

HAWORTH

2024

Surface Material Trends

6 Key Trends Reshaping
Work Environments



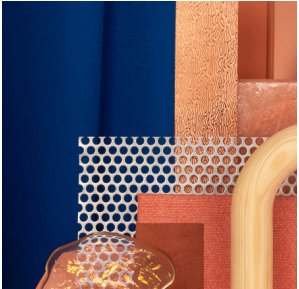
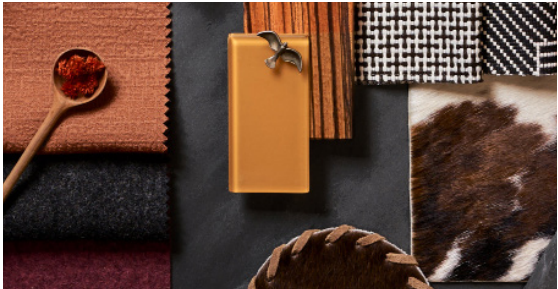
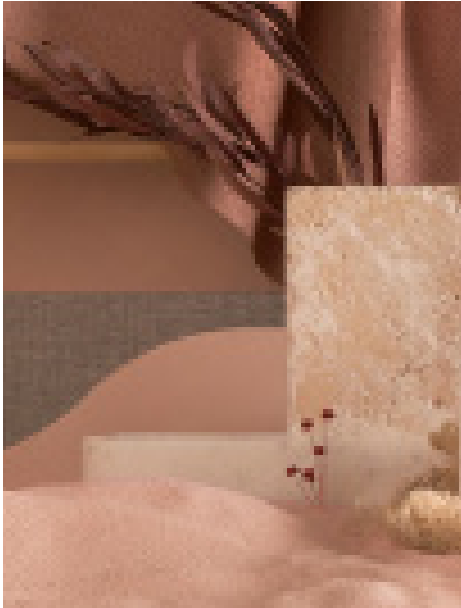
Visit our Surface Collection website at
surfaces.haworth.com.

HAWORTH

Elevating Design Aesthetic

In the ever-evolving world of workplace design, the selection of colors and materials plays a pivotal role in shaping the personality and setting the mood of a space. Thoughtful design begins with a deep understanding of your goals and brand, applying a strategy to evoke specific emotions and experiences.

In the latest trends, we're seeing workplace designs that celebrate the human experience and nurture well-being. Nostalgia and nature-inspired materials pull influence from global cultures and eclectic mixes of pattern, color, and shape. The 2024 Surface Material Trends cards cover six top trends in workplace design and how materials, finishes, and colors can be used to reflect them.





HAWORTH

Hipstoric

Mid-century design elements are paired with softer, current shapes for a styling juxtaposition—creating a unique, personalized space with a touch of nostalgia. Autumnal hues, with colors like copper, burnt orange, terracotta, and amber bring a sense of humility. Expressive marble with deep veining in a variety of colors add character and depth. Stone and rock add texture, bring a touch of nature to a space, and can serve as bold wall accents, drawing attention to specific elements.

Clear on Walnut
M6-W35

Main Line Flax
Moorgate
ZH-341

Floyd By Kvadrat®
723
S6-H

Recheck by Kvadrat
775
RP-M

Pelle Frau® Saddle Extra
Cammello
GA-1

Wood Grain Edgeband
Ply-Edge
HP-PW

Trim
Pitch
TR-TF

Bola™ Disc Metal
Brass
TR-B02

Stone
Calacatta Marble
15-C





HAWORTH

Coastal Ambience

Integrate soft natural hues of sand, sun, and shells to create a soothing aesthetic reminiscent of taking in ocean views on a warm, breezy day. Interior spaces highlight neutrality with warm whites and natural light wood tones. Light greige, taupe, creamy white, dusty pink, and blush beautifully complement the beachy atmosphere. Accents of textured materials like reeded surfaces, caning, rattan, and twisted rope create interest, while plush bouclé adds a touch of luxury and comfort.

