OFFICE SOLUTION – A MAGAZINE ABOUT OFFICE SPACES FROM KINNARPS

office solution

A MAGAZINE ABOUT OFFICE SPACES FROM KINNARPS

THE IMPORTANCE OF MOVEMENT
Office environments that promote wellbeing and productivity

NEURODESIGN
Inclusive spaces built around what the brain needs

WHERE INNOVATION IS BORN
The office as a creative hub is the key to success

EVERY SQUARE METRE COUNTS
How optimising space affects the company's total economy

Kinnarps®

It's about creating
spaces that encou
support individua
attractive so that e
forward to comin

creating the right
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g to the office.

HENRIK AXELL, HEAD OF WORKPLACE STRATEGY AT KINNARPS

Design with a purpose



Despite sustainability being a central topic in most organisations, working environments are still often assessed based on purchase price. But short-term decisions can be expensive in the long run. To make sustainable decisions, both economically and environmentally, it is important to consider the total life cycle cost.A sustainable interior solution must be tailored to support the organisation's way of working while also being designed and produced in a way that ensures that it will last over time. Sustainability is also about investing in people. Movement and variation are the cornerstones of a healthy working environment, and Kinnarps' holistic ergonomic solutions demonstrate how design can promote both productivity and wellbeing.

The basis for a well-functioning and attractive office is a thorough needs analysis. Using every square metre efficiently is not only financially smart, but also an opportunity to create well-thought-out workflows and solutions that boost both wellbeing and productivity. Our Next Office® workplace analysis can be a useful tool in this process. It helps our customers identify their unique needs and paves the way to a solution that provides support and lasts over time.

A well-planned office serves as an arena for collaboration, creativity and problem solving. Studies show that spontaneous meetings and informal conversations often lead to the best ideas. Promoting this requires flexible and inspiring spaces where people can both meet and focus. By combining ergonomics, function and aesthetics, the office becomes a place where people thrive, perform and grow. It's not about following trends, but about designing with a purpose that creates long-term value. With the right solutions, the working environment can support employee wellbeing, strengthen the organisation's brand and help attract and retain talent.

At Kinnarps, we are proud that sustainability has been part of our DNA since we started in 1942. Quality, resource efficiency and long-term thinking continue to permeate our organisation today - values that benefit both our customers and the environment. The way we design, produce and deliver our solutions is unique in the industry. The majority of our furniture is produced in Sweden, where our focus on a fossil-free energy mix and high energy efficiency requirements contribute to sustainable production. Strict environmental laws and ambitious sustainability targets ensure resource efficiency and less impact on the climate. This makes Swedish furniture production a more environmentally friendly option compared to many other countries.

In this magazine, you will find insights into how smart design and innovative solutions contribute to sustainable workplaces. We hope that you will feel inspired and recognise the opportunities that come from shaping working environments that empower both people and organisations. Happy reading!

ROBERT PETERSSON
CEO KINNARPS

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focus

THE LATEST NEWS AND TRENDS IN KINNARPS' WORLD.



Capella X
keeps you movin´



FOTO: RAGNAR ÖMARSSON





In line with digital development, we have transitioned to an increasingly sedentary everyday life, which increases the risk of diseases and strain injuries. Jenny Hörberg, Director Global Range & Design at Kinnarps, explains how a new generation of task chairs is part of the solution.

"After many years of development in collaboration with ergonomists and researchers, we are proud to present *Capella X*. A new generation of task chairs that combines good ergonomics with high comfort, inclusive design and many possibilities for personal customisation," says Jenny Hörberg, Director Global Range & Design at Kinnarps.

Capella X was developed with the aim that everyone should be able to sit without risking their health. The unique FreeMotion® mechanism in the seat improves blood circulation and reduces static stress on the intervertebral discs in the spine by creating constant, well-balanced movements.

"To counter the harm from static sitting, we need to move even when we are sitting. And because we put almost all our weight on the chair's seat, it's important that it moves in a way that activates our upper body. The FreeMotion® mechanism stops the seat from locking, which gives us a constant and balanced movement," says Jenny.

Being able to create sustainable working environments without compromising on either aesthetics or function was a guiding principle in the development of *Capella X*.

"With *Capella X*, you don't have to choose between aesthetics and function. The family has a chair for every occasion and person, and with a wide range of colours and design options, you can create a chair that reflects your personality and inspires your working day. We manufacture *Capella X* in our own factories in Sweden, where we have full control over the entire chain and can ensure the highest quality."



Jenny Hörberg, Director Global Range & Design at Kinnarps

PHOTO: JESPER GEORGSSON



Cheap or expensive?

Let the total cost of ownership decide!

Sustainability is a priority for many organisations, but when it comes to working environments, the focus is often on the purchase price - a short-term perspective that can be costly in the long run.

In order to make decisions that are both economically and environmentally sustainable, you should look beyond the purchase price and consider the total life cycle cost of an interior design solution. Both in terms of how it will last over time and how it will support the business. This is often referred to as Total Cost of Ownership (TCO).

Cheap furniture and poorly thought-out solutions can quickly become expensive if they don't last or meet the needs of the organisation and employees. On the other hand, high-quality furniture and well-thought-out solutions, designed to meet the unique needs of the business and designed to be able to be renewed, result in a lower TCO. Even if they have a higher initial cost.

By considering the Total Cost of Ownership (TCO), decision-makers gain a comprehensive perspective, enabling them to design workplaces that not only meet today's demands but are also prepared for future needs—an approach that benefits the environment, the economy, and the employer brand.

5x tips for lower TCO

1. Map and analyse your needs for a long-term solution that suits your organisation.
2. Choose furniture that is designed to be able to be updated, renovated and renewed.
3. Ensure quality and safety - for example through European standards and eco-labels.
4. Question how and where your furniture is made, how it is transported and implemented.
5. Set sustainability requirements for both new and reused furniture.

3x future-proofed

Three examples of solutions that last over time



GINO
Sofas, armchairs and pouffes in a number of different variants. One of 29 furniture series with removable upholstery.



OBERON
Height-adjustable desk with replaceable tabletop. Available in many different shapes and finishes.



CAPACITY
Modular storage series that can be changed and customised over time.



"Investing in high-quality interior design solutions designed to meet the needs of the business pays off in the long run. Both in terms of the lifespan of the interior design and how it contributes to wellbeing, efficiency and productivity."

DAN MOLANDER, SALES DIRECTOR AT KINNARPS.



SOCIALISE TO EXCEL?

The most engaged and high-performing employees spend an average of 25% of their working day socialising and learning new things. For the least engaged employees, the figure is 17%. Otherwise, there is not much difference in their work patterns, which suggests that these behaviours are linked to increased performance. So, ensure the right balance between social spaces that encourage knowledge sharing and spaces for individual, high-focus work.

Source: Gensler Global Workplace Survey 2024



The work lounge creates pulse and energy

The culture of the workplace flourishes in the work lounge. It is a social hub where you can wait, meet, have a coffee with colleagues or work. According to data from our Next Office® workplace analysis, the work lounge is one of the three most sought-after spaces in the office. See more trends on p. 36!



Spare parts provide even better sustainability

Have you ever thought about asking whether spare parts are available when choosing your interior design?

Removable upholstery or replaceable parts such as tabletops, cabinet doors, armrests or castors extend the life of your interior design. Strangely enough, few organisations still make this a requirement of their interior design solutions.

For us, this goes without saying and one of the cornerstones of our design philosophy. The picture shows our classic *Plus* task chair with all parts available as spare parts. One of many examples of how we design solutions with a long lifespan.

2 OUT OF 5 EXPERIENCING THE MENOPAUSE have had to take time off work due to related symptoms. As this stage often coincides with the peak of someone's career, a more inclusive working environment can be crucial to retaining and attracting the right skills.

Source: Menopause Hub

78%

of neurodivergent people feel overwhelmed at work. Read how to create a neuro-inclusive workplace on p.56!

case study: saab bremen



Meeting space furnished with the *Nexus* table, together with the *Siro* height-adjustable chair. *Siro* has a swivel function, castors and a flexing back, which promotes active sitting and helps to maintain concentration during lengthy meetings.

Sustainability & quality

When defence giant Saab planned to furnish its new offices in Bremen, they chose Kinnarps as their partner. Nordic muted colours and materials, such as wood and wool, are now the features of the entire workplace.

TEXT: ANTJE STROHKARK PHOTO: ANNIKA FEUSS



The new Spurwerk industrial area is being built between the districts of Neustadt and Woltmershausen in Bremen with a mix of offices, crafts, catering and modern showrooms.

And in the middle of Spurwerk you'll find a small piece of the mountains, babbling streams and vast Scandinavian landscapes. This is where Swedish defence giant Saab has outfitted a new office for its maritime operations. The idea is for them to deepen and intensify their collaboration with the German navy - and they are doing just this in an office environment inspired by the Swedish mountains.

IN THE RECEPTION on the third floor, visitors are greeted by an impressive view of the vast landscape around Boden. The colour scheme in the premises is typically northern Scandinavian: shades of black and dark grey with individual accents of yellow. Down-to-earth and natural. The same applies to the choice of materials, which mainly consist of wood and wool.

Around one hundred people work here. Many of them are Swedes, and they perhaps feel most at home here. But of course, the idea is that everyone should be happy. The motto they want to live by is "Feeling at home while away from home".

Saab's work on the interior design began with a visit to Kinnarps' showroom in Hamburg. It quickly became clear that Kinnarps was the perfect partner for the Bremen office. Johan Mångsén, Brand Design Manager at Saab, headed up the work.

