

HAWORTH

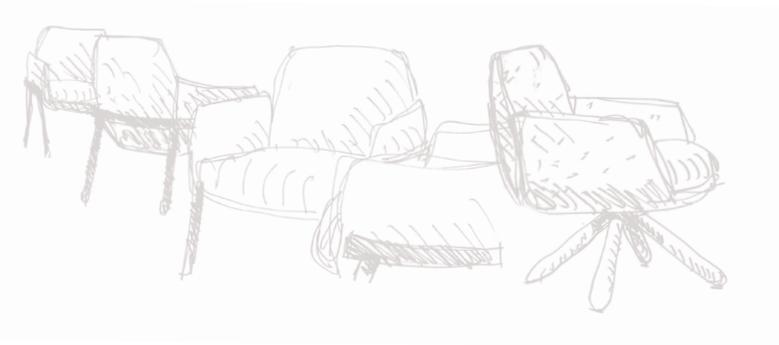
Prime Poppy Placement



Poppy: Patricia-perfected, people-pleasing

Today's thinkers, creators, and doers seek meaningful spaces that support collaborative work, as well as comfortable spaces that support the need for "me-time"—or just in-between time.

Poppy™ is poised to accommodate a variety of moods and needs. And now the original Poppy guest chair, introduced in 2016 out of a design partnership between Haworth and Patricia Urquiola, is joined by a companion lounge. The personable Poppy can be put in even more places!



Patricia Urquiola is loved around the world for her designs. A keen observer of what people want and how they behave in different settings, Patricia is an ideal collaborator for Haworth and has designed a range of our products, including Immerse tables and the Openest collection.

Pick a perfect Poppy

For people looking for a place to sit, Poppy is always welcoming and straightforward. But for designers and planners, the subtle differences in base, swivel, and size options could prove perplexing.

To help make your design picture-perfect, we've collected some of our favorite ideas and tips. We hope they'll inspire more ideas of your own (while preventing any minor "Poppy penalties"). Enjoy!



For prime productivity, Poppy pairs with tables! The Poppy lounge is right at home with side and coffee tables, while the Poppy guest sidles nicely up to a work surface.

Introducing the Poppy players

Poppy Guest Chair

(Features a gently flexing back.)



5-Star Base
5" height-adjustable



4-Star Base
Modern painted base



Wooden Dowel Base
The warmth of wood



Sled Base
Sleek, minimalistic aesthetic

Poppy Lounge

(Offers a more generous, enveloping seat.)



Basket Base
Light, modern look



Wooden Dowel Base
Self-centering or full swivel



Poppy places: Private office

Private offices become more versatile and comfortable with the addition of a cozy conversation nook. Poppy's residential feel invites more relaxed meetings and offers a refreshing change of posture and perspective.



Poppy pointer

Place a pair of Poppys on a rug to create a comfortable spot for casual meetings or solo reading and reflection. (Poppy lounge chairs with a wooden dowel base work well in this vignette.)

Poppy penalty

Avoid positioning a Poppy lounge near a worksurface. The chair will be difficult to move (especially on a rug!), and can't tuck in close enough to the table. Go with a 5-star Poppy Guest, instead, as pictured (at far left)!



Poppy places: Collaboration zone

People and their work are more mobile than ever, freeing them to seek a change of scene throughout the day. Poppy creates huddle destinations whether open or secluded—that are both comfortable and conducive to conversation and informal meetings.



Poppy pointer

The full swivel option for the dowel base lounge is a great choice when you want to gather several Poppys around a coffee table (like Collaborate, pictured here). The swivel allows people to easily pivot as the conversation moves.

Poppy penalty

When you're creating collaboration areas, avoid choosing the fixed basket base Poppy. It wasn't designed to easily scoot around—especially not on plush rugs.





**Poppy places:
Lobby and reception**

Waiting is no longer empty time—unless you want it to be. Today’s lobbies and reception areas double as impromptu touchdown spots where people check email, update to-do lists, or indulge in a magazine. Poppy graciously welcomes them with style.



Poppy pointer

The Poppy lounge with a fixed basket base is a solid choice if you want to keep public spaces looking neat and tidy as people come and go.

In reception areas, placing Sprig side tables between each Poppy provides people with a margin of personal space while also providing a handy surface for their beverage.

Poppy penalty

When you need to maximize seating in a tight reception area, avoid choosing the Poppy lounge—especially with a swivel base. The Poppy guest is more compact (while still offering plenty of Poppy comfort).



Poppy places: Solo enclave

It's entirely possible to outstay your welcome even at your own desk—or at least for your body or mind to decide a change of scene (and seat) would do you good. Poppy is both plush and practical, blending the comfort of home with the focus of work.



Poppy pointer

Pair Poppy lounge with a Pip personal laptop table, position them on a GAN rug, and your work is done: an instant oasis for weary workplace wanderers.

Populate unassigned touchdown spaces (like the Openest single desk) with welcoming Poppy guest chairs. The height-adjustable 5-star base invites people of different sizes to fine-tune their comfort level.

Poppy penalty

Worksurfaces call for chairs that can easily scoot—something the wooden dowel base prefers not to do. Instead, show off the aesthetically-pleasing wood base (for guest or lounge) in a stationary setting without worksurfaces.



Poppy purpose: A playbook

There are no hard and fast rules when it comes to Poppy, but if you want a quick reference point for Poppy placement by environment, look no further!



Reception
Poppy Lounge: Wooden Dowel Base or Basket Base



Private office
Poppy Guest: 4-Star Base or Wooden Dowel Base
Poppy Lounge: Basket Base



Unassigned touchdown
Poppy Guest: 5-Star Base (seat height adjustment)



Quiet room
Poppy Lounge: Wooden Dowel Base or Basket Base



Conference room
Poppy Guest: 5-Star Base



Open meeting space (with table)
Poppy Guest: Wooden Dowel Base or 4-Star Base



Home office/remote workers
Poppy Guest: all bases



Enclave (with active working surface)
Poppy Guest: 4-Star Base or Wooden Dowel Base



Phone room
Poppy Guest: 4-Star Base or Wooden Dowel Base
Poppy Lounge: Wooden Dowel Base or Basket Base



Open huddle
Poppy Lounge: Wooden Dowel Base or Basket Base



Café
Poppy Guest: Wooden Dowel Base, 4-Star Base, or Sled Base



Lounge
Poppy Lounge: Wooden Dowel Base or Basket Base



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