

HON

hon.com/Flock

MEET THE MAKERS

How HON and designer Brian Kane transformed the way people work.

GETTING SOCIAL WITH HON

Learn how HON applies workplace knowledge to create spaces that inspire.

THE RISE OF THIRD SPACES

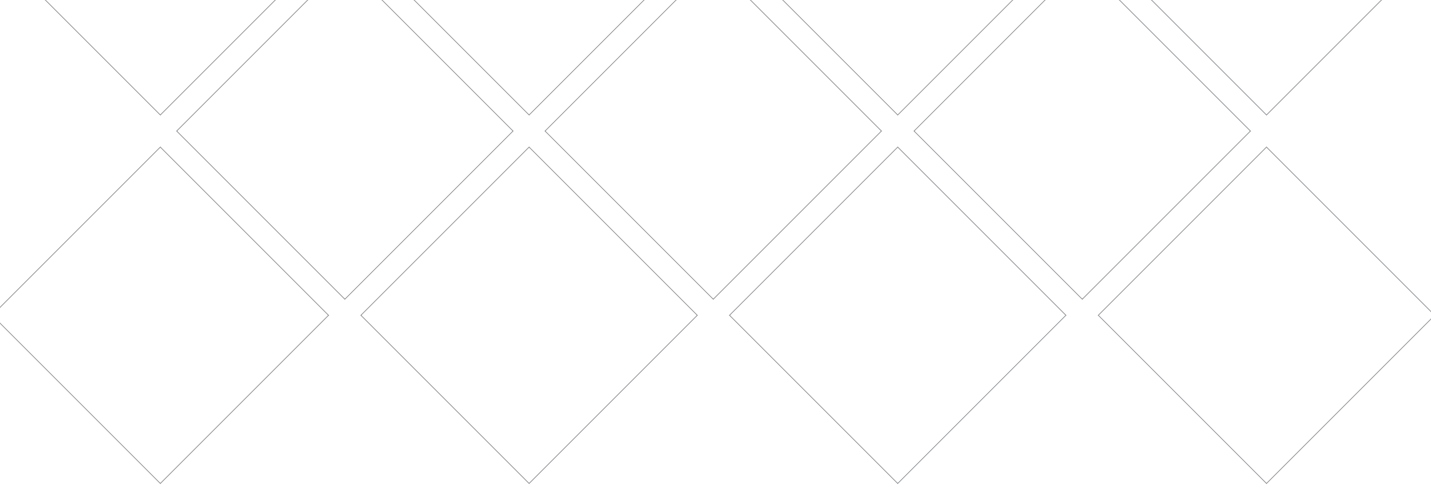
Bringing our favorite settings into the office.

HOW MATERIALS INSPIRE A WORKPLACE

Four ways to make a material difference.



MAKING A CASE FOR CHANGE.



Supporting The New Workday

Coffee bars. Cafés. Lounges. These are the settings millennials explore to get work done. They help anyone relax, refuel and refocus. In a world that increasingly values freedom and mobility, fewer people are distinguishing the workday from the rest of their life. We all work everywhere now, constantly seeking out relaxing spaces to drop in and get something accomplished. Flock blurs the lines between free time and work hours, bringing casual settings into the workplace and allowing everyone to find the comforts they crave throughout the new workday.

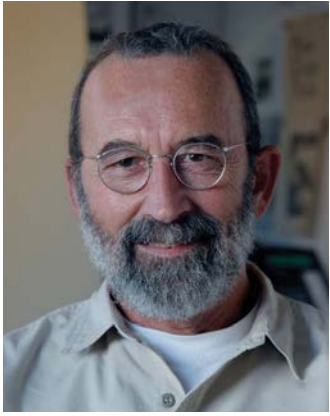


Contents

MEET THE MAKERS	4
How HON and designer Brian Kane transformed the way people work.	
GETTING SOCIAL WITH HON	6
Learn how HON applies workplace knowledge to create spaces that inspire.	
UNDERSTANDING THE WORKPLACE ZONES	8
Designing high performance spaces throughout your environment.	
CONNECTING SPACE WITH TECHNOLOGY	10
Keeping up with the speed of change.	
THE RISE OF THIRD SPACES	12
Bringing our favorite settings into the office.	
HOW MATERIALS INSPIRE A WORKPLACE	14
Four ways to make a material difference.	