"All Saab offices have been designed according to a concept from Brand

"The colour scheme in the premises is typically northern Scandinavian: shades of black and dark grey with individual accents of yellow."



The objective of the new office was to create a balance between individual work and working together in a group, aimed at meeting the different needs of the growing workforce.



An office environment inspired by the Swedish mountains. In the reception, visitors are greeted by a vast landscape. Here it is furnished with the *Oas* modular sofa and the *Fields* coffee table.

3x products

Function and aesthetics hand in hand. Furniture for flexible working environments.

Siro meeting chair



Grow plant holder



Oas modular sofa







The *Fields* sofa together with the *Grow* plant holder creates an informal meeting space.







Management in Stockholm and based on Saab's showroom concept to create a consistent look with small customisations right around the world," he says.

ANOTHER IMPORTANT ASPECT of the furnishing of the 1,680 square metres was the flexibility. The aim is to create a balance between open workstations and private spaces in order to meet the different needs of the employees. There needed to be potential for both individual work and working together in a group. In addition, the office had to be prepared for rapid changes in the workforce.

"Sometimes we take on a lot more employees than originally planned. We also need to focus on what the employees need and want. There are therefore different constellations of workstations in groups of three and four, as well as an open space with different types of desks," explains Johan Mångsén.

Sustainability and quality permeate the entire office. Saab had strict requirements for the lifespan of the furnishings and fabrics. For example, tabletops are replaceable and can be supplied with new components at Kinnarps' factory. Sustainability was a strong factor when selecting the materials. ✱

FACTS

Client: SAAB
Location: Bremen, Germany
Number of employees: 100
Area: 1,680 m²
Completed: May 2024

"The aim is to create a balance between open workstations and private spaces in order to meet the different needs of the employees."



Effective meetings start with good meeting spaces



A good meeting can be the difference between a productive working day and an inefficient one. A well-planned meeting space can be what stimulates a creative process or helps us stay focused throughout the day. The key to success when designing meeting spaces is to understand the type of meetings they will support.

TEXT: KALLE DIXELIUS PHOTO: FELIX GERLACH, JOHAN HULTMAN

Start with the purpose

Different forms of meetings have different criteria in terms of design and function. Are they creative brainstorming sessions, confidential meetings, project meetings or spontaneous briefings?

Open spaces are ideal for informal meetings, which are often spontaneous. The work lounge, an increasingly common feature in the modern office, is just right for this type of meeting. It is an open and varied space that encourages quick briefings and spontaneous discussions.

Even more formal, planned meetings can work well in open spaces when designed with some privacy using Room-in-a-room solutions. Seating furniture with high backs, screen walls or textiles that divide the room are examples of solutions that create a defined feeling. Acoustics also play a crucial role here. To create a comfortable sound environment, the sound level should not be too high or too low.

It must be possible, on the other hand, for meetings of a more confidential nature to be held in rooms hidden from external view and without cross-talk. In these rooms, it is particularly important to have sufficient lighting and good air quality. Decorating with plants also contributes to a better work environment.

Future-proof the office with a flexible layout

Talking about "space" instead of "room" is an illustrative way of describing how the office's meeting spaces can be designed in a more flexible way to support new ways of working. When you get to work, it's much more appealing to see your colleagues than for everyone to be hidden away in separate rooms. Open spaces make it possible to adapt the spaces as needs change and also encourage different departments within the organisation to interact more freely, helping to boost collaboration and innovation as well as a more inclusive workplace culture.

The length of meetings matters

When choosing an interior design solution, it is not only the nature of the meeting that needs to be taken into account - the time aspect is just as important. Briefings and spontaneous check-ins are often best held in places with higher tables and stools to



Room-in-a-room solution created using curtains and the *Space* storage solution. The *Monroe* meeting chair on castors encourages positive movement that helps to maintain concentration.

Talking about "space" instead of "room" is an illustrative way of describing how the office's meeting spaces can be designed in a more flexible way to support new ways of working.

encourage the meeting to be quick. It means the participants can then choose whether to sit or stand and makes the meeting quicker and more informal. For longer meetings, it is usually a good idea to provide adjustable conference chairs with optimum comfort at a generously sized table. It is also important with lengthy meetings to ensure that the sound level, light and ventilation are optimal.

Poor air quality, glare from lights and poor acoustics are all factors that can make the meeting ineffective. Of course, short meetings should also have good sound, lighting and ventilation, but the consequences of not taking these factors into consideration become clearer in long meetings. Also, don't forget that interior design choices, especially in the case of chairs, can also affect the sound environment. Choosing chairs with quiet castors means no annoying scraping noises when participants move their chairs. This is especially appreciated during hybrid meetings, as those participating digitally depend on good sound quality to keep up with the meeting. ✱



Meeting areas outside large conference rooms encourage quick discussions and problem-solving with colleagues after the meeting.

DESIGN FOR EFFICIENT AND SUSTAINABLE MEETING SPACES

5x tips

1

CREATE MEETING AREAS IN OPEN SPACES

With the help of smart technology solutions and screening textiles, furniture or screen partitions, open spaces can also become functional meeting spaces. This creates flexibility and enables changes to be made to the office layout.

2

CUSTOMISE ACCORDING TO THE TYPE OF MEETING

For creative meetings, it is important to be able to move freely in the space to keep the energy and pace up. Furnish with standing tables and larger whiteboards, for example. For more formal meetings, adjustable chairs and sound absorbers may be more important.

3

CONSIDER THE LENGTH OF THE MEETING

Longer meetings require ergonomic chairs with high comfort to encourage positive movement. Windows are preferable, as natural light and the ability to ventilate help maintain concentration.



4

ENSURE CONFIDENTIALITY IF NECESSARY

If sensitive matters are to be discussed, the meeting space should be designed in a room hidden from external view and without sound diffusion.

By designing meeting spaces with these aspects in mind, companies can create spaces that not only improve the effectiveness of meetings, but also increase employee wellbeing and productivity.

5

FUTURE-PROOF THROUGH FLEXIBLE DESIGN

If a meeting space is to be used for as many different activities as possible, it is a good idea to furnish it with flexible furniture, such as height-adjustable or foldable tables and stackable chairs or stools.

The innovative power of the office



Although digital communication has come a long way, physical meetings are still crucial for fostering a strong culture, developing relationships and creating engagement.

Despite new ways of working and digital tools, research shows that the physical working environment plays a crucial role in innovation and efficiency. In other words, the office's potential to be a creative hub is the key to success.

TEXT: KALLE DIXELIUS FOTO: NILS ODIER

The office is more than just a workplace - it is a meeting space for creativity, collaboration and problem solving. Despite the emergence of digital work tools and new ways of working, research shows that the physical working environment plays a crucial role in organisations' innovation and efficiency.

Spontaneous meetings cultivate new ideas

A study by Gibbs, Mengel and Siemroth, involving over 48,000 office workers, looked at differences in innovation activity between working from home, in the office and in hybrid models. The results were clear: the quality of ideas was poorer when working remotely and hybrid working led to fewer ideas being put forward and less collaboration within groups.

It is often the spontaneous meetings - at the coffee machine, in lounges and communal areas - that trigger new ideas and drive problem-solving. These informal exchanges, which are difficult to recreate digitally, are crucial for strengthening both creativity and the collaborative culture in an organisation.

The office as a creative resource

The office as a physical place also enables a natural rhythm for exchange and collaboration, while offering spaces to find focus and peace at work. Well-designed working environments can, therefore, not only improve productivity, but also help attract and retain talent in a competitive world. It's time to see the office as a strategic resource, a place where innovation and future solutions have room to grow.

Effective knowledge transfer takes place in the same room

Another acclaimed study in this area, conducted by the Massachusetts Institute of Technology (MIT), shows that informal conversations between colleagues are a key catalyst for new ideas. Such interactions are harder to recreate in a digital environment. According to the researchers, the most effective transfer of knowledge takes place when individuals are physically in the same environment and have an opportunity to quickly and spontaneously discuss ideas with each other.

Research published by *Harvard Business Review* also supports the thesis on the importance of the office. It shows that working groups spending more time together in the same room are not only more productive, but they also develop deeper trust in each other. It is a fundamental component for being able to take risks and experiment, which in turn is a basis for innovation.

"It is often the spontaneous meetings that trigger new ideas and drive problem-solving."



"If you have a well-planned office that supports your organisation's activities and ways of working, your employees will want and be able to work at the office."

62%

As many as 62 per cent of respondents state that the most important feature of the office is their colleagues.

Source: Axiom Insight

A way to meet new friends

Furthermore, a study from Microsoft's Work Trend Index indicates that hybrid working models, despite their flexibility, often result in less social interaction and fragmented workflows. Companies that rely solely on digital collaboration tools risk missing out on the creative breakthroughs that occur when people come together physically. In a survey by Axiom Insight, office workers in Sweden, Denmark and Finland were asked for their views on the office. The conclusion is unequivocal - the office is more important than previously thought. For many people, the office means social interaction and somewhere to meet new friends. As many as 62 per cent of respondents stated that the most important feature of the office is their colleagues.

The important onboarding

Another of the office's most important strengths is the introduction of new employees during an onboarding. Everyone who's arrived at a new workplace knows how difficult it is – all the new names and faces, learning new tasks, getting to know the business and keeping track of who does what. All of this is twice as difficult when done remotely. A research study from the University of East London determined that successful onboarding of new employees is aided by 'a significant amount of human encounters' – which is a lot easier in the office. But then, of course, this requires an attractive office environment.

