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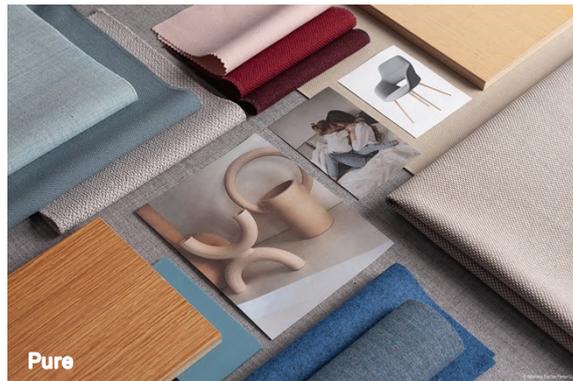
Interactive, Inspiring Style Galleries in the Human-Centered Workplace

Wilkhahn's four custom-developed style galleries now offer in-depth guidance to developing sustainable, people-focused offices. The style galleries are designed like mood boards and mix colors and materials to form attractive settings. Entitled "sophisticated", "pure", "greenery" or "earth", they invoke distinctive atmospheres and enable interior design concepts based on the human-centered workplace principles. In a virtual, 360° tour through digital office premises, built for a fictitious client in Copenhagen, Wilkhahn invites visitors to experience and interactively change the impact of the diverse style galleries.

Bad Münde, February 2022. Wilkhahn's human-centered workplace concept is all about designing sustainable office environments to attract and retain talented people. Well-being/health, collaboration/innovation, identity/values and profit/purpose are the key factors identified. Wilkhahn collaborated with studio 1zu33 to create a virtual building that reflects these aspects and produces an ideal workplace. With its new style galleries, Wilkhahn has now gone a step further and added color- and material-design to the integrated planning concept.

The ergonomics of colors and materials

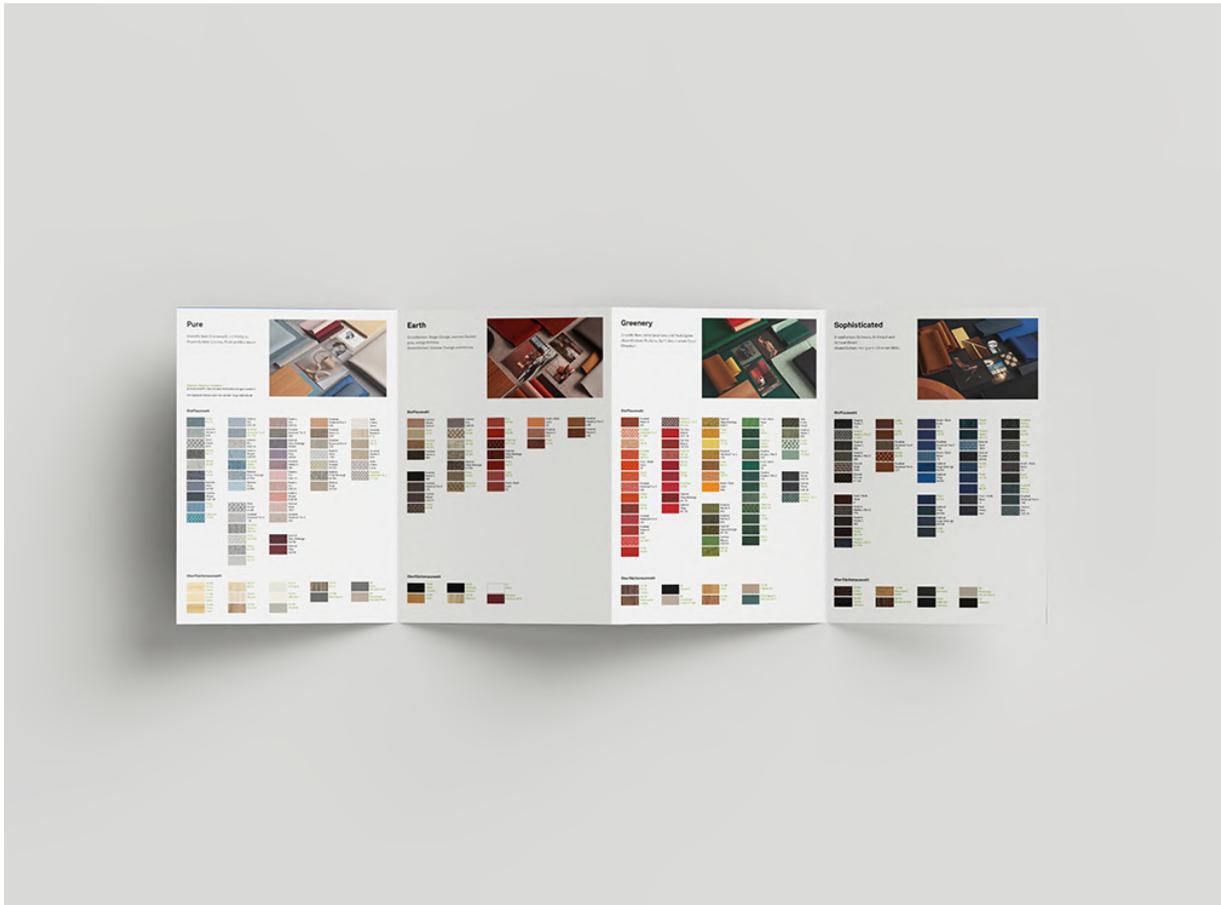
Wilkhahn's four style galleries show planners and interested parties how to put effective color- and material-concepts into practice. Just like furniture-range development, people's requirements have top priority when it comes to colors and materials. In terms of ergonomic visuals and haptics, these attributes encourage the design of office spaces that spark creativity, motivate people and have that feel-good factor. And last but not least, in addition to their aesthetic appeal, colors and materials also convey a brand message, boost an identity, or make people more productive.