Products Featured On Page 3
Flock Modular Lounge Chairs, Casual Lounge Chair, 4-Leg Stool, Mini Cube and Cylinders with hard tops, and Floor Lamp.





Designer Profile

Brian Kane

Home: San Francisco, CA
Studio: Kane Design Studio
Education: B.S. in Industrial Design
University of Bridgeport

After graduating from college, Brian worked with several New York City design studios before spending a year in Milan, Italy collaborating with famed architect Silvio Coppola on various projects. Returning to New York to join the Metropolitan Furniture Corporation, he soon became Vice President of Design and Product Development. He established Kane Design Studio in 1989, and since then his team has been creating award-winning furniture designs that can be found everywhere from contemporary offices to museums of modern art.



Meet the Makers

How HON and designer Brian Kane transformed the way people work.

It takes a multifaceted approach to bring a furniture collection to life—research, customer interaction, design collaboration, prototyping, testing and eventually manufacturing. It's a process HON has been perfecting since 1944. To gain the insight needed to innovate a breakthrough collection like Flock, we invited industry leaders and members of the A&D community to share their perspectives on workplace trends, worker behavior and client desires for a changing workplace. This input was exactly what HON Product Business Manager Chad Zeck and designer Brian Kane needed to initiate the Flock collection.

Q. Research shows businesses lose nearly \$500 billion a year because of disengaged workers. How can companies get proactive with a solution?

A. *Chad* — Well, that research also tells us that people aren't limiting their work to private offices and conference rooms these days. I mean, have you ever tried sitting at your desk for eight hours straight without losing focus?

We knew that by turning every area into a desirable work space, we could turn that half trillion-dollar deficit into a 6% increase in productivity.*

Q. With offices shrinking in size, how does adding furniture solve anything?

A. *Chad* — It's true that the average square feet per worker has been cut in half in the last decade. But to us, this is an argument for collaborative open solutions like Flock. Companies are reducing the number of private offices and fitting more people into open office plans. So instead of dedicating space for private offices, innovative companies are opening up the entire office to support individual "me" settings and collaborative "we" spaces where people can migrate as needs change throughout the day. This transition in space planning is exactly what Flock is designed to support.

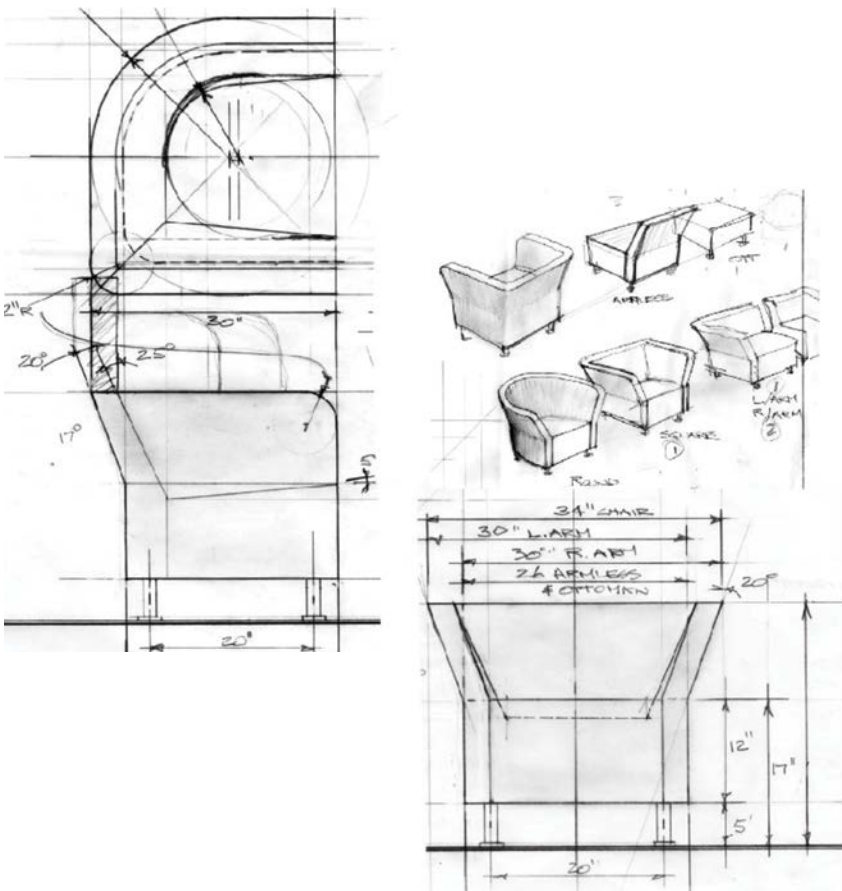
*Source: Gallup's "State of the American Workplace" survey

