



# Herman Miller and POSH bring REACH to China.

## HermanMiller REACH Shanghai



HermanMiller



### Press Release

This November, Herman Miller and POSH are delighted to bring REACH to Shanghai. REACH is a curated exhibition celebrating Herman Miller's latest design innovations and the Shanghai event will follow on from the successful REACH events in Hong Kong and Singapore, where over 3,000 people had the chance to explore the design world of Herman Miller.

REACH Shanghai will showcase the best of Herman Miller and POSH design, innovations and the latest thinking in the workplace. Also on hand will be a stellar line up of international guest speakers including the renowned industrial designers, Studio 7.5.

REACH will be the largest Herman Miller exhibition in China and will:

- Launch Mirra 2 – the latest advance in ergonomic task seating from Herman Miller
- Launch Layout Studio – the ultimate high performance furniture platform with endless possibilities
- Launch Eames Moulded Fiberglass Chairs
- Launch Formworks Accessories for the ordered workspace

- Launch POSH's CK+ Storage Architecture
- Allow visitors access to some of the leading thinkers in design today including the renowned Carola Zwick and Burkhardt Schmitz from Studio 7.5, the team behind Mirra2.

REACH will be an experiential space, where visitors can learn about Herman Miller and POSH's product portfolios and the tenets that underpin the design process. Visitors will be invited to explore several zones that together represent the latest thinking in design for the office of tomorrow.

#### Ergonomic Solutions

Preview Mirra 2 - the latest advance from Herman Miller in high performance ergonomic seating. It is a lean, light and responsive chair that moves with the sitter and dynamically supports even the slightest movement.

Discover CBS ergonomic workplace products. Focused on creating a space and comfort through the relocation of IT equipment, CBS products bridge the gap between furniture and people.



### **Living Office**

Explore Living Office. A holistic solution for a new landscape of work, Living Office updates our management tools and places to drive greater connectivity, creativity, productivity and prosperity.

### **Industrial Craftsmanship**

Design at Herman Miller can be expressed as the thoughtful balance of handcraft and industrial processes. These qualities support and connect our latest offerings. Layout Studio exemplifies versatility and intelligence by adapting to different technological, social and working trends across the world. Explore the endless possibilities that Layout Studio offers.

### **Retreat**

Retreat to a world that puts wellbeing first and aesthetics a close second. The Herman Miller Collection zone features carefully curated iconic and newly minted pieces to suit myriad settings - from the boardroom, to the bistro, to the backyard.

### **POSH**

Together, Herman Miller and POSH represent one of the most comprehensive, high value product portfolios and service capabilities in Asia Pacific. Preview the latest offering from POSH at REACH Shanghai including CK and the latest Storage Architecture.

### **People**

Herman Miller employees will walk you through the space and demonstrate new product features. Regional and global industry leaders will share their knowledge and experience at Herman Miller Presents.

**Date:** Friday 1st November 2013

**Venue:** Shanghai Sculpture Space, No 570 West Huaihai Road

**Time:** From 9:00am

### **About Herman Miller, Inc.**

Herman Miller's inspiring designs, inventive technologies and strategic services help people do great things and organisations to perform at their best. Its award-winning products generated more than \$1.7 billion in revenue in fiscal 2012. A past recipient of the Smithsonian Institution's Cooper-Hewitt National Design Award, innovative business practices and a commitment to social responsibility have helped establish Herman Miller as a recognised global company.

In 2012, Herman Miller again received the Human Rights Campaign Foundation's top rating in its annual Corporate Equality Index and was named among the 50 Best U.S. Manufacturers by Industry Week.

Herman Miller is included in the Dow Jones Sustainability World Index and trades on the NASDAQ Global Select Market under the symbol MLHR.

### **About POSH Office Systems (HK) Ltd.**

POSH believes in design and respects the environment. With a design office in Hong Kong and an ISO9001/ISO14001 production facility in China, POSH designs, manufactures and markets office furniture solutions that have been GECA (Good Environmental Choice Australia) approved and recognized with the Hong Kong Awards for Environmental Excellence. The company received the award of "Eco-Business 2007" by Business Environment Council and "The Green Medal" by The Federation of Hong Kong Industries for its leadership and stewardship in protecting the environment.

Known for its strong brand image of "Better Design, Better Environment", POSH was honored with the prestigious "Hong Kong Top Brand Awards 2010" and voted as the "Best Office Furniture Brand" in Hong Kong by CAPITAL magazine in 2007. POSH was the founding corporate sponsor of Hong Kong Design Centre and has been named "Caring Company" for 8 consecutive years since 2005 for the outstanding achievements in corporate citizenship.

### **About Studio 7.5**

Burkhard Schmitz, Claudia Plikat, and Carola Zwick began their partnership in 1992, seeking the freedom to work on projects that interested them. "Everybody does everything," says Burkhard, speaking for the group that now includes Carola's brother Roland Zwick. "That's how we cultivate ideas and maintain our openness and curiosity." The group's name - Studio 7.5 - comes from an early idea to rent a 7.5-ton truck, put a model shop in it, and drive from one project site to another. Obviously, freedom of movement is a big deal for these designers. They move freely and smartly when designing products for their clients. Going from concept stage to the model shop, sometimes within a day or two, they begin to create rough prototypes. And like kids let loose with a pile of clay, this is their favorite activity.

For more information and to register for the event

Please visit: [www.hermanmillerreach.com](http://www.hermanmillerreach.com)

For media enquiries or to request images, please email

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