An ergonomic experience of quality – Wilkhahn’s new style galleries show how colors and materials can be coordinated to foster productivity and creativity in the human-centered workplace. Images: Wilkhahn

Moods ranging from sophisticated, pure, greenery and earth

When coming up with the style galleries, Wilkhahn’s goal was to make offices emotive feel-good spaces akin to homes. The purpose of the coordinated colors and materials in the living area is to engender a relaxed look and feel. And they have a direct impact on productivity and creativity in the office. Therefore, the style galleries are highly diverse colored canvases that are equally applicable to other furnishing concepts and Wilkhahn product ranges. The “sophisticated” setting offers a stylish high-end ambience, while “pure” suggests light, Scandinavian clarity. “Greenery” is about the great outdoors and “earth” revolves around organic materials. The new style galleries add a home-like appeal and flair to any office.



The vast range of colors, materials and textures enables customized planning and design of interiors. Images: Wilkhahn

Interactive design of the human-centered workplace in a 360° tour

As part of a digital, 360° tour through the virtual building, Wilkhahn reveals how rooms can change their impact through different materials and colors. Located in the Copenhagen neighborhood of Nordhavn, the building was designed in conjunction with studio 1zu33 as an example of a human-centered workplace. Visitors can navigate their way through the building and change the rooms based on the new style galleries just by clicking on the mouse. What's more, numerous touchpoints also provide more information and things to discover about the planning concept and furniture ranges.

To start the interactive 360° tour of Wilkhahn's human-centered workplace, click [here](#).

Wilkhahn



The mood board configurator gives visitors inspiration and allows virtual application of the color and material combinations to diverse settings. Images: Wilkhahn



The Greenery and Pure mood boards used for a multispace office. Images: Wilkhahn.

Media contact:

Wilkhahn
Wilkening + Hahne GmbH+Co.KG
International communications
Fritz-Hahne-Strasse 8
31848 Bad Münden, Germany
Tel. +49 (0) 5042 999 169
Cell +49 (0) 172 544 9975
press-service@wilkhahn.de

mai public relations GmbH
Arno Heitland
Leuschnerdamm 13
10999 Berlin, Germany
Tel. +49 (0) 30 66 40 40 553
wilkhahn@maipr.com