



**REACH  
SINGAPORE**  
The Power of Design

**HermanMiller**



**Interface**



**XTRA**

## Welcome to REACH Singapore

Celebrate the power of design. REACH is a two day design festival celebrating Herman Miller's latest innovations.

Explore Central, a 3,000 sq m experiential pop up office space that presents our thought leadership in a new and unexpected way. Listen to the amazing line up of global design leaders at Herman Miller Presents design lecture. Tour *Essential Eames* at ArtScience museum, Asia's largest Exhibition on Charles and Ray Eames.

REACH's official launch party starts right after the design lectures, you might be one of the lucky few to win the new Mirra 2 chair!

**DATE:** 1st August 2013 (Thursday) – Trade only event

**RSVP EMAIL:** reach@hermanmiller.com or Register at [www.hermanmillerreach.com](http://www.hermanmillerreach.com)

**LOCATION:** Marina Bay Sands Expo B2

**TIME:** Exhibition hall opens from 9.30am till late

## Design Lectures

### Morning Sessions:

- 11:00am The psychology of collaboration (Mark Catchlove)
- 11:20am Ergonomics and what you need to know (Lillian Antonio)
- 11:40am Material and Spaces (Renee Hytry Derrington)
- 12:00pm Guided tour of *Essential Eames* by Eames Demetrios

### Afternoon Sessions:

- 3:00pm Herman Miller and design (Jeremy Hocking)
- 3:15pm 70 year Flash: lives of the perfect Shell (Eames Demetrios)
- 3:40pm (R)evolution in Design (Studio 7.5)
- 4:00pm Break
- 4:20pm Living Office vision (Mary Stevens)
- 4:40pm Living Office landscape (Lori Gee)
- 5:00pm Workplace scenarios (Heidi Smith)
- 5:20pm Activity Based Working (Luc Kamperman)
- 5:40pm Unlocking space and place (Amanda Stanaway)
- 6:00pm The Spontaneous City (Gert Urhahn)
- 6:30pm Liveable Office Awards presented by Jeremy Hocking

## Evening Events

REACH celebration party with special performance by Singapore's Urban Drum Crew. Canapés and drinks will be served. Door prizes will be drawn throughout the evening. All attendees will get a free entry ticket to the *Essential Eames* Exhibition by presenting your name card on site. Visit [www.hermanmillerreach.com](http://www.hermanmillerreach.com) for more information.



**DATE:** 2nd August 2013 (Friday) - Open to public

**REGISTER:** [www.hermanmillerreach.com](http://www.hermanmillerreach.com)

**LOCATION:** Marina Bay Sands Expo B2. Exhibition hall opens from 9.30am till 5pm

### **Design Lectures**

9:30am Herman Miller and Design - Samantha Giam, Herman Miller

9:45am (R)evolution in Design- Carola Zwick, Burkhard Schimitz, Studio 7.5

10:45am Break

11:00am Exhibition Design - Yann Follain, WYTO

11:30am Spontaneous City - Gert Urhahn, SpCiti

12:00am Making of the perfect shell - Eames Demetrios, Eames Office

Visit [www.hermanmillerreach.com](http://www.hermanmillerreach.com) for more information.