Q. Without giving away the “secret sauce”, what provided the inspiration that helped guide your design process?

A. *Brian* — Whenever I start a project, the first step is research and observation. I was teaching at the California College of Art, and after class I spent time observing how students were using the furniture. I quickly realized that the environment changed constantly, based on different group sizes, activities or time of day. The students broke up the space and turned it into whatever they needed it to be. It dawned on me that is how the next generation of workers were going to get work done. As a result, this discovery sparked the idea that furniture not only needed to be stylish and comfortable, but also needed to be fluid and mobile to transform as needs and group sizes changed throughout the day.

Q. How did you decide on the scale and dimensions for the collection?

A. *Brian* — Scale and dimensional proportions played a big part in the development. We knew we wanted to create a minimal footprint, but while also maximizing the personal sitting area. You will notice that the seating footprint for the lounge chair is 26” square, but the top flares out on those chairs to add 4” total width. Also, the height of every lounge table and seat is 17” off the floor, which creates a consistent horizon throughout a space. Meanwhile, all the arms, backs and high tables are 29” high, which creates a second common horizon.



Q. Were you surprised by the instant success of Flock?

A. *Brian* — Well, yes and no. I knew that with the work and research we put into it, we had a winner on our hands, but I didn’t expect it to be the most successful product launch of my career. From the very beginning, my studio worked very closely with the HON team to align their expertise with what the market was demanding. This collaborative partnership was really the key, because since the product was introduced HON has been the one to push for new ways of reinventing and reshaping the collection. For example, when they wanted a serpentine addition, they could’ve easily created a new lounge collection. Instead, they added this valuable functionality to the existing Flock line to create a consistent product offering.

Q. Speaking of the recent Flock expansion, what is your design approach when expanding a collection?

A. *Brian* — My approach was to support the long term goals of both space planners and end users. To accomplish this, we added wedge components to navigate and divide larger spaces with flowing serpentine layouts that defined “me” and “we” settings. The team decided to integrate power units that are adaptable vs. fixed, so they can be retrofitted to evolve as needs and technology change. And while simple, the addition of a swivel base made it easier for people to turn and join the conversation. Design is about enhancing performance, and that’s exactly what the Flock expansion delivers.

“We listened to our customers to understand the needs of small to mid-sized businesses. It became clear immediately that there was a need for a collection that supported the new ways and spaces where work was getting done.”

Chad Zeck
HON Product Business Manager



Getting Social With HON

Learn how HON applies workplace knowledge to create spaces that inspire.

The moment you walk in the door of HON's corporate headquarters, you're greeted by the warmth, style and function of Flock. As you move throughout the campus and showroom, you'll notice a variety of inviting layouts designed to support focus, interaction, impromptu meetings and well-deserved breaks. And while every Flock setting is unique to the space it supports, comfort is mandatory because people seek these spaces as a casual alternative to the workstation. As work needs change throughout the day, Flock delivers the versatility people want along with the work/home culture HON desires to attract and retain top talent.