Lack of high-focus spaces, meeting rooms and digital meeting rooms

It's been shown that some employees feel working from home is a better alternative since their workplace is inadequate. It lacks high-focus spaces, meeting rooms and digital meeting rooms that promote the activities being carried out. If you have a well-planned office that supports your organisation's activities and ways of working, your employees will want and be able to work at the office. And it's worth remembering that what may be positive for the individual employee may be negative for the organisation as a whole. The employee may feel they can just as easily tick off their to-do list at home, but the team as a whole will miss out on innovation, problem-solving and creative spontaneous meetings.

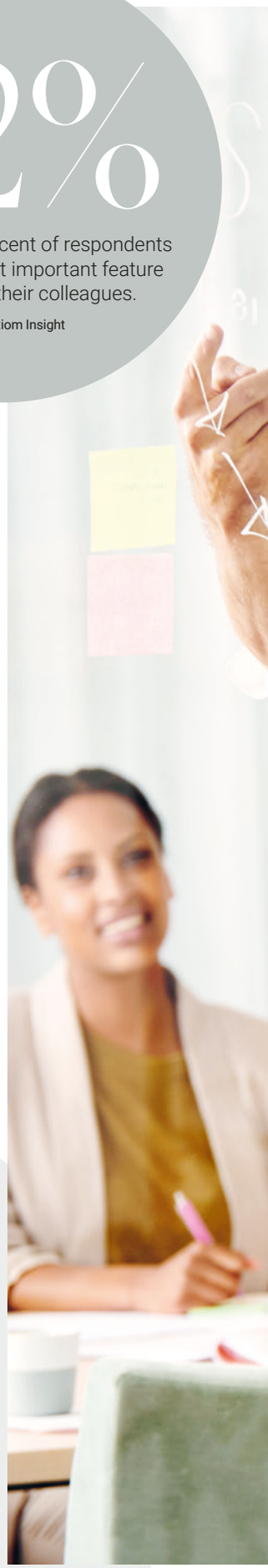
The office as a competitive advantage and the key to success

Changed working patterns and new ways of working in a hybrid world are placing new demands on the workplace. The office needs to be a value-adding, attractive and sustainable place, where people feel well, thrive and have the opportunity to perform at their best. Innovation and results flourish when people meet - literally.

The office is not only a place to perform tasks, but also a dynamic environment where ideas are cultivated, relationships are built and company cultures grow. For companies wishing to remain competitive, creating office environments that attract employees back and strengthen the culture of collaboration is therefore crucial.

Ironically, the CEO of Zoom asked employees to work more from the office, referring in particular to a decline in innovation. So yes, rediscovering the office's potential to be a creative hub is the key to success. ✱







Rounding up the pack



How to create coordination and maximum knowledge sharing in the office. Researcher, speaker and teacher, Lena Lid Falkman, explains how to think as an employer in an age of hybrid offices.

TEXT: SALKA HALLSTRÖM PHOTOS: KARL NORDLUND



"The office should not only be a meeting space, but also a workplace for individual focus work time."

How should we meet and collaborate in the hybrid office? Lena Lid Falkman is an award-winning speaker, researcher and teacher at the Stockholm School of Economics and Karlstad University, and has written a a thesis on the *Rhetoric of Leadership*. She has investigated the idea of the hybrid office and believes that the office fulfils an important purpose, both as a workplace and meeting space.

"It's especially important for identity, the narrative. Who we are and what we stand for. As an organisation, you should think about these issues in particular and the approach to work. When working arrangements are distributed, hybrid, we have to customise the office accordingly.

"These days, many offices no longer suit their way of working," says Lena, who continues:

"The office is an invaluable resource for knowledge sharing, collaboration and productivity, but the hybrid model requires detailed planning to maximise its potential.

One of the challenges is synchronising the teams' presence. Employees working on multiple projects risk missing out on important meetings and insights if the focus is only on team-based office days.

Cross-functional groups can help break down silos and promote the exchange of ideas between different parts of the organisation. Planned occasions for informal meetings, such as coffee breaks, workshops or company days, can strengthen togetherness and inspire new ideas.

We can also learn from fully distributed workplaces, where social activities, such as dinners and trips together, play an important role in strengthening relationships and collaboration.

With the right balance between flexibility and structure, the office can become a place where ideas thrive, relationships are strengthened and business develops."

What other challenges are there?

"Those choosing to be satellites - colleagues who are frequently absent - are often the ones who cause them. It's very easy to collectively punish the entire group, calling everyone back to the office, although the problem lies with just a couple of individuals."

Is onboarding difficult in a hybrid environment?

"Yes, it's incredibly difficult to learn and understand an organisation if you're new and on your own. Some employers have solved the problem very well by first off scheduling team presence in the office, taking turns letting the new employee piggyback some colleagues for a while."

What should the ideal office be like to attract employees?

"You should have a pleasant, attractive office customised to your business. It must be possible to go into the office and get on with focused work. The office should not only be a meeting space, but also a workplace for individual focus time." ✱

3x tinps

for better hybrid working

1

SEE IT AS A STRATEGIC MATTER

The office question must be elevated to management level. What the office should communicate and how it should be used is a strategic matter for the business. For its culture, ability to attract talent and the business concept itself.

2

PEOPLE LOOK FOR PEOPLE

Attract, rather than force. People look for people, an empty office doesn't attract anyone. Offer skills development and social events. Allow employees to come up with suggestions and implementation. The transfer of skills is hardest at a distance, so create opportunities physically.

3

GOOD COORDINATION IS THE KEY TO SUCCESS

Coordinate the groups' office days. This ensures that employees meet their colleagues on the days they are in and that the workplace is not too crowded.

From church to office



With the help of strategically placed sound absorbers, upholstered furniture, rugs and curtains, the sound environment in the former church could be curbed to suit a modern office.



For over 30 years, Publicis Sapient has been a leader in digital transformation and sustainable growth. When the sister company, Publicis Media, moved into the same premises, the company saw an opportunity to take the office to the next level. With the help of Kinnarps, a long-term sustainable and attractive workplace was created with a focus on ergonomics.

TEXT: JULIUS MARSTORP PHOTO: HENRIK MILL



On the ground floor, the sound-absorbing *Vibe* screen is suspended from what used to be the church's pulpit. By screening off the space from the rest of the office, a room in the room is created that both improves the sound environment and the possibility of working separately.

Inside the door, you're struck by the impressive high ceiling. The unique premises, which used to be a church, add an atmospheric touch to the office, but also pose a major challenge in terms of the sound environment. Claudia Brodlova, Associate Finance at Publicis Sapient, explains that the acoustics were one of the biggest challenges when creating the new spaces.

"Before Kinnarps redesigned our spaces, the noise level in the office was high. When people were talking, the whole room echoed, making your head feel tired and making it difficult to concentrate," she explains.

To create a better sound environment, a lot of emphasis was placed on acoustics during the planning. With the help of strategically placed sound absorbers, upholstered furniture, rugs and curtains, the sound environment in the former church could be curbed to suit a modern office.

ANOTHER CHALLENGE IN creating a modern office in a church was the floor plan with the large and open areas characteristic of the building. To create an environment that supports Publicis Sapient's way of working - a balance between individual work, meetings and creative collaboration - needed a rethink and the creation of clear flows.

The solution was to design rooms within the room, where different functions could have their own place without disturbing the others. Suspended screens and textiles helped define zones adapted to specific activities. These divisions made it possible to create flexible environments that support both individual focus and collaboration, while preserving the openness of the office space. The result was a well-thought-out workflow where employees can easily move between different types of spaces, customised to their needs.

FOR PUBLICIS SAPIENT, it was important to create a working environment that is not

FACTS

Client: Publicis Sapient
Location: Malmö, Sweden
Number of employees: 68
Number of workstations: 48
Area: 758 m²
Floors: 3
Completed: June 2024





"The spaces suit our way of working, they're ergonomically designed and have a cohesive feel which they didn't have before."







On the ground floor is the canteen, which was planned to also be used as a meeting space for larger events or conferences. With a pull-down curtain, the area can be easily separated from the rest of the ground floor. The *Neo Lite* chair, the *Nestor* sofa and the *Matsumoto* table add a cosy touch to the space.

"Kinnarp's interior design solution did wonders for the sound environment. You can clearly notice the difference, for example by having screens at the workstations, upholstered furniture and curtains."

ONLY SUSTAINABLE FROM an environmental perspective, but that can also be changed. The possibility of renewing and updating the furniture when needed was a given - an aspect that not only reflects a responsible sustainability strategy but also a focus on quality.

"We wanted a interior design sustainable solution that could be updated and renewed if the need arose. The availability of spare parts was crucial and one of the reasons why we chose to work with Kinnarps," explains Claudia.

Quality is not only about making furniture last, but also about being able to customise it for future needs without losing its function or aesthetics. By choosing a supplier that offers locally produced furniture and a well-thought-out design, the company was also able to minimise the carbon footprint of the solution.

Moreover, a high-quality solution means lower maintenance costs and less waste of resources. With Kinnarps as a partner, Publicis Sapient got an interior design with sustainable materials and access to a spare parts system that guarantees the furniture can be used and renewed over time. The result is an office where every detail has been carefully considered - from the design to the long-term sustainability work - making it an attractive workplace both now and in the future.

THE DREAM OF a workplace that combines attractive design with good overall ergonomics has come true. Although more people now share the same office space, the sound environment has gone from being a barrier to productivity to becoming a pleasant background noise.

"Kinnarps' interior design solution did wonders for the sound environment. You can clearly notice the difference, for example by having screens at the workstations, upholstered furniture and curtains," explains Claudia.

