design for China, Beijing Original Design. His works have also been featured in many magazines and articles worldwide.

#### **What is your favourite material to work with?**

I try to look for the best properties within any material that is available to me and use it the best that I can. So I don't really have a favourite material to work with as such. Currently I am working with a lot of wood, which provides a very warm and reassuring feel. I find it fits well with my design philosophy and it is something that all people are very comfortable with. But other materials may be more appropriate for different designs. It all depends on the situation.

#### **Where do your inspirations come from?**

My inspiration comes from many sources. Sometimes it can be a production technique or a material that I have not used before. Something that I find has interesting qualities that may not have been fully exploited. But most often it comes from everyday situations - the way a person interacts with a familiar object or space and how the design of it affects that person emotionally, physically and often unconsciously.

#### **What are the new trends we see with home furniture design?**

I see the blending of home and office as our working tools become more portable and we find ourselves working in many different locations and situations. The home space needs to be more adaptable - not necessarily with modular systems or fold-out workstations. Instead our everyday objects will need to be comfortable for various situations. You may want to use the same armchair for watching TV, entertaining guests, sending emails or holding a quick discussion.

**“I see the  
blending of home  
and office as our  
working tools  
become more  
portable ”**

Jarrod Lim





### Who is your favourite designer ?

My favourite contemporary designer is Naoto Fukasawa. His views on design have really struck a chord with me and I find myself fine-tuning my own design thinking and methodology each time I approach a new project.

**saturday  
in design**

6 + 7 August, Melbourne

## Saturday In Design, 2010

For the 7th year in a row, the latest Herman Miller products were showcased to the Australian design audience at Living Edge as part of Saturday in Design 2010. Visitors flocked to the Victorian capital to see new products, meet suppliers and mingle with members of the architecture and design community. Living Edge was once again a top draw card with 2000 people visiting the showroom over the two day event. Our gorgeous new product for the workspace of the future, Arras was very well received with visitors and the media meeting and interacting with Marc Fong. Also on show were Abak Environments Bench, Sense, Setu and a link up of Herman Miller classics including a tribute to task chairs through time.

See the video from Saturday In Design here>>

<http://www.arrasia.com/#/video>



**“Over 2000  
people visited  
the Living Edge  
Showroom”**





Also for the second year Living Edge teamed up with Moët Chandon to run their miniature cork chair competition. Entrants were supplied with a kit which contained 2 corks, 2 cages and 2 foils and asked to create a miniature chair using their design talent, imagination and hand skills. The stakes were high as once again the major prize was an Eames Lounge & Ottoman with second prize an Eames Hang-It-All. The judges were overwhelmed by the quality, wit and originality of the 2010 entries leading to 3 additional highly commended awards in addition to the 3 major prize winners. First prize went to Mario Notaro from Site Architecture in Perth, Second prize to David Ho from BVN in Melbourne and third prize to Zoe Page from Swanbury Penglase in Adelaide.

## Is it hi art or pop art? Japan

**Kenji Toki based in Japan, has been working as a contemporary craft practitioner since 1995. His work explores the representation of Japanese lacquer with diverse materials and measures such as carbon fibre and photography. Kenji has been exhibiting internationally for many years and Herman Miller's Ergokiosk store was lucky enough to be visited by Kenji recently where he spoke about his work and the thinking, story and making of his art.**

Toki undertakes research into rapid prototyping (usually used in industrial processing) and how these techniques can be applied and utilized within craft, art and jewellery practice, especially in relation to Japanese Lacquer work. Zaku figures painted in Japanese lacquer take on irresistible powerfulness. Items such as Mango container and fish container made in the traditional way, eloquently illustrate "how simple and perfect daily commodity is designed". Kenji's mango container is in the permanent collection of Victoria & Albert Museum.



**"How simple and perfect daily commodity is designed"**

Kenji Toki





## All about Arras. Work everywhere and anywhere

**Motivated by our nomadic yet socially connected lifestyle, enabled by technological advancement, and inspired by our innate desire for beautiful objects - we present Arras.**

Arras promises a free and easy solution - one should be able to sit anywhere and at any time; your decision informed by work schedule, available space, the nature of your task, relationships with others and of course, personal preference.

Freedom to sit anywhere fosters the organic development of relationships and encourages communications and collaboration. The Arras intermediate leg structure is recessed inward 500mm along the entire bench length, with pedestals re-adjustable to any position, providing comfortable leg room for all users.

We are social creatures, and the more online and other instant messaging tools we have access to, the more we crave genuine face to face interaction. Extended work surfaces provide sanctioned space to catch up over coffee at a convenient distance from your work area. An ideal spot for collaborative work, there is plenty of leg room, just in case a crowd gathers!

**“Our irresistible take on the workspace for the future”**



### **Power Access for All**

Access to power, an essential everyday requirement, is made easier and more satisfying by thoughtful engineering that puts user experience first and above everything else. The Arras power channel features pivoting wings that open smoothly, and recede gently into a vertical pocket to remain uplifted as you wish, and return to the closed position with a soft, reassuring click.