Laminate
Hatch
G-C6

Melange Nap By Kvadrat
111
S7-A

Hobson
Phoebe Reid
3J-17

Divina MD by Kvadrat
613
CW-613

Trim
Beige
TR-R

Mangas Space
Ivory
ZW-B01

Laminate
Maple
H-AE

White Carrara
6R-V29

BuzziCane
Caning





HAWORTH

Artisan Wanderer

Draw inspiration from global décor and craftsmanship by collecting and combining handcrafted and locally sourced materials and elements from various regions and cultures. Warm golden tones infuse the palette with warmth and vibrancy. Upcycled brick and imperfect tiles create a unique aesthetic. Tapestries, geometric patterns, and animal prints add a touch of cultural richness, and handcrafted wovens and natural materials add textural depth.

Cassina® Hairy Hide

Tri-Color
JS-229

Stone

Grey Carnico Marble
15-G

BuzziFabric

Mustard
BFA-63

Scapes

Canyon
3S-CY

Divina MD by Kvadrat

633
ZH-R30

Divina Melange 3 by Kvadrat

180
SV-180

Oak Rift Cut

Espresso
NR-W15

Pelle Frau Saddle Extra

Testadimoro
GA-4

Patch

Black
AF-A01





HAWORTH

Natural Immersion

Bring the calming influence of nature indoors through biophilic design elements to offer respite from bustling urban surroundings. Sage, mossy greens, and eucalyptus mixed with wood elements and earthy neutrals, such as terracotta, brown, and beige, connect with drier climates. Recycled content, fibers, raw wood, and eco-friendly resources such as surplus sheep's wool, kelp, hemp, and rattan create beautiful spaces while supporting the environment.

Novelty
Gismo
3L-GS

Main Line Flax
Archway
6M-AR

Very Knit
Cinnamon
XY-1

Melange Nap by Kvadrat
911
S7-R

Melange Nap by Kvadrat
951
S7-T

Reflect by Kvadrat
994
S8-994

Laminate
Mineral
H-C5

Wood Veneer
Walnut Grove
CQ-WG

Mangas Natural Squares
Dark Grey with Grey Squares
ZF-B01





HAWORTH

Neo Deco

Art Deco design concepts combined with a neomodern influence create an eye-catching, engaging, and energetic aesthetic. Gracefully curved forms are prevalent, with the arch as a pivotal element. Tubular pieces and irregular shapes add sculptural elements with a hint of surrealism. Evoke happiness with peachy pinks; pair with electric blue to give the interior a vibrant appeal. Metallic finishes are coupled with high-gloss and high-sheen finishes.

Scapes

Sea
3S-SE

Big Diagonale

Zaffer
1K-ZF

Rocket by Kvadrat

761
U8-761

Noble
Ember
JA-EM

Pixel
Raster
2A-RA

Melange Nap by Kvadrat

521
S7-L

Sisal
Alder
SW-AL

Wood
Natural Ash
7Y-F

Cielo XL Metal Trim

Brass
TR-E12





HAWORTH

Sensorial Wellness

Serene shades of blues and greens paired with soothing beiges and grays set a calming ambience for individuals with various sensory abilities. The inclusion of light wood tones and natural stone along with engaging textures, such as fluting, frost, or iridescence, infuse a sense of warmth and softness into the space. Natural elements and materials can enhance creativity and clarity of thought, and the addition of sound-absorbing elements offers both visual texture and auditory relief from the surrounding environment.

Wood Veneer

Dune
WE-HD

Camp

Cot
33-CT

Dots

Pistachio
6K-PS

Hobson

Sporran
3J-21

Melange Nap by Kvadrat

711
S7-M

Stone

White Carrara Marble
15-M

Trim

Matte Verde Salvia
69-533

Pemberton

Griffin
SN-GF

Novelty

Books
3L-BK