She says that it feels reassuring to have invested in an interior design solution that is sustainable over time and that they are very satisfied with how they have managed to create a functional and inspiring working environment in collaboration with Kinnarps, while preserving the unique character of the premises. Employees also now come into the office more often than before, which Claudia believes is linked to the improved overall ergonomics. ✱

3x products

Furniture that adds to a pleasant sound environment.

Neo Lite Soft meeting chair



Bolero sofa



Vibe sound absorber



In the lounge on the ground floor, the *Bolero* sofa and armchair create an inviting feel together with the *Matsumoto* table. In the background are *Point* seating booths, offering a screened place for phone calls, for example.

Ergonomic workstations have been designed with the classic *Plus* task chair, the height-adjustable *Oberon* desk and the sound-absorbing and partitioning *Vibe* desktop screen.



A variety of heights as part of the interior design invites movement and the chance to change body position during the day. In this space you can see the *Vagabond* table and the *Motus* stool where you can choose to sit or stand to work.





The importance of movement

For organisations wishing to create successful workplaces, a working environment that inspires movement is crucial.

TEXT: JOHANNA WALDEN PHOTO: FELIX GERLACH AND NILS ODIER

People are made for movement - our bodies and minds work best when we are active and vary our positions. Despite this, our modern lifestyles have become increasingly sedentary, which can have a negative impact on both health and productivity. For organisations wishing to create successful workplaces, it is therefore crucial to design offices that inspire variation and movement.

Movement improves health and wellbeing

Studies show that movement contributes to better physical and mental health, reduces stress and increases concentration. Static working positions, on the other hand, such as sitting still for long periods of time, can lead to problems such as back pain, stiffness and poor blood circulation.

Healthy movement in the office is not about installing gym equipment such as treadmills and bikes next to the desks. Instead, it's about creating an office layout that has been carefully considered and choosing furniture that naturally encourages movement and variation. With the right design, the working environment can support small, but important movements - from switching between sitting and standing positions at height-adjustable desks to using chairs that allow micro-movements. The key is to integrate movement into the daily workflow in a way that feels natural and sustainable for employees. Creating opportunities for movement in the working environment is not just a matter of ergonomics - it is an investment in the well-being of employees and the long-term success of the company.

The layout's role in creating movement

The design of the office affects both behaviour and workflows. With a layout that is easy to navigate and change position or environment, you can create a workplace that inspires movement. Even small changes can contribute to a more active working day. A carefully considered office layout that encourages movement is very important. Create different focus zones that allow employees to move naturally between different areas depending on the task - from desks and meeting rooms to social areas and creative spaces.

Movement creates sustainable workplaces.

Workplaces that encourage movement and variation lead to happier, healthier and more productive employees. They also help to create an inclusive environment where everyone can work on their own terms. Integrating movement into the interior design not only creates a healthy working environment, but also a place where employees thrive and develop. ✱

Design for variation and movement

Creating a positive effect on wellbeing, efficiency and productivity requires both a carefully considered layout and smart interior design solutions. Here are some useful tips on how to design the interior to encourage healthy movement:



Roll stool





Capella X task chair

CHOOSE TASK CHAIRS THAT SUPPORT ACTIVE SITTING

Sitting doesn't have to mean sitting still. All Kinnarps task chairs are designed to promote movement and variation through features such as dynamic seating comfort, micro-movements and individual customisation. With mechanisms that follow the body's movements, and adjustable seats and backrests, the chairs help the user avoid static strain and promote active sitting.



Oberon desk

ADD HEIGHT-ADJUSTABLE DESKS

A height-adjustable desk is an easy and effective way to increase variation to the working day. By alternating between standing and sitting, employees can improve their blood circulation, reduce the strain on their back and neck, and re-energise.

Stools with a tilting function or balance balls give you an opportunity to vary your body position throughout the day.

YOUR BEST POSITION IS YOUR NEXT POSITION!

In other words, furnish the office with a variety of seating furniture. By alternating between different types of chairs, stools, armchairs or sofas during the day, the body gets the variation it needs. These solutions help the body to stay active even during sedentary work and help maintain concentration.



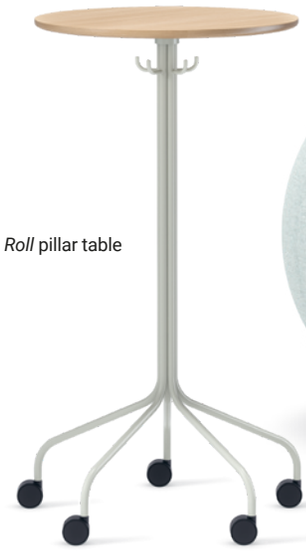
Plint stool



BEasy easy chair



Uni Large meeting table



Roll pillar table



Boullée balance ball

"Workplaces that encourage movement and variation lead to happier, healthier and more productive employees."

Meeting chairs with a swivel function, castors and natural springiness in the back promote active sitting and help to maintain concentration. Especially important for lengthy meetings.



Aura meeting chair



Monroe meeting chair



Palette meeting chair

New insights

What does today's office look like? Kinnarps' Next Office® workplace analysis has taken the pulse of how well employees are feeling and what they look for in the modern workplace.

The hybrid worklife

Colleagues need to work at least three days from the office in order to...

...maintain productivity, innovation and creativity over time.

...maintain and promote a positive culture and team spirit over time.

5 out of 10 have difficulty concentrating at work.



The survey is based on responses from 6,000 office workers in the Nordic region, collated between 2022 and 2024 through Kinnarps' Next Office® workplace analysis.

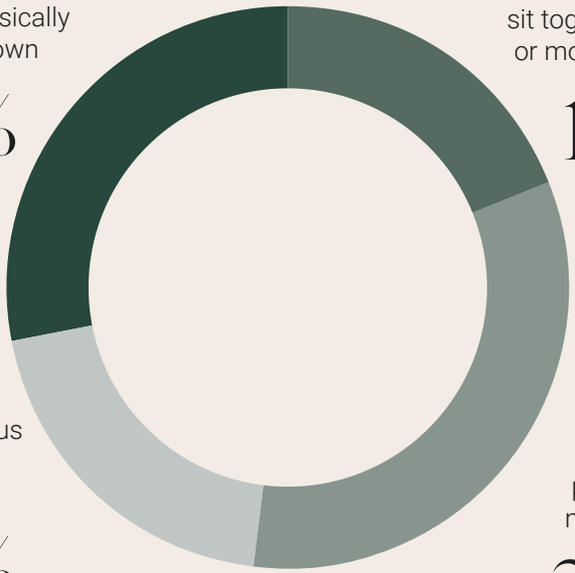
Meetings at the office

Digital meetings where you physically sit on your own

28%

Hybrid meetings where you physically sit together with one or more colleagues

19%



Spontaneous physical meetings

20%

Booked physical meetings

33%

Employees would like a more flexible working environment.

7 out of 10 find it difficult to find vacant meeting rooms in the office.

7 out of 10 believe that collaboration between employees needs to increase.

50/50

The split between working together and individual work.

3x

The environments most sought after in today's offices



1

Workstation in a room



2

Small meeting space



3

Work lounge



Place for inspiration and know-how

Kinnarps' showrooms are located all over the world and serve as a meeting place for customers and visitors who want to be inspired by spaces first-hand. We visit the newly opened showroom in Gothenburg where knowledge and creativity meet.

TEXT: ANNA BORG PHOTO: HENRIK MILL



Fendo chair, *Sumo* meeting table.







Fields furniture family with different sofas, armchairs, tables, pouffes and accessories.









More than just a showroom. In Kinnarps' showrooms, visitors can experience how the interior design solutions work in real life.

Welcome to a showroom that is more than just a display of furniture. Kinnarps' new showroom in Gothenburg is more like an experience centre and a welcoming meeting space, where visitors can be inspired by working environment design and sustainable solutions. Here, you'll find experience, knowledge and engaging conversations. With Kinnarps' staff working here, visitors can also find out how the spaces work in real life.

"Kinnarps' range is unique in the industry - it includes a detailed needs analysis, innovative interior design, seamless implementation and thorough follow-up. We've created it as a place to meet," says Ann Cedervall, Director Global Marketing & Communications.

The move to the expansive Gårda area in Gothenburg marks a strategically important investment for Kinnarps. We can see a lot of potential in this attractive area, enabling us to get even closer to our customers. Kinnarps can see an opportunity on this new location to not only strengthen its presence in the region, but also increase its accessibility to local and national customers.

"Our visitors get to find experience how the physical environment affects everything from wellbeing and safety to productivity, efficiency and creativity," says Ann Cedervall. ✱

kinnarps colour studio



The right material and colour – for the right place

Kinnarps Colour Studio (KCS) is our range of materials for offices, education and healthcare facilities. The range consists of carefully selected fabrics, wood, metal and plastic materials that have been tested to suit these spaces. With its easy-to-match colour palette and timeless profile, the KCS range makes it easy to choose the right material and colour for the right place and activity. Christina Wiklund, Colour, Material and Finish Manager at Kinnarps is responsible for KCS. Here she explains more about the benefits of the range.

TEXT: JULIUS MARSTORP PHOTO: JESPER GEORGSSON

When and why was KCS created?

"We always intended to have a standardised range, but it was not until around 2005 that KCS took its current form. Originally, there were only a few fabrics and colours to choose from, but as we grew, we needed to start using the range more as a tool. That is when we developed the visual layout we have today – a wall where we clearly display fabrics, wood, metal and plastic in selected colours. The KCS range has a timeless, harmonised colour palette that is easy to match with other interiors. This makes it easy to create flexible indoor environments that can easily be customised if your needs change. All the materials we bring into KCS have been carefully selected, tested and quality assured to meet the requirements for public spaces. For a material to become standard in KCS, it must go through a long process. Our fabric suppliers sometimes say that if a fabric makes it into Kinnarps Colour Studio, it is invincible."

