

## On-site Lab

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**M**aterial ConneXion, a leading global platform for material solutions and innovations, has opened its first Innovation Lab inside the newly designed corporate headquarters of Haworth Inc. in Holland, Michigan. The custom-built lab – a unique interactive exhibition of innovative materials and products tailored to Haworth's specific design needs and business objectives – marks the introduction of a new Material ConneXion offering that expands upon the company's consulting and materials library services.

With a rotating selection of large-format material samples, sourced from Material ConneXion's library of over 4,500 innovative materials, and a collection of products that highlight inventive

combinations of design and materials, the Innovation Lab at Haworth will be a place to discover, experience and create. Focusing on the topics of Sustainability, Illumination, Processes and Functional Surfaces, the assembled materials represent some of the most recent developments in materials innovation and offer a variety of opportunities for physical interaction and intellectual stimulation.

"Packaging our materials expertise and knowledge into a hands-on laboratory strengthens our capacity to connect clients with the most up-to-date information on materials and processes," said George M. Beylerian, Founder and CEO of Material ConneXion.

"Forward-thinking companies like Haworth can utilize this unique mate-

rial experience as a vehicle for communication, allowing Material ConneXion to customize a Lab that reinforces their corporate values, emphasizes their products and services, and demonstrates their commitment to innovation and technology," continued Michele Caniato, President of Material ConneXion.

Prominently featured in the building's atrium, Material ConneXion's Innovation Lab contributes to its success as a living laboratory for ongoing research and an engaging experience for visitors.

With offices in New York, Milan, Cologne and Bangkok, Material ConneXion's international network of material specialists provide a global, cross-industry perspective on materials and their potential uses. †