

HAWORTH

Veda Chair

By Daniele Gollinucci

Product Preview: May 2021

Preliminary – Subject to Change



Today's workforce is drawn to well-designed workplaces featuring furnishings that accommodate both focus and collaborative work through choice. Well-appointed spaces with comfortable furniture and balanced aesthetics support human connection—keeping employees engaged, committed, and flexible as the workplace landscape evolves.



Brand/Culture: What makes one organization more attractive than another to existing and prospective employees lies in its core values, which are expressed through its culture and brand.¹

Organizations that invest in well-designed workplaces that communicate their commitment to company values and brand are more likely to keep workers satisfied.²

Well-Being: Worker comfort is one of the top workplace issues challenging organizations. Promoting well-being can be used for an attraction/retention tool. Companies that promote it are seen as more innovative.³

Today, there is an emerging opportunity to use workplace design to promote a holistic state of well-being for people at work. When organizations provide work environments that support user control and changing postures, they address the physical and psychological health of people—enhancing engagement, creativity, innovation, and retention. Good workplace design fosters well-being—which leads to success for organizations.⁴

Flexibility: People seek balance between functional and sensory spaces that inspire creativity, and support social connections.⁵

The landscape has changed from cubicles and assigned desking to work areas that require diversification in seating needs. People also seek spaces that bring balance to the workplace.⁶ The office workspace is evolving from a heads-down environment to one that highlights a collaborative, social context for work—and offers choice and flexibility.⁷

1. [The Race for Talent](#) (2013) – Source: CoreNet 2012
2. [The Race for Talent](#) (2013) – Source: CoreNet 2012
3. [Don't Sit Still: Promoting Back Health While Seated, The Emerging Need for Legibility in Workplace Design](#)
4. [Workplace Design for Well-being](#) (2015) – Intro
5. [Research Brief: Creating for Innovation](#) (2016)
6. TOCA research with Haworth Innovation Team, 2013.
7. [Active Ergonomics for the Emerging Workplace](#) (2014) – Source: Gensler, 2012

Veda™ by Daniele Gollinucci is a light-scale, multipurpose chair that provides essential comfort across a breadth of applications.

From touchdowns to collaborative spaces, its graceful design blends and balances with any environment. Veda naturally fits a wide range of shapes and sizes, supporting a variety of applications through two mechanism options and minimal adjustments. Like a ribbon, Veda is flexible yet supportive—its flawless curvature and minimal mass convey form and function rooted in decades of Italian design heritage.



Graceful Design

Veda is a light-scale multipurpose chair for a variety of spaces. Its minimal mass is visually light and elegant, so it complements a space and draws people in. The graceful design is open and light, flexible yet supportive. Veda conveys the craftsmanship of Italian design while sending a message that an organization cares about its people, culture, and brand.

- Flawless curvature, refined with smooth lines
- Authentic Italian design

Just Sit—That's It

Veda seating offers essential comfort without complicated adjustments in a design that supports you as you sit. Its patented hinge system lets the back recline independently from the seat in an open angle that supports maximum recline. Veda fits a wide range of shapes and sizes to accommodate a broad workforce and promote well-being for everyone. Combined with fixed arms for support, Veda is ideal for multipurpose applications, so people can collaborate or focus in comfort.

- Simple and easy to use adjustments
- Unique one-piece patented hinge system lets the back recline independently from seat
- Available in mid- and high-back
- Fixed arms

Blend and Balance

Veda offers a great solution that works anywhere. Its classic yet contemporary design blends and balances with an array of furnishings in touchdowns, private offices, conference rooms, and collaborative spaces.

- Approachable design that blends and balances with furniture
- Uniform color palette with monochromatic finishes in practical choices
- Two mechanism options:
 1. Synchronized tilt for a deeper recline during moments of focus
 2. Standard recline to accommodate brief sitting sessions and collaborative activities

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Veda seating is flexible yet supportive, offering essential comfort without complicated adjustments in a design that supports you as you sit.

Office Chair

- Mid- or High-Back
- Fixed Arms
- Mechanism Options
 - Standard tilt mechanism with pneumatic height adjustment
 - Synchronized tilt mechanism with pneumatic height adjustment, tilt tension control, and upright back lock



Mid Back



High Back



Standard Tilt Mechanism



Synchronized Tilt Mechanism



Black Trim Casters



Gray Trim Casters

Veda seating exhibits flawless curvature and minimal mass outfitted in monochromatic finishes presenting a practical seating choice for any workspace.

Finish Options

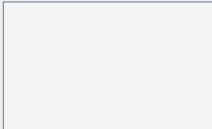
- Black or Gray Trim
- Black, Dark Gray, or Light Gray Mesh
- Plastic or Polished Base

Trim



Black

Trim

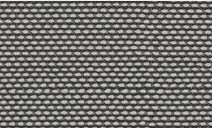


Gray

Mesh Options



Black



Dark Gray

Mesh Options



Dark Gray



Light Gray

Base Options

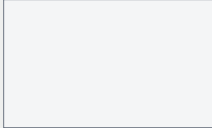


Black Plastic



Polished Aluminum

Base Options



Gray Plastic



Polished Aluminum