



## Press Information

### The Story of „MeetYou” for Haworth

Designer Michael Schmidt elucidated the communication furniture's creation at Orgatec

**Stuttgart (Germany), November 14, 2012 – Why do we still go to the office even though we could interconnect from nearly everywhere via internet and telephone? For the simple reason that it brings us together to communicate from face to face. “MeetYou” is a modular furniture system that creates homey islands of intimacy and open dialogue.**

Michael Schmidt, creative thought leader at [code2design](#), developed „MeetYou“ for Haworth. Thanks to its lightweight acoustic walls, the modular furniture system allows for creating open and intimate communication spaces in an aesthetic manner. In its versatility, it redefines collaboration and inspires workers to experiment.

“MeetYou allows for arranging the office space in a highly flexible manner”, says Michael Schmidt. “It responds to the needs of people in a working environment that is characterized by increasing mobility, temporary taking-into-possession, democratization of the office organization and the rising demand for digital and personal dialogue”

#### **Furniture creates places for meetings and dialogue**

Information is the raw material of the knowledge-based society. But only in communicative exchange – mostly between two to four people – value-adding creative solutions evolve. As an innovation partner of the [Fraunhofer IAO](#) that examines changes in the working world, Michael Schmidt and his team developed the idea of modular communication furniture.

With its few elements, „MeetYou“ facilitates the installation of communication islands. Acoustically effective wall elements can be arranged and extended individually with or without benches, corner table with electrification, lighting unit and shelf. They form open spaces for dialogue and intimate snugs and flexibly structure the landscapes of offices and lounges.

#### **Organizing space visually and acoustically**

„Places where people feel comfortable nurture creative exchange. They should be attractive and commodious, radiate a

certain calmness but at the same time animate dialogues and inspire“, Michael Schmidt elucidates. „We decided for clean lines, a lot of fabric and little apparent technology. This also allows for optimally modeling the acoustics of a room.

For „MeetYou“, code2design developed a system of self-supporting acoustic wall. They consist of an EPS hard foam kernel with honeycombed perforations that is covered by cloth. The wall elements are lightweight (4-12 kg), green (they consist of 95% air, are produced CFC-free and are 100% recyclable) and can be used even where B1 – flame-retardant – is required.

### Design process in 4D

The „code2design“ that Michael Schmidt and his team apply, is a four stage process: Under the heading of „Desire“, development trends and people’s wishes in the context of a branded product are analyzed. Unique value aspects and solution approaches are then mapped in a strategic innovation process called „Devise“.

The „Development“ happens in interdisciplinary dialogue between specialists for materials, production technologies and design. Finally, the product receives its conclusive form in the „Design“ phase. Along the lines of „form follows content“, it tells a story that serves functional aspects and fulfills the emotional needs and desires of the people.

3347 characters incl. spaces





Photos: Michael Schmidt, creative thought leader at code2design developed the modular furniture system "MeetYou" for Haworth.

Source: code2design/Haworth, picture 8: koelnmesse.

For download in print quality: [www.oha-communication.com/code2design](http://www.oha-communication.com/code2design);  
further images available on request at [oliver.hahr@oha-communication.com](mailto:oliver.hahr@oha-communication.com).

**code2design** stands for innovative design and successful products that lend character to a brand. Michael Schmidt and his team interpret the story of a product in a new and inspiring manner. Besides the functional aspects, the design particularly fulfills the emotional needs and wishes of people. Founded in 1996 and headquartered in Stuttgart, Germany, code2design has won international design awards for numerous clients, especially in the fields of bath & wellness, office & furniture and industrial & corporate design. For more information about code2design, visit [www.code2design.de](http://www.code2design.de).

**Haworth** is one of the world's largest manufacturers of office furniture. According to Haworth's Organic Workspace approach the adaptable and sustainable office solutions result from global perspectives, workspace knowledge and a unique design point of view. The privately held company is family-owned, now in the third generation. The headquarters are in Holland, Michigan in the USA. After 60 years, Haworth is active in more than 120 countries with own subsidiaries and partners. Haworth has over 6,000



*employees world-wide. The company had net sales of US \$ 1.38 billion (1.03 bn Euro) in 2011.*

*For more information about Haworth, visit [www.haworth-europe.com](http://www.haworth-europe.com).*

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