Given these high demands, is it difficult to offer a wide range?

"No, not really. We have more than 300 quality-assured materials in carefully selected colours in our range. We also sell special materials that are not part of the KCS range, but the demand for those products is declining. More and more people are discovering



kinnarps colour studio









"We have more than 300 quality-assured materials and colours in our range".

Christina Wiklund, Colour, Material and Finish Manager at Kinnarps

the benefits of choosing materials whose durability and quality are ensured."

What ecolabels and certifications do you have?

"We have ensured that all our materials are produced under environmentally and socially responsible conditions, and we also work with a number of labels. All new products we develop must comply with Möbelfakta, a Swedish label that sets strict requirements on environmental impact and supply chains. For our fabrics, we work with the EU Ecolabel and OEKO-TEX®. For us to accept a fabric, it must comply with Möbelfakta and one of the other two. OEKO-TEX® guarantees that no harmful chemicals have been used in the production. The EU Ecolabel makes high demands on sustainability throughout the product's entire life cycle. When it comes to wood, 98 percent of the wood we use is FSC®-labelled, guaranteeing responsible forestry. We aim to achieve 100% FSC-labelled wood, but until we can, we check the tree species and origin of the remaining 2 percent."

How do you relate to trends in KCS?

"In the past, trends were more about colours than they are today. We now see trends in a broader sense, for example that more and more people want sustainable interior design. To choose sustainable interior design, you have to think long-term. That means not basing interiors on what colour happens to be popular right now. More and more people are aware of how much the physical environment, including colours, affects us humans and want to decorate accordingly."

What makes KCS suitable for offices, schools and healthcare environments?

"The fact that every material and colour has a lot of thought behind it. KCS offers everything from homely natural materials such as veneer to practical and washable fabrics. But what all the materials have in common is that their properties make them suitable for one (or more) of these spaces.

When choosing materials, it is important to consider whether they are suitable for their purpose.

The materials you choose affect your entire indoor environment, and for the best possible result, it is important that you don't skip the prepatory work. This is something we are happy to help our customers with. By doing proper prep work, we can customise a solution adapted to the customer's business operations."

How would you summarise KCS in three words?

"Sustainability, quality and harmony. Sustainability because we work hard to make our materials environmentally sustainable and to ensure fair working conditions throughout our supply chain. Quality because we certify and set high standards for our materials and furniture. Harmony because we use carefully selected materials and colours to create harmonious and attractive indoor environments." ✱



Smart interior design choices for a future-proof office

At a time when the requirements and needs of organisations can change suddenly, it is now more important than ever to think long-term when investing in an interior design solution. For the office to continue to be a healthy and efficient working environment, the interior design must be able to change as needs change.

TEXT: JULIUS MARSTORP PHOTO: KINNARPS



The *Vibe* screen series has a patented desktop screen bracket that makes it easy to transform individual workstations into an area for group work - and vice versa.



Fields' patented brackets make it easy to connect additional *Fields* modules without damaging the fabric. For example, two separate sofa groups can be connected to create a small meeting space with room for both a table and monitor.





Capacity's range of modules align with each other however you combine them, allowing you to separate or combine them in the way that best meets your needs.



Choose with care

Imagine you're piecing together a puzzle. It has lots of different shaped pieces with different designs. Wouldn't it make it easier if more of the pieces fitted together?

One way of thinking of an interior design solution is to see it like a puzzle. The more pieces that fit together, the easier it will be to put together. So if you have to put the "puzzle" together again after a re-organisation, a new working practice or a move to new premises, it will be much easier if you choose pieces that are compatible with each other from the start.

Modular furniture - pieces that fit together

If something is modular it means that it consists of parts that can be taken apart and put together in different ways. An example that most people are familiar with is the modular sofa. A type of sofa consisting of different modules, such as a chaise longue, corner and regular seat, which can be put together in different combinations.

The advantages of modular solutions are many, and it doesn't just apply to sofas. Kinnarps' range includes everything from sofa groups to storage solutions and screens with a modular construction. The aim is to ensure that our customers' interior design solutions have as long a life cycle as possible!

Multifunctional solutions - pieces that fit in many places

Today, it is more important than ever to think about an efficient and long-term interior design. Investing in furniture with more than one purpose means you can optimise space more easily. It also extends the life cycle of the interior design solution, as it will be easier to customise as new needs arise. ✱

"Investing in furniture with more than one purpose means you can optimise space more easily."



The *Vibe* screen series has a wide range of uses, largely thanks to its different fasteners. In addition to minimising distractions and improving the sound environment, a ceiling-suspended or standing variant, for example, can also be used to create rooms-in-a-room.



Fields can be used as section seating in a lounge or touchdown space, but by choosing high backs, it can also be used to create rooms-within-a-room. An effective way of creating meeting spaces in open spaces. With accessories such as a monitor bracket and noticeboard, *Fields* can support everything from individual focused work to creative collaboration.



The personal storage units in the office are a natural meeting space. By also providing seating, the storage solution creates even more opportunities for spontaneous meetings. It can be used strategically, for example, to break down barriers between departments that need to work closer together.



HCT stands for High Capacity Transport and is an initiative that aims to reduce transport emissions and increase efficiency in the logistics industry by using vehicles with higher load capacity. Kinnarps has been a pioneer in this area, in partnership with Volvo Trucks, and has been actively working with HCT solutions since 2018 to optimise its deliveries and drive sustainability.



Responsible delivery

With around 80 trucks in its fleet, Kinnarps delivers interior design solutions throughout Europe. The smart logistics and delivery system creates both control in the chain as well as major environmental benefits. We took a peek into the cargo space of a classic blue truck.

TEXT: JOHANNA WALDEN PHOTO: JESPER GEORGSSON



The logistics chain is entirely order-directed. When the order is placed, the routes and packing of the trucks are planned with regard to delivery time and geography.

Kinnarps' blue trucks are a well-known sight on Europe's roads. With around 80 trucks in its own fleet, driven by skilled delivery fitters, the company has total control along the entire supply chain - from factory to customer. The transport concept has its roots in an idea that was born more than 60 years ago: to deliver furniture and interior design in a smarter and more sustainable way. When the company began building its own logistics and delivery system in 1959, the objective was to combine efficiency with care for the environment and customers. With its own transport, Kinnarps could influence delivery times, routes, finances and, not least, the service. Since then, the system has developed into one of the most innovative and sustainable logistics and delivery systems on the market - and is more relevant than ever.

ONE OF THE key factors behind its success was the decision to minimise single-use packaging. Instead, mainly reusable blankets and protective material in the form of cardboard sheets are used, a solution that not only reduces waste but also makes packing more flexible. This innovation is an example of how Kinnarps is constantly developing its processes to be at the forefront.

"Minimising single-use packaging saves around 270 kilos of material per truck container. This is a major advantage for both us and our customers, as it makes installing the interior design quick and there is no unnecessary waste to deal with," says Johan Bjerke, Supply Chain Manager at Kinnarps.

IMAGINE A HUGE version of the computer game Tetris: tabletops, chairs, sofas and storage lockers of all different shapes and sizes have to fit in one truck - and in the right order to ensure smooth deliveries.

"When others need three trucks, we manage with two."

FACTS/KINNARPS' TRANSPORT CONCEPT

Age: Started in 1959
Number of trucks: Approx. 80
Fuel: Mainly fossil-free (HVO100)
Packaging: Mainly reusable blankets saving 270 kg of packaging per container
Efficiency: 50% higher than the industry average
Climate impact: 80% lower CO_2 emissions per product than a conventional delivery

behind the scenes

The logistics are carefully planned so the trucks do not transport air. On the way home from our customers, the drivers stop at Kinnarps' suppliers and bring back materials for production. This means that we achieve a load efficiency of about 50% on the return journeys.











LESSONS LEARNED FROM 1959

When Kinnarps started running its own transport in 1959, it was not without its challenges. The first trip very nearly turned the whole idea on its head. A driver left the factory in Kinnarp to deliver furniture to customers in Stockholm, a journey that should take two days. But after a week without any contact, concern started to grow.

What had happened? On arrival in Stockholm, the driver discovered that the furniture was not packed in the correct order of delivery. This meant that he had to drive back and forth across the city, pick out and then reload the furniture to get the right products to the right customer.

It was a tough lesson - but also the start of an innovation. To avoid similar problems, the system was developed to pack the trucks in exactly the right order, based on the delivery route. This insight became one of the cornerstones of Kinnarps' logistics and delivery system and is still at the core of how the company works with efficient and sustainable delivery today.

"If more people asked for sustainable deliveries, it would have a positive effect on the environment."

THIS IS EXACTLY the kind of challenge that Kinnarps' logistics team solves every day. Based on this, each truck can be packed to its full capacity, minimising the number of shipments.

Today, Kinnarps' logistics team employs about 100 people, of which about 15 work in strategy and planning and the rest are delivery staff.

"We have an entire department working on loading our vehicles in the best possible way. Everyone involved is trained to pack optimally. It's not just about having space for everything, but about making it safe and loading it in the right order. This saves time at each stop and makes the entire process smoother for both our drivers and customers," says Johan Bjerke.

For Kinnarps, volume, rather than weight, is the major challenge. That's why the company's own trucks are designed with extra load capacity and are able to drive with double trailers. The result? Efficiency that is 50 percent more than average shipments in the industry. When others need three trucks, we manage with two, explains Johan Bjerke.