“Our intelligent design can bring ‘play’ in to the workplace.”

### Simplified Screen Solutions

Dematerialization is one of the primary development criteria that inform our careful material selection. It is our responsibility as product designers to minimize the materials and processes we use in achieving our objective, in order to lower the carbon footprint of the products we create.

Arras Side blade has been designed with a stylish work surface clamp that is completely user-adjustable. This secures a frameless surface within a stunning sheath of laser-cut Plexiglas.

We should not assume that everyone wants privacy, in fact, people naturally need and crave conversation with others. Arras side-blades provide flexible positioning of side screens for privacy on demand, delivering aesthetic ingenuity within a functional frame.

To create resonance with the way we live and work, our design team takes inspiration from the simple objects found in our homes. Arras Heel-blade in knitted fabric provides homespun colour and textures, providing comfort and attenuating the workplace atmosphere with reassuring softness.

### It's not all work!

Our intelligent design can bring ‘play’ in to work - where spontaneous shared moments break the monotony of long hours at the bench. Arras binders slide away when you wish to communicate with those opposite, or slide back, blocking visual communications and indicating your wish to remain undisturbed.





“An imaginative and gorgeous palette of photogenic colours.”

### Bringing the Outside Inside

Nature nourishes all of our senses, and on the bench natural foliage is perfect for creating permeable privacy whilst providing a soothing visual treat. Arras planters can create a verdant garden or well trimmed hedge on the bench itself. With a moulded plastic liner to hold excess liquids, it safely and naturally enriches the workspace.

### Can your office be a leafy sanctuary?

#### Fashion Forward

Arras delivers an imaginative and gorgeous palette of photogenic colours and finishes to accommodate almost every taste. Some will gravitate to the sportswear-inspired yellow against masculine grey, others to a fabulous kaleidoscope of pink, turquoise and canopy green, and others again may insist on the pure and natural textures of bamboo set against crisp white.

With our fifteen fabulous new colours, we can bring a smile back into the workplace!

#### Design for environment

The design of Arras is guided and informed by Herman Miller Design for Environment protocol.

Every component in Arras can be easily disassembled for end of life management and no components are chemically bonded. Arras does not use PVC or any other toxic material, has verifiable recycled content exceeding 50% by weight, and is BIFMA X7.1 certified as a low emission product that meets indoor air quality standards.





“Arras comes from the Malay word meaning Level”



Rapid renewable materials like bamboo and strawboard work surfaces as well as FSC certified Green first and EO work surfaces are all available. Arras is designed for durability and ease of churn, carrying our comprehensive Herman Miller 12-year, 3-shift warranty.

### The Story on the Name

Arras originates from the Malay word Arras which means Level. The open and welcoming design of Arras establishes everyone at the same level, creating better opportunities for collaborative work and knowledge sharing.



## Did you know ?

**The Herman Miller logo first appeared as a hand-drawing in 1947.**

Sixty-three years after Irving Harper developed the mark, the symbol has become one of the most well recognised in global branding.

In addition to the logo, Harper worked on the Marshmallow sofa design for the Nelson Office.

“Our logo first appeared as a hand drawing in 1947”



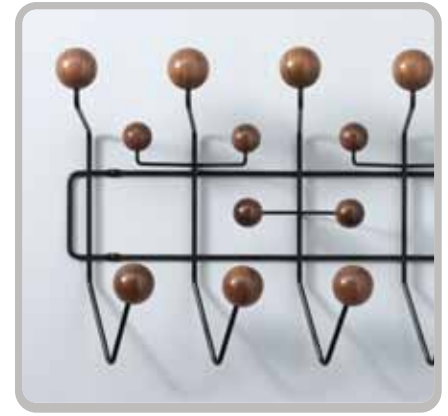


## Hang-It-All Select Edition:

**Herman Miller Select is your chance to grab a once-a-year limited edition release with collector appeal. Each release is unique and this year the classic Eames Hang-It-All has been given a decidedly sophisticated reissue.**

Inspired by Charles and Ray Eames, love for playful furniture and children's toys, the Hang-It-All has been a favourite accessory for nearly six decades. In the home or at the office, this creation reinvented the everyday coat rack and gave true form to function.

The exclusive Select edition, with its black, welded-steel frame and solid walnut hooks, brings sophistication to this already eye-catching display. A complement to modern furnishings, the Select Hang-It-All will be a notable original to cherish for years to come.



**“Inspired by Charles and Ray Eames’ love for playful furniture and children’s toys”**

## Nelson Platform Bench with metal legs:

**Originally designed by George Nelson for his own New York office, the Platform Bench was intended to provide a place for his materials as well as short-term guest seating. The versatile bench also became a base for the modular Basic Cabinet Series.**

“Nelson and his associate Ernest Farmer created a modular storage solution that could adapt to a variety of configurations and locations, including living, dining, sleeping, or working areas,” says Gregg Vander Kooi, product manager, Herman Miller. “They believed that properly designed modern furniture should be able to function anywhere.”

