

# Material ConneXion® Innovation Lab | Haworth

Expanding Innovation Company-wide with an On-site Materials Lab



**When Haworth, a global leader** in the manufacture of adaptable workspaces, renovated its Holland, Michigan corporate headquarters, the company enlisted Material ConneXion® to create a distinct presence within the space that would engage visitors and staff while communicating Haworth commitment to innovation, technology and sustainability.

The result was the first Material ConneXion® Innovation Lab, a customized exploration center featuring the latest material developments alongside a curated selection of innovative products. Tailored to meet Haworth specific design needs and business objectives, the Innovation Lab offers a variety of opportunities for physical interaction and intellectual stimulation.

Situated in the ground-floor atrium of One Haworth Center, the Innovation Lab is an inviting educational experience that expresses Haworth unique brand elements. “We are thrilled to bring such an unparalleled resource to our company,” says Haworth President & CEO Franco Bianchi, who calls the Innovation Lab “a dynamic source of inspiration and information, not only for our employees, but also for clients and visitors to our new corporate headquarters.” ■

*In 2008, BusinessWeek chose the Lab as an “Innovation Tool.”*

**Reinforce your business’s commitment to innovation and excellence.**  
**[Bring the Material ConneXion Innovation Lab to your company >](#)**

**Material ConneXion®**

60 Madison Avenue, 2<sup>nd</sup> Floor, New York, NY 10010

T. 212-842-2050 F. 212-842-1090

[www.materialconnexion.com](http://www.materialconnexion.com)

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