KINNARPS' TRANSPORT CONCEPT IS not only efficient - it is also an example of sustainability. For the most part, the company uses the highest quality fossil-free fuel, which reduces CO_2 emissions by 80 percent. Moreover, Kinnarps is permitted to drive extra-long vehicle combinations, thus cutting the number of shipments and also emissions.

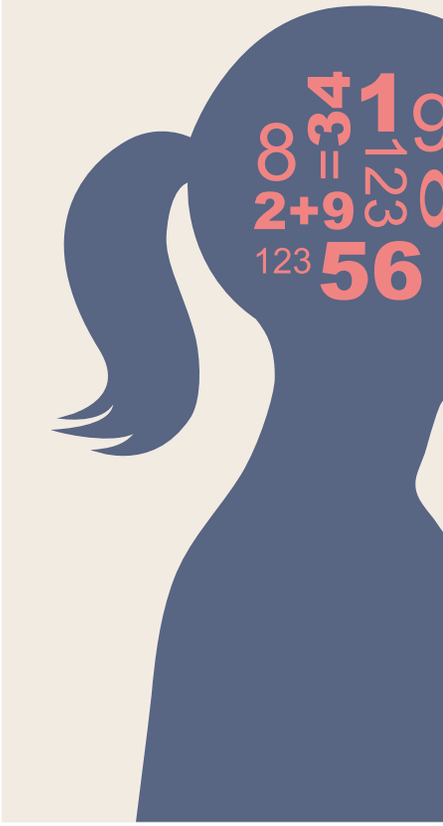


Johan Bjerke, Supply Chain Manager at Kinnarps.

"Of course, the most sustainable shipment is the one that never happens, but until we get there, we're making we're as efficient and environmentally friendly as possible," says Johan Bjerke.

FOR JOHAN AND his colleagues, the iconic blue trucks are more than just vehicles - they are a symbol of Kinnarps' innovative and sustainable work.

"When I see one of our trucks on the road, I always feel proud. This is a great company to work for and our transport concept is something I really believe in. We would like more customers to think about and evaluate how their interior design solutions are delivered and installed at their premises. If more of them asked for sustainable deliveries, it would have a positive effect on the environment," concludes Johan. ✱



Neurodesign at the office

Inclusive offices? Workplaces can be designed to suit everyone, regardless of neurological diversity. We discussed office design with Dan Harris, a keen supporter of inclusive workplaces and founder of the UK organisation Neurodiversity in Business.

TEXT: SOFIA HALLSTRÖM

Just because neurodiversity is on the agenda, it doesn't have to be seen in a medical context, be it ADHD, autism or something else.

"Having a holistic, neurodivergent perspective is important, as it is common for many people to have more than one variation," says Dan Harris.

As the founder of the organisation, Neurodiversity in Business, he emphasises the importance of promoting neurological diversity at work. Neuroinclusion means creating a working environment that actively considers and adapts to the needs of neurodivergent people. Since one in five people can be said to be neurodivergent, it is important to look at how everyone can contribute and be happy at work.

Some companies may also have purely financial reasons for making the office more accessible. It can boost both productivity and innovation. For example, a study from the World Economic Forum found that neurodivergent people can be 25% more productive than others.

"Diversity is good for business and can also give a competitive advantage. It's time for neurological diversity to take on a bigger role," says Dan.

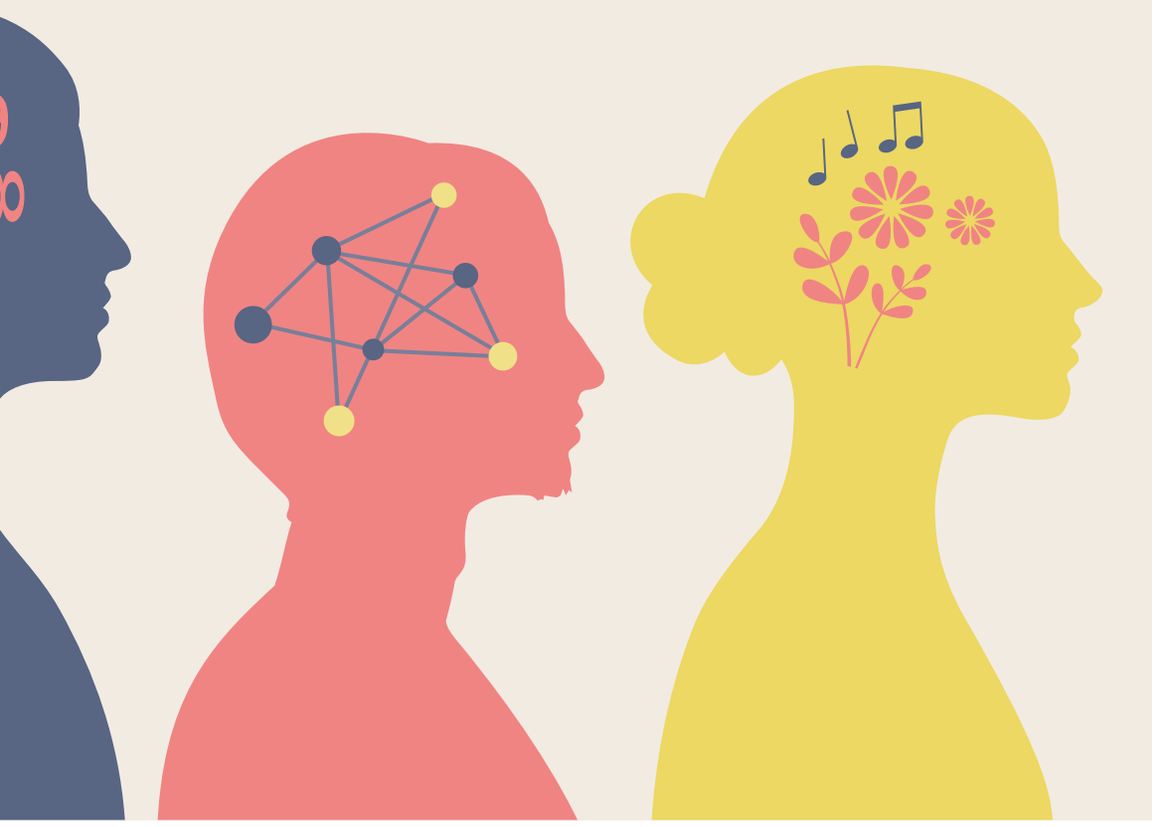
So stop seeing inclusion through a medical lens. Instead, focus on the strengths, such as great concentration skills, a highly engaged employee or valuable "out of the box" thinking.

"Of course, there are challenges. I'm convinced that many of these can be solved with a well-designed office environment and this is when design becomes crucial. It's difficult to carry out generic customisations of the environment, as each person experiences their neurodivergency in their own way. What works well for one person may be less relevant for another," he says.

Neurodiversity in Business has been involved in compiling a new UK research report on neurological diversity that highlights the challenges that can arise in a typical workplace. Almost 80 percent of 1,400 people reported feeling worn out after a day in the office. Approximately half of them also have a number of


Dan Harris

"Diversity is good for business and can also give a competitive advantage. It's time for neurological diversity to take on a bigger role."



neuro-developmental problems, which can make it difficult to customise the working environment.

In offices it can involve anything from distracting sounds and light to large open areas and unwanted social interaction. If someone feels uncomfortable, they can have difficulty concentrating and become tired. However, some have succeeded in creating a really good, inclusive office.

But he also talks about the mistakes companies make. Like forgetting to listen to their neurodivergent employees.

"Another mistake concerns transparency and humility. Often, companies only want to announce things once they're really good at it. But they should say instead: 'We want to become a more inclusive employer, but we're not there yet. It's a journey that takes many years'."

But most importantly: do something.

"What companies should absolutely not do is nothing. So many companies are afraid of making mistakes that they become paralysed instead. Doing something is better than not doing anything." ✱

25%

A study from the World Economic Forum found that neurodivergent people can be 25% more productive than others.

6x tips

for inclusive working and office environments

1

HUMAN-CENTRIC DESIGN

Put neurodivergent employees, customers and visitors at the centre. It's a good strategy for increasing productivity, and attracting and retaining staff.

2

HOLISTIC PERSPECTIVE

Design is not the only answer. Embracing neurological diversity in the workplace as a company also requires awareness, training, guidelines and a supportive culture.

3

ASK THE EXPERTS!

Use a neuro-inclusive design strategist at the outset and make it part of the overall design strategy. Involve your own neurodivergent staff as well, as every individual is unique. What works for one doesn't work for another.

4

DESIGN STANDARD

For example, individually adjustable desk lights are part of the design standard. Available for everyone, easy and economical to do.

5

THE SENSORY ENVIRONMENT PLAYS A ROLE

A neuro-inclusive design specialist can help interpret how employees and customers feel, and translate user requirements into the final design.

6

CONTINUE TO EVOLVE

Hybrid working can tempt companies to cut back on office space. But remember that space is important, especially as activity-based offices are not for everyone. Flexible, expandable spaces should be prioritised over static solutions.

*Tips from NiB volunteer and neuro-inclusive design consultant Catherine Rayner, founder of Squarepeg Design

Inclusive and productive offices

Brain health is an important factor for both performance and wellbeing in the workplace. Through the application of neurodesign, which is based on what the brain needs in physical environments, workplaces can be designed to support focus, creativity and health. The key is to offer a variety of spaces and focus zones that meet the needs of different individuals, promoting both inclusion and freedom of choice.