Inspire Forward

The HON Integrated Design Solutions (IDS) team and its dealer designer partners work with clients of all sizes and markets to help them realize that “aha” moment where layout design perfectly aligns with a desired workplace culture. “We’re challenged every day to design inspiring spaces ranging from traditional breakout spaces to innovative new third space settings,” says Andy Benner, IDS Director at HON. “Planning that perfect space for a client is what drives us. And thanks to Flock, we now have the perfect collection to lead that design effort.”

“At HON we know every space has to be functional and every piece of furniture should serve a purpose. We believe both should be beautiful and seamless — supporting today’s activity-based work styles.”

Andy Benner
HON IDS Director



BREAKOUT SPACES



THIRD SPACES



MEETING SPACES

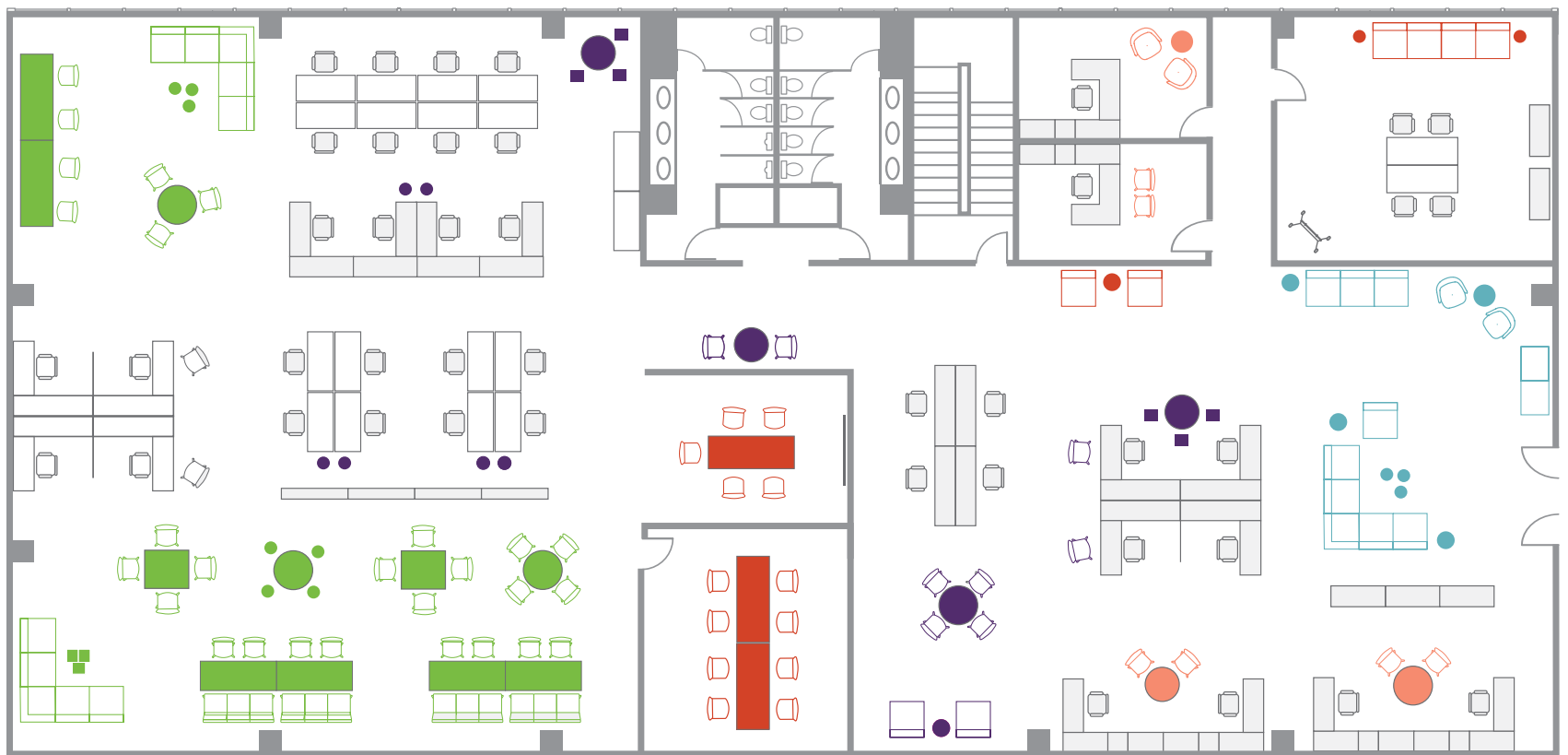


OPEN SPACES

Understanding The Workplace Zones

Designing high performance spaces throughout your environment.

It's a simple fact that when people succeed, so does their business. This makes talent the most vital asset for any company. So why aren't more offices designed to support the preferred work styles of today's workers? By aligning the various zones throughout the workplace with the way work gets done, companies are enhancing productivity while giving workers the comfort, function and emotional satisfaction they crave.





WELCOMING



PRIVATE



COMMONS



COLLABORATIVE



OPEN

Welcoming

Increasing engagement between colleagues and guests has spurred the growth of social spaces that welcome visitors, while also allowing coworkers to collaborate, hold impromptu meetings and break away from the norm. Well-designed welcoming spaces should be both inviting and productive, offering a comfortable respite from the workstation.

Private

