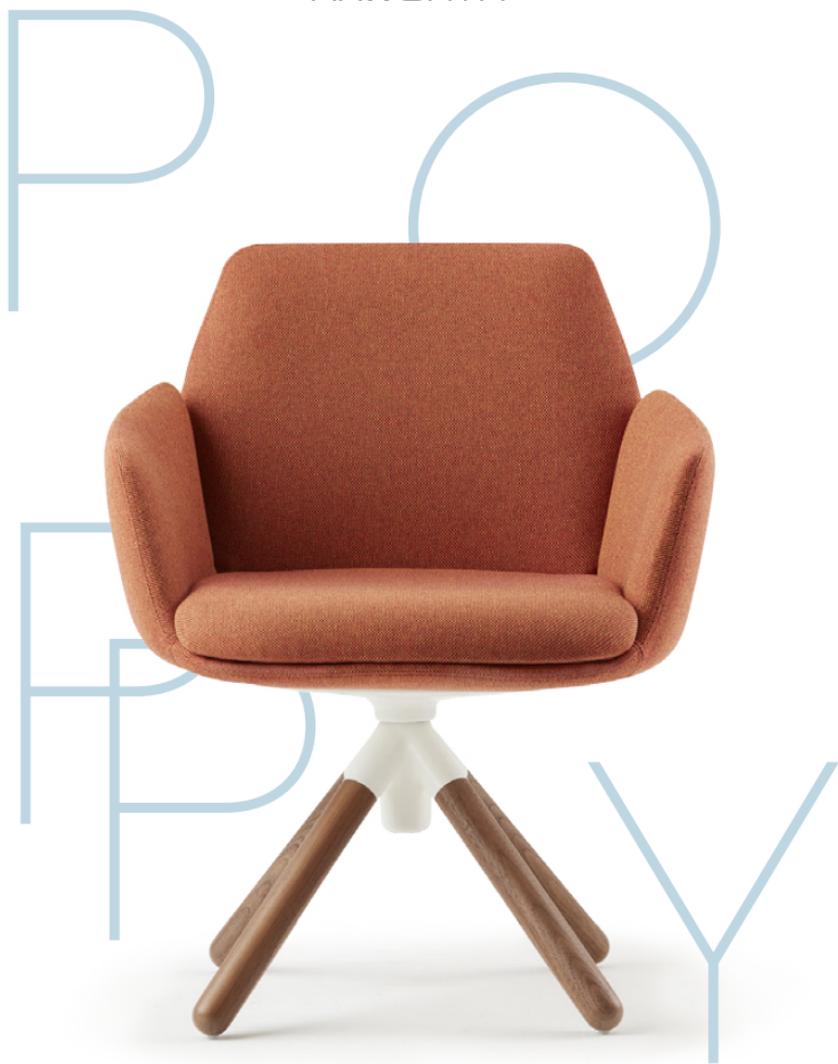


HAWORTH®



Always the perfect host.



Welcoming. Warm.  
And very easy to be with.

#HaworthPoppyLove

Today's thinkers, creators, and doers seek meaningful spaces that support their work—spaces that are easy-going and purposeful. Poppy™ was created for those spaces, out of a design partnership between Haworth and Patricia Urquiola.





## Comfortable and cozy.

As workstyles flex and change, so do expectations about work environments. Wherever she goes, Poppy embodies the welcoming aura of residential comfort and warmth people are looking for.



Flexible and  
accommodating.

Here, there, and everywhere  
in between—that's  
where today's workers get things  
done. From meeting rooms  
to lobbies, touchdown spaces  
and offices, Poppy is always a  
welcoming presence.

Expressive and  
charming.

Beauty comes in many  
shades, sometimes playful and  
unexpected, other times classically  
simple. With a range of upholstery  
possibilities and three base options,  
Poppy offers an abundance of  
opportunities and expressions of  
personality and culture.



Simple and  
straightforward.