TEXT: JOHANNA WALDEN PHOTO: FELIX GERLACH



Our brain cannot multitask - it can only handle one thing at a time. Distractions such as noise from talking colleagues, scraping furniture, bright light or visually cluttered spaces have a negative impact on both concentration and energy levels. To support the performance and wellbeing of all employees, solutions that minimise these distractions and create a calm and balanced space are needed. Kinnarps' Holistic Ergonomics concept is based on neurodesign and takes into account the overall experience of the office, both physically, organisationally and socially. ✱

Strategies for a brain-friendly working environment:

Minimise visual impressions

Use partition screens, screens suspended from the ceiling, sofas and armchairs with high backs, curtains or storage solutions to reduce disruptions.









Control the noise

Sound-absorbing materials, such as upholstered furniture, sound absorbers, sound-absorbing tabletops, rugs, curtains, plants, partition screens and soft-closing drawers, can create a calmer space that helps employees concentrate and recuperate.





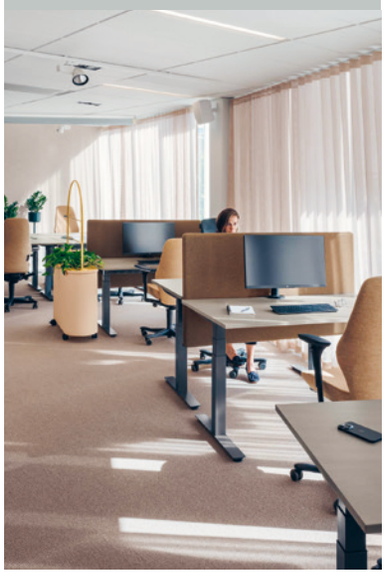


Divide into zones

Divide the office into zones for different needs and tasks. Active zones to encourage movement, pulse and dynamics, semi-focus spaces for stimulation and quiet zones for intense concentration and minimal disruption.

Daylight and lighting

Maximise access to daylight and use adjustable lighting for individual needs.

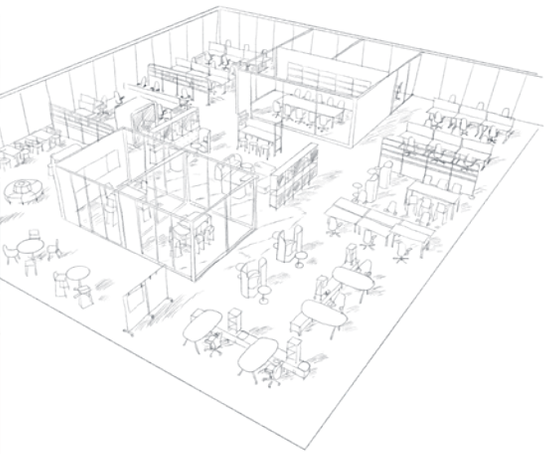


Natural elements

Choose earthy colours, tactile materials and organic shapes for a calming atmosphere.







Encourage movement

Design the office based on a layout that makes it easy to change environment depending on the task. Furnish with solutions that inspire activity and variation during the working day.



Touchdown: Orgatec



In October 2024, Kinnarps attended Orgatec, the leading international trade fair for office equipment and furnishings. In Cologne, visitors were welcomed to a world inspired by Swedish nature, showcasing new ways of shaping the office environments of the future.

TEXT: JULIUS MARSTORP PHOTO: JESPER GEORGSSON



Material from different parts of Kinnarps' production and supply chain can be seen under a glass panel in the path that separates the forest part of the stand from the coastal part.





The *Fields* modular series offers many possibilities. The high backs screen the space off and encourage focus, allowing it to be used to create rooms within the room. Use it, for example, to create a work lounge, touchdown or a small meeting space.



The *Etage* table is a multifunctional key player in the modern office. With various accessories, such as screens, shelves and hooks, it is easy to customise the table to the activities to be supported. Available in different heights.



"The theme, Everything's connected, emphasises the importance of seeing the working environment as a whole where all parts work together."

Creating workplaces that are not only inspiring and functional, but also sustainable in the long term requires a holistic approach to ergonomics. It is all about combining the physical, organisational and social environment to create a harmonious and well-functioning working environment. As more organisations recognise the value of employees returning to the office, it is becoming increasingly important to design workplaces that enhance both effectiveness and wellbeing. Ergonomics is a key component in this development - from furniture that supports the body in the right way to spaces that promote collaboration, creativity and focus.

Under the theme of *Everything's connected* and Kinnarps' Holistic Ergonomics concept, our stand was centred around the idea of holistic ergonomics, where each interior design solution had a clear purpose and a well-thought-out context. The strategy emphasises the importance of seeing the working environment as a whole in which all parts work together. The essence of holistic ergonomics is based on creating movement, minimising negative distractions and creating a positive working climate. Our stand showed examples of this and how a holistic perspective on ergonomics can create a workplace where both employees and the business develop and thrive.

THE DESIGN CONCEPT for the stand was inspired by Swedish nature. Partly because it is home to Kinnarps' origins and production, and partly because interior design with nature's shapes and colours promotes wellbeing. The three different sections of the stand were designed to resemble a forest environment, a glade and a coastal environment. ✱

optimising space



Over the past ten years, Kinnarps has helped over 450 workplaces optimise their office environments with the Next Office® analysis tool.

When every square metre counts

- how optimising space affects the company's total economy.

TEXT: JOHANNA WALDEN PHOTO: FELIX GERLACH, JESPER GEORGSSON

For organisations, the office space is one of the biggest cost items. Despite this, many office layouts have not kept pace with the development of new ways of working, leading to inefficient use of precious square metres. According to Henrik Axell, Head of Workplace Strategy at Kinnarps, the key to improving the overall economy is to customise the office space to today's working life, create effective flows and optimise the square metres.

"Many offices are not customised correctly. There can be large, unused areas left empty because the way of working has changed. At the same time, there is often a lack of meeting rooms, social spaces and environments for high-focus work time. This is a fundamental problem that applies to all types of organisations, regardless of size," says Henrik.

From static offices to flexible solutions

Historically, offices were built for another era with different needs - large desks for desktop computers, space for folders and binders, and individual office spaces that no longer match the way we work today. For companies, this means a low occupancy rate and unused square metres.

"Modern working life demands flexibility. It's about creating the right spaces that encourage collaboration, support individual work and are attractive so that employees look forward to coming to the office," says Henrik. For example, this could involve changing the layout using smart interior design solutions or moving and customising walls to optimise the space.

By mapping and analysing the needs of the business based on its way of working, space can be freed up and used in a more cost-effective way. This creates spaces that support the business' goals and give employees the best conditions in which to thrive and perform. For example, this could mean reducing the number of fixed workstations and, instead, introducing business-adapted solutions where employees use spaces customised for specific work tasks.

The analysis leads the way

To create more efficient and better customised offices, Kinnarps has developed the Next Office® analysis tool. For many years, the tool has helped local authorities, organisations and companies to understand their needs and find opportunities for improvement. The analysis gives a clear picture of what is needed and how the spaces can best be used. This knowledge then forms the basis for designing an office that suits the unique needs of the business and makes smart and efficient use of every square metre.



Henrik Axell, Head of Workplace Strategy at Kinnarps

"A carefully considered office becomes an asset for attracting and retaining talent - an important investment in a competitive labour market."

1. Management's vision and goal:
The process starts by understanding the company's strategic direction and framework. Is the goal to reduce the cost of premises? To improve collaboration between departments? Or perhaps creating an attractive working environment to attract employees back to the office?

2. Employee involvement:
The next step is to involve the employees. What do their workflows look like? What do they need to be able to work effectively? Engaging employees from the start will ensure that the new solutions will actually support their work.

3. Mapping the flows:
A thorough analysis of how people move and work in the building is crucial. Which spaces are used most and which are used least need to be identified as well as how the spaces can be customised to improve workflows and interaction.

Space optimisation - a strategic investment

Optimising office space is not just about reducing costs. It is a strategic investment that strengthens the entire organisation through increased efficiency, a better experience for employees and less impact on the environment. Optimising office space does not have to be the same as reducing office space. It's about making the best use of the space.

"There are no one-size-fits-all solution for optimising space. Every business is unique and by concentrating on the needs of the individual and the organisation, we can create a solution that delivers long-term results," concludes Henrik.

By seeing the office space as a strategic asset, companies and organisations can create working environments that contribute to both financial sustainability and future growth. ✱

3x tips

Economic benefits from optimising the use of space

1

LOWER RENT AND OPERATING COSTS
By optimising space and freeing up unused square metres, companies can cut back on their premises requirements or bring several operations under the same roof through co-location. This creates the opportunity to streamline and grow within the existing premises, leading to direct savings on rent and running costs.