Many private offices fail miserably at supporting the new ways people work. They provide little separation between the private area of the space and the social meeting area, making it hard for workers to connect. By applying a user-centric approach to space planning, private offices can boost productivity and provide a seamless transition from heads-down focus to relaxed collaborative work.

Open

The days of sitting at a desk from 9 to 5 are over. Now people are craving the freedom to change postures, quickly connect or simply refocus. People thrive when given the ability to transition effortlessly from personal tasks to collaborative encounters. Flock breakout settings encourage movement, relieve stress and support relaxed postures by encouraging everyone to work in a comfortable social setting.

Collaborative

As people continue to explore new work styles and spaces, static areas are evolving into multi-functional environments where workers collaborate and hold impromptu meetings. Settings that were once dedicated exclusively to individuals are giving way to areas designated for group work as companies are rethinking and elevating the value of collaboration. The workplace is becoming more of a hub for employees to engage each other as opposed to a sea of workstations exclusively supporting individual work.

Commons

Take a few minutes to yourself. Pull the group together. Enjoy a beverage away from the workstation. Workers use common areas in a variety of ways throughout the day. This freedom of choice is the result of smart space planning and a variety of lounge furniture, guest seating and tables of all shapes and sizes. Once viewed as purely social, these settings are now approached as legitimate spaces where anyone can relax, refuel and refocus.

Connecting Space With Technology

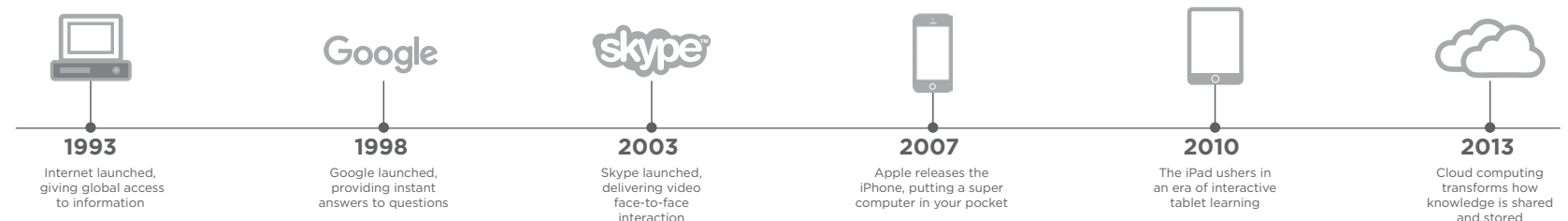
Keeping up with the speed of change.