The Platform Bench, together with the select items from the Basic Cabinet Series, can be used for a variety of functions, including a low table, a seating solution, or a base for deep or shallow chests and cabinets that ultimately can be positioned against a wall or used as a room divider. It is available in three sizes, with a maple finish and ebonised or chrome plated metal legs.



**“They believed that properly designed modern furniture should be able to function anywhere.”**





## Australian accolade for Setu™

**Herman Miller's award-winning multi-purpose seat, Setu, has received a Design Mark in the 2010 Australian International Design Awards. An indicator of quality, value and reliability in the marketplace, the award cements Setu's reputation as a chair that represents a breakthrough in seating technology.**

Devised by Studio 7.5, Setu's single kinematics support spine cradles you and mimics your every move without the need for adjustment. Designed to fit all shapes and sizes and adaptable like no other chair in its category, Setu appeals to your functional needs as well as your design aesthetic. It can be the feature of any room or simply be noticeably unnoticeable.

Introduced in 2009, Setu has already garnered international recognition. The 2010 Australian International Design Mark now acknowledges its unique design in the Australian marketplace.



**“Setu appeals to your functional needs as well as your design aesthetic.”**

## Desirable Spaces. Shine, Australia

**Based in Sydney, Shine TV produces programming for the Australia and New Zealand markets, including the popular series Master Chef. For their new office space located right at the edge of Darling Harbour with breathtaking, panoramic views, the client envisioned an interior as gorgeous as its surroundings.**

The open area is landscaped with Sense workstations, Connection Series storage and paired perfectly with Setu Multipurpose Chairs. Power and data modules are mounted onto the Sense toolbars for easy access, alongside sense accessories that help personalise the workspace.

The luminous private offices are elegant. Sense tables match with Aeron Chairs, accompanied with Eames tables and Eames Shell Chairs for users to alternate seamlessly between individual and collaborative work.



**“Shine uses Connection Series storage with Setu Multipurpose Chairs.”**





## Australian School of Advanced Medicine, Australia



**“Excellent environmental credentials, GECA approved furniture and MBDC certification for the Mirra Chair.”**

This sparkling new facility is a state-of-the-art campus that combines an innovative medical school with a university teaching hospital. The client fell in love with Abak Environments when they visited another Herman Miller customer - Lion Nathan in Sydney. The clean, architectural look of Abak Environments, intelligent components, flexibility of colours and materials made an instant impact. Added to this was the assuring Herman Miller 12 year warranty and excellent environmental credentials - GECA (“Good Environmental Choice” Australia Ltd.) approved furniture and MBDC (McDonough Braungart Design Chemistry) certification for the Mirra Chair.

This is an on-going project and we continue to work to provide solutions for the Macquarie Private Hospital and the Macquarie University Library.





## Nestlé India



**“Arras; a kaleidoscopic spectrum of colours.”**

The kaleidoscopic spectrum of colours available with Arras enabled the interior designer to express their artistic vision for this swanky new fit-out. The client was impressed with the immense cable management capacities and easy access to power and data with the Arras Bench Pivot Blade. Combining great performance with signature looks, the result is an energetic and engaging workspace - another successful project brought to you by Herman Miller.





## We give you a special preview of our unique new chair from Yves Béhar.

### SAYL: LIFE UNFRAMED

**“It’s human nature to seek life unframed,” says Yves Béhar, designer of the new Herman Miller SAYL chair line. “People want to go beyond expectations. And they want that same unframed spirit in the objects they use and how they experience them.”**

That conviction guided him and the team at Herman Miller as they “grew” what became the family of SAYL chairs. It includes task and guest models, offered in the signature innovation of the 3D Intelligent suspension back, as well as upholstered options.

### Discussion with Yves Béhar - SAYL Designer

Arriving at SAYL was a process of research and iteration. Béhar describes it as “draw, build, break, and repeat until you arrive at something unique” That process is familiar to Béhar, founder of fuseproject, a San Francisco-based brand and product design firm.

Béhar, a regular collaborator with Herman Miller, is known for tackling big challenges and pushing the boundaries of technology and design in a cost efficient way. He calls this approach attainability and human-centered design. “If a project isn’t ethical,” notes Béhar, “it can’t be beautiful, and if it isn’t beautiful it shouldn’t be at all.”

With SAYL, Béhar arrived at a destination that is both expected and surprising, according to Jack Schreur, VP of Seating for Herman Miller: “We think we have a responsibility to push the limits. To try and live out the Eames quote, ‘the best, to the most, for the least’. With SAYL you get everything you have come to expect from Herman Miller - healthy ergonomics, material and performance advance.

Surprise and delight are driving principles behind all of Béhar’s work. This is evident in his designs, from the One Laptop Per Child to the Mission One the world’s fastest electric-powered motorcycle to the award-winning Leaf, Ardea, and Twist lights for Herman Miller.

Try this amazing new chair at the Herman Miller Booth at Orgatec 2010 and stay tuned for news on the first chance to try Sayl in the Asia Pacific region in the coming months.



**“It’s human nature to seek life unframed”**

Yves Béhar





## Night falls in Shibuya, Tokyo



For more information or to receive the Herman Miller Reach Newsletter, please contact us at

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