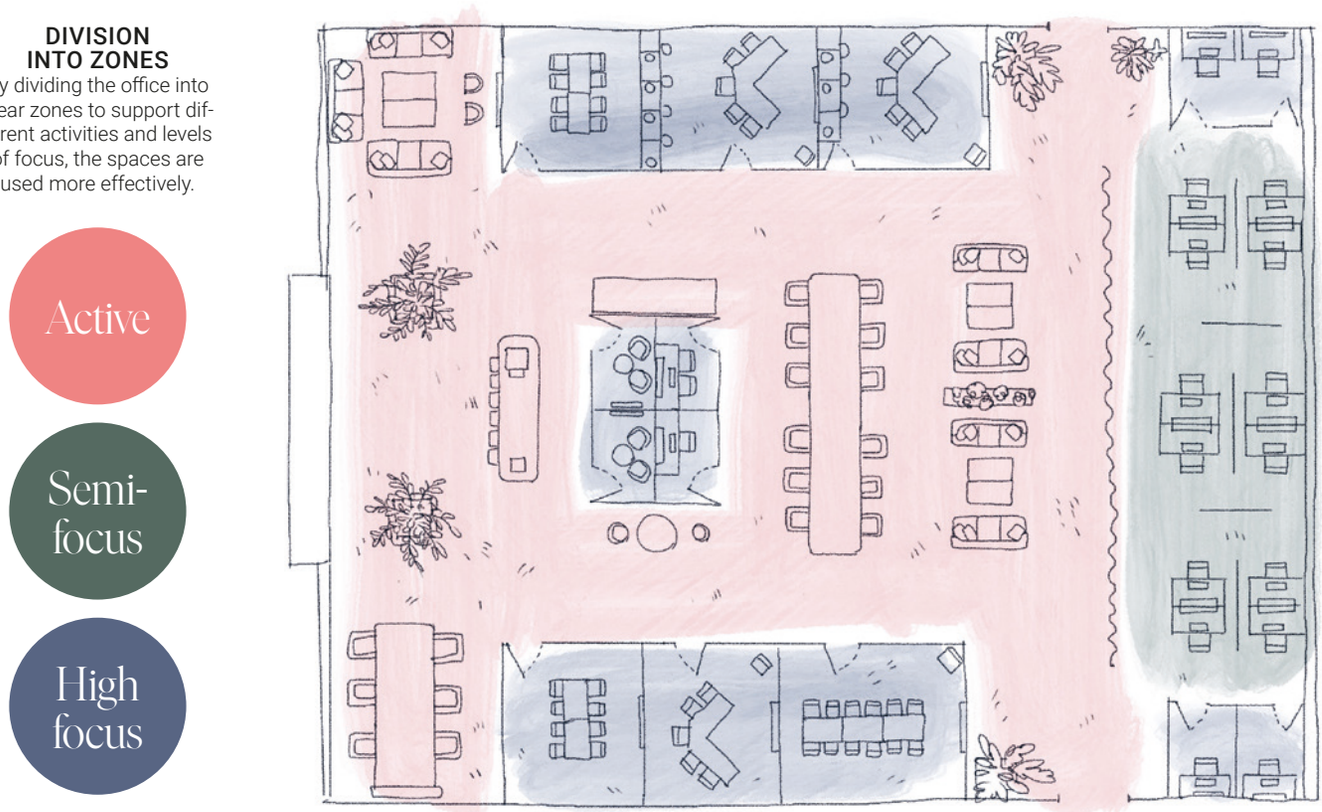
2

INCREASED PRODUCTIVITY
Customised spaces make it easier for employees to focus, collaborate and perform, in turn strengthening the company's results.

3

ATTRACTIVE WORKING ENVIRONMENTS
A carefully considered office becomes an asset for attracting and retaining talent - an important investment in a competitive labour market.

DIVISION INTO ZONES
By dividing the office into clear zones to support different activities and levels of focus, the spaces are used more effectively.





Smart design that makes use of the architecture - here the pillar is a natural part of the interior design with a sofa that follows its shape and optimises the space in the office.

ABCD – ESG?

There are many abbreviations on the subject of sustainability that are easy to confuse. But what do they actually mean? Let's look at some of the more common ones:



CSR

Corporate Social Responsibility

CSR is an overall concept that concerns organisations' responsibility for how their operations impact three specific areas: society, the environment and the economy.

CSR includes everything from reducing emissions and investing in recycling to taking social responsibility through fair working conditions and supporting local communities. Organisations that take CSR seriously often strengthen their brand and relationship with both customers and employees.

"CSR includes everything from reducing emissions and investing in recycling to taking social responsibility through fair working conditions and supporting local communities."

ESG

Environmental, Social & Governance

ESG stands for three specific areas used to assess a company's sustainability: environmental impact, social impact and governance. Each area contains a number of different sustainability issues that a company should work with and report on.

There are a number of frameworks, including CSRD, that are structured according to ESG, which creates transparency and gives investors, partners and other stakeholders a clear insight into a company's sustainability work.



CSRD

Corporate Sustainability Reporting Directive

The abbreviation CSRD is easy to confuse with CSR, although they are in fact two completely different things. CSRD is a new EU directive that requires more companies to report on their sustainability work in a standardised and transparent way.

From 2024, companies classified as large and of public interest must report sustainability data under the CSRD. This increases transparency and makes it easier to compare different companies from a sustainability perspective.

"SDG is a list of 17 goals to be achieved by 2030. They cover areas such as climate, health, equality and sustainable consumption."





SDG

Sustainable Development Goals

Most people have come across the UN's Sustainable Development Goals (SDGs) in some respect. It is a list of 17 goals to be achieved by 2030. They cover areas such as climate, health, equality and sustainable consumption.

The goals serve as a common reference point for companies that want to contribute to a better world. By linking their activities to specific goals, such as "sustainable cities and communities" (Goal 11), companies can clearly demonstrate their work with sustainability.

case study: astra zeneca



The lounge is used as a living room by employees. A place where they can socialise, have a coffee, work for a while or chat between meetings.

Modern & sustainable



At Astra Zeneca's new office in Stockholm, the vision of an attractive workplace with a focus on innovation and partnership has become a reality.

TEXT: JULIUS MARSTORP PHOTO: HENRIK MILL

The height-adjustable *Hal* meeting table and *Plint* stool make it easy to vary between sitting and standing working positions - an advantage in meetings where you want to encourage active participation.



The work lounge offers a number of different spaces with varied sitting heights. The *Rho* sofa, *Crest* table and *Cobble* pouffe create an inviting oasis. In the background is a touchdown surface created using the *Vagabond* project table and the *Motus* stool.



When the number of employees increased within a fairly short period of time, AstraZeneca's Nordic marketing company in Stockholm was faced with a need to find new premises. But not to a place far away, in fact just over the road to the Forskaren building. In August 2024 they moved into the building, which has a vision to be a place where world-leading operators in the fields of academia, healthcare and business can meet and share knowledge.

Astra Zeneca's vision for the new office was to create an attractive workplace where the focus is on innovation and partnership. A place that contributes to developing the business and helps them remain an attractive partner in the field of life science.

THE VISION OF an attractive workplace with a focus on innovation and partnership is now very much a reality. The new office is highly appreciated not only by the 200 or so employees, but also by customers and business partners who are delighted to pay a visit.

Following the move, most employees are choosing to spend more of their working hours in the office than before. This success is the result of a clear vision, thorough preparatory work and close



collaboration between Astra Zeneca and Kinnarps.

ONE IMPORTANT WATCHWORD for the new spaces was sustainability, which meant that the interior design from the previous office had to be reused. With support from Kinnarps, this was itemised and planned into the new interior design solution in an efficient way, so that essentially everything was reused.

Andreas Holmgren, Director of IT & Site Management at Astra Zeneca, explains that the organisation has ambitious sustainability goals that place demands on their suppliers to also work with sustainability in the long term. He explains that this was one of the reasons why they chose to collaborate with Kinnarps, both in the Forskaren project and in several previous projects.

"We were looking for a partner that we'd be able to work with for a long time to

"One important watchword for the new spaces was sustainability, which meant that the interior design from the previous office had to be reused."

FACTS

Client: Astra Zeneca, Nordic Marketing Company
Location: Hagastaden, Stockholm, Sweden
Number of employees: 200
Number of workstations: 128 open, 19 in separate rooms
Area: 2,100 m²
Completed: June 2024







3x products

Furniture for modern working environments.

Plus task chair



Rho sofa



Vagabond table







"The employee survey revealed that many people also wanted to work in spaces other than the traditional workstation."





THE FORSKAREN BUILDING

Forskaren was inaugurated on 6 May 2024 by King Carl XVI Gustav of Sweden and King Frederik X of Denmark. The vision is for the building to be "Hagastaden's living room" – a neutral place where world-leading actors in the fields of academia, healthcare and business meet and share knowledge. To be able to realise this, the building therefore only houses companies that are relevant to each other. Forskaren, which was designed by 3XN Arkitekter on behalf of Vectura Fastigheter, has a clear sustainability profile and will be certified with the LEED and WELL sustainability certifications.

come, which meant that our long-term sustainability goals needed to be aligned. And that was the case with Kinnarps," he says.

AN EMPLOYEE SURVEY WAS conducted to provide base data for the interior design solution, and this was processed jointly by Astra Zeneca and Kinnarps. The insights from the survey made it possible to design an office adapted to the way the organisation works. An interior design solution that supports everything from work with an individual focus to creative collaborations.

The physical meeting is important to promote innovation and collaboration. A wide range of meeting spaces was therefore needed to support everything from creative and informal meetings to bigger conferences and presentations.

The employee survey revealed that many people also wanted to work in spaces other than the traditional workstation. For example, many wanted to be able to sit and work on a sofa or in an armchair, in a more informal, relaxed setting.

One of the clearest insights that emerged from the preparatory work was the need for spaces that support work with an individual focus. This is why the large number of the open workstations were supplemented with 19 bookable workstations in separate rooms – an option that is often praised by employees. Knowing that there are always rooms available, for example when you need to hold a video meeting, has created a new level of security.

AS UNFORESEEN CIRCUMSTANCES can easily delay large projects like this, Andreas says that many employees were pleasantly surprised when everything was ready for moving in on the exact date that had been set.

"Everything was ready when it was supposed to be, so immediately after the holiday period, 80 employees could start working in the new office without any problems."

He looks back on a successful project and confirms that it paid off to adopt a meticulous approach all the way from vision to execution. ✸



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