We live in an age in which technology has become so complex that many long for a simpler approach. It has quickly transformed the way we work, and continues to shift how, when and where we get our jobs done. This rapid pace of technological advancements combined with a new generation of workers has created new behaviors and expectations in the workplace. Unfortunately, most workspaces simply aren't keeping up with the speed of change. It's easy to see why, when you realize how fast we've gone from a "traditional" work approach to an environment that has been revolutionized by technology in nearly every conceivable way.

To fully embrace the freedom granted to us by wireless technology, our work environments and office furniture must be designed to support new ways of working. Many traditional offices create obstacles to mobility and technological freedom, such as a lack of outlets for charging devices or data ports for sharing information. To design adaptive workspaces that make technology available for anyone, anywhere, one must first understand the way people use a space because, even as technology changes, these behaviors remain constant. This means breaking the mold from a furniture standpoint. After all, why continue to integrate technology into furniture built to last a lifetime if that technology is virtually guaranteed to change? That static approach makes entire collections out of date long before the upholstery is worn and the warranty is up. A new forward-thinking solution is required to allow even integrated technology to be updated without updating the furniture.

When planned responsibly, a work environment can offer the best of today's technology while staying adaptive to ever changing work styles. That's why Flock modules can be removed and replaced with updated power, data and connectivity whenever needed. Flock supports the constant ebb and flow of activities, whether that involves working alone or in groups. Equip both conventional work areas and innovative third spaces with technology to create a natural rhythm and balance throughout the workplace. This balanced layout approach includes technology that is both mobile and integrated throughout the physical environment, as well as adaptable settings designed to support individual focused work and collaborative interaction.

ADVANCEMENTS IN TECHNOLOGY AFFECTING WORKPLACE CHANGE



“We initially spent time figuring out how to integrate power and data into Flock. We thought we wanted it built into the frame, but once it’s part of the chair, what happens as technology changes? Instead, we decided to include adaptable power units that can be retrofitted as needs change, keeping Flock relevant as technology advances.”

Brian Kane
Furniture Designer



Three ways technology has transformed the workplace

1. Encourage Freedom of Choice

Now that technology has untethered us from the workstation, give everyone that change-of-pace setting they desire while helping them stay powered up and productive.

2. Promote A Healthy Alternative

The human body wasn't meant to sit for hours. Combining technology into furniture throughout the workplace promotes movement allowing the body to circulate blood and oxygen while regulating blood pressure, increasing the ability to focus.

3. Support Activity-Based Design

No longer limited to static floor plan designs based on the location of power outlets and hot spots, companies can adopt an activity-based design approach that aligns a wider variety of settings with the growing number of ways work gets done.



THE RISE OF THIRD SPACES

Bringing our favorite settings into the office.

There have been a lot of studies done on the value of “third spaces” — places other than home or work where one can go and feel at ease. Many clients ask about the role that third spaces should play in their work environment, and while the answers may vary, each third space should create places to meet, relax, focus and get work done. Now that technology has freed us up to work anywhere, these highly productive third spaces have become as critical as primary and secondary work areas. Just ask the newest generation of workers who have taken full advantage of the opportunity to explore new work areas and work styles throughout the day. When properly equipped and located, third spaces promote movement, invite interaction and keep work flowing throughout a facility.

Untethering Workers. Unleashing Productivity.

To maintain productivity away from the workstation, people need a variety of spaces that allow them to focus privately, interact with colleagues and power up to stay connected. To truly promote freedom of choice and inspire productivity, organizations must encourage employees to take the time needed to get away from the workstation to recharge and reset, as well as provide the variety of settings needed to support it.

More than ever, businesses are adopting workplace strategies that focus on activity-based planning concepts to better support employees’ varied work styles. Balancing collaboration-oriented areas with more private environments that cater to focused work can ensure that both quiet and buzzing workspaces are available.

Activity-based workplace solutions not only provide employees with the appropriate spaces in which to accomplish their tasks, but can also stimulate creativity and motivate them to work harder. These third spaces were once approached as purely social areas, but even cafés and lounges are now embraced as legitimate places to both work and interact.