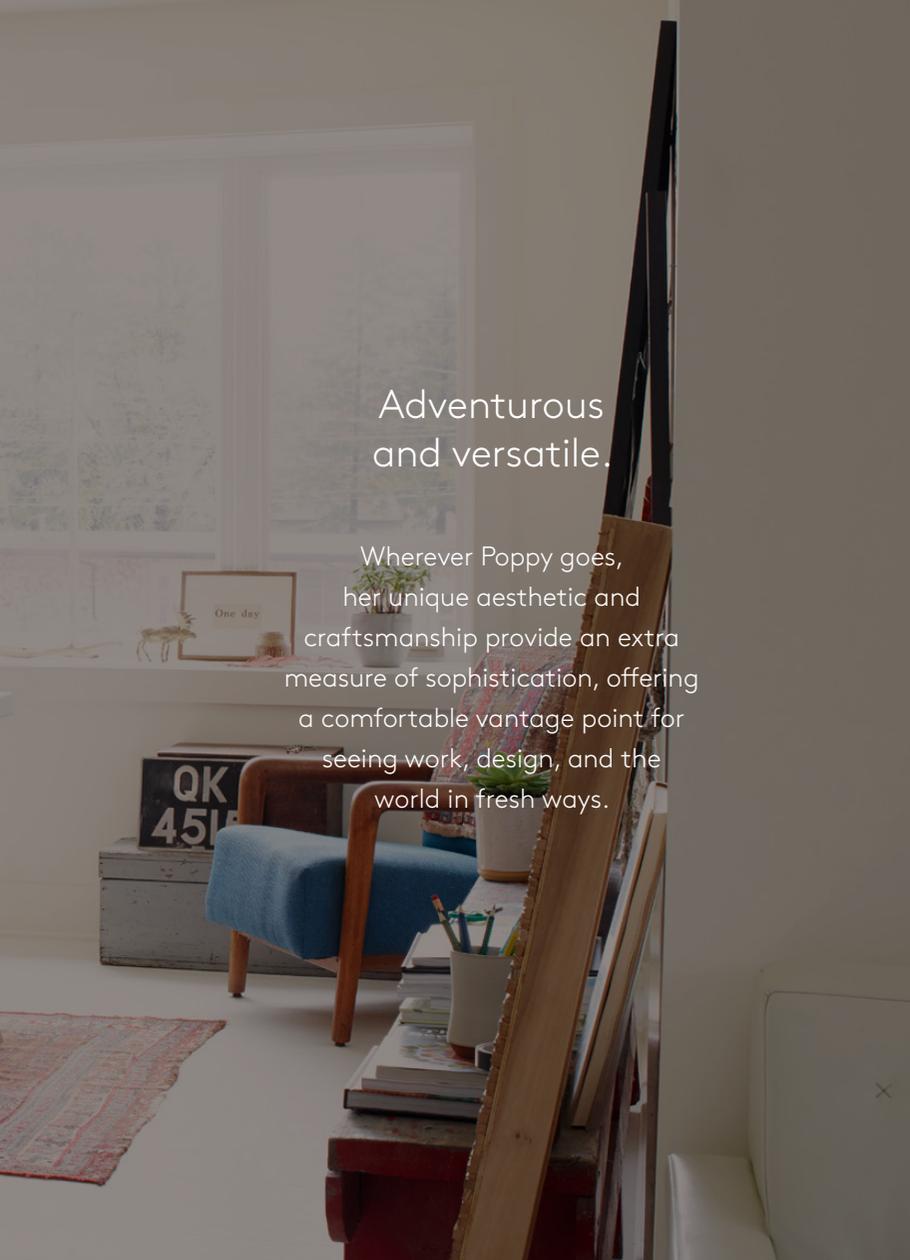
Poppy is full of comfortable surprises. She behaves better than you think she would, with welcoming soft edges, a flexing back that moves with you, and an organic, enveloping shape that makes you feel at home.





Adventurous  
and versatile.

Wherever Poppy goes,  
her unique aesthetic and  
craftsmanship provide an extra  
measure of sophistication, offering  
a comfortable vantage point for  
seeing work, design, and the  
world in fresh ways.



## A chair with the ease, style, and global reach of its designer.

Patricia Urquiola was the ideal partner when Haworth set out to design a guest chair that immediately makes any setting more welcoming and comfortable.

Not only is Patricia loved around the world for her playful and poetic (yet highly functional) designs, she's a keen observer of what people want and how they behave in today's settings. Striking the right balance between workplace needs and residential warmth came naturally for Patricia.

"We still need a chair, a table, a lamp, but the way we use them changes. Timing is changing—someone might come in and need a place to work for two hours. The office is becoming more and more in-between."

Born in Oviedo, Spain, Patricia now lives and works in Milan where she leads Studio Urquiola.





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