Making Third Spaces A First Priority.

While every third space is unique, there are characteristics that are shared by all. Comfort is mandatory, because many people seek third spaces as a more casual alternative to their task chair and desk. Versatility is also crucial, because it gives everyone the ability to quickly move and rearrange the furniture to support different needs and various group sizes. Lastly, if you can create areas within your work environment that feel like outside spaces, such as a cafés and lounges, it entices workers to stay in the office rather than host meetings in popular off-site locations.

“You can’t ask people to think and behave differently — then send them back to their desk. That approach doesn’t support creativity and growth. As leaders, we need to continually evaluate how work gets done and align the physical environment to support it.”

Chad Zeck
HON Product Business Manager



Flock was designed to support the way people work



COFFEE SHOP



LOUNGE



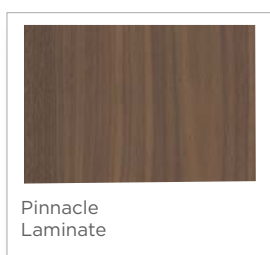
CAFÉ



How Materials Inspire A Workplace

Creating emotional connections.

We've all seen how some spaces within a workplace are constantly buzzing with activity, while other areas go unused. Those desirable lounge spaces that make work feel like home. The well-appointed change-of-pace settings that support interaction and focus. So what makes these places so popular? Other than being designed to fit the way people prefer to work, it's about the emotional connection people feel toward these magnetic settings. We all seek a comfy spot to get the group together. To connect and share. Maybe even kick up the feet and take a few minutes away from the workstation. Selecting the right materials is a proven way to transform ordinary areas into inviting and inspirational spaces that nourish emotional, cognitive and physical well-being.



Pinnacle
Laminate



Momentum
Millennium-Pool



Maharam
Fruit-Droplet



Fresh

Four ways to make a material difference

1. Set The Mood

It's a fact that our brains respond to colors in unique ways. Picking the right paint colors, textured finishes and fabric patterns can help sharpen focus, calm nerves and change moods. While vibrant and bold colors inspire creativity, neutral and dark tones enhance focus. The key is to look at materials and colors as an expression of each unique setting, and understand how each selection can achieve the desired effect.

2. Define Your Culture

What does your workplace say about you? Top performing companies today are spending added time thinking about the materials they select and how these set the tone for their culture. Materials can help express individuality and brand identity. Color palettes pulled directly from nature and life experiences resonate with employees and clients to establish your culture. Also, by incorporating residential colors and lounge furniture, you can make people feel at home while in the office, which is good for any workplace culture.

3. Plan With Purpose

Longevity. Durability. Cleanability. Three important things to factor in when making material selections. That's why HON fabrics are categorized into 22 grades, with the higher grades offering longer-lasting materials that are well-suited for high-traffic areas. In addition, HON laminates provide superior resistance to scratches, stains, and spills, and feature best-in-class materials and construction. Paint, fabric and finishes can breathe new life into any space. Just make sure they align with the intended use.

4. Think About Sustainability

Create a space with purpose by combining materials that don't just make the office a better place, but also make the world a better place. Material selection plays an important role in achieving many coveted environmental certifications, as the right fabrics and laminates can be valuable additions toward earning LEED points for your facility. Materials that are better for the earth make everyone feel good.



FLOCK MINIS ADD A DASH OF COLOR ANYWHERE WITHIN YOUR SPACE.



MAHARAM. STINSON. MOMENTUM. HON CARRIES ALL THE TOP BRANDS.



VISIT hon.com TO VIEW INSPIRED COLOR PALETTES THAT CAN EXPRESS YOUR BRAND.

HON®

MADE IN THE
USA 

The HON Company
200 Oak Street Muscatine, IA 52761

© 2017 The HON Company, Form No. H5063 (07/17)

To view the registered and unregistered trademarks owned and used by The HON Company, visit hon.com/protected-marks. Models, upholstery and finishes are subject to change without notice.

