REACH Singapore
The Power of Place.
Herman Miller is delighted to announce **REACH 2 Singapore: The Power of Place**. We invite you to join us and experience our latest design innovations.

REACH is a curated exhibition celebrating Herman Miller’s latest design innovations. First held in Hong Kong in 2011, REACH 2 Singapore promises to once again fascinate, inspire and delight those with a passion for design.

Visitors will be taken on a journey allowing them to experience Herman Miller’s design innovations. **Spontaneous City**, a Pop-Up Office concept, will showcase the full range of Herman Miller products, presenting our thought leadership in a new and unexpected way.

**HM Presents** will once again provide guests with the opportunity to get up close and personal with global thought leaders in design. Speakers include Studio 7.5, Eames Demetrios and a host of design leaders from across the region.

**Essential Eames: A Herman Miller Exhibition** will open at the unique Marina Bay Sands ArtScience Museum. Featuring never before seen objects, images and new films this is an exhibition not to be missed.

Inspiring Herman Miller design and latest ergonomic advances will be on display in two unique exhibitions: **The Art & Science of Seating** and **THEN X TEN: The Power of the Poster**.

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**1st – 2nd August, 2013.**

**VENUE**
Marina Bay Sands, Singapore 018956

**OPENING TIMES**

**1st August:**
By invitation only. Open from 9am.
Design lectures 3–6pm.
Drinks and Canapes from 6pm.

**2nd August:**
Open to public,
10am to 5pm.
Spontaneous City: A Pop-Up Office Concept

In our thought provoking pop-up office concept, visitors will experience a real office environment featuring the new Arras Bench and Arras Spine, Layout Studio, Riser desk and more. The ‘city’ will be divided into unique neighbourhoods – each presenting a solution for different needs – with the full Herman Miller product range integrated into the narrative. Herman Miller employees will be on hand to walk you through the space and demonstrate new product features.

New Mirra 2, designed by Studio 7.5

Mirra 2 is a lean, light and responsive chair that moves with the sitter and dynamically supports even the slightest movement. Designed by Studio 7.5, who describe it as “a reincarnation of Mirra”, Mirra 2 is a response to evolution in the way we work and technological advances. “Mirra 2 feels reassuringly familiar because we maintained its soul and essential DNA, but we advanced the materialization and manifestation of this idea in virtually every aspect.”

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 favourite activity.
New Eames Moulded Wood Shell chair

The Eames Moulded Wood Chair is a testament to Herman Miller’s longstanding commitment to the Eames vision of continued exploration, refinement, and discovery.

From 1939, Charles and Ray Eames along with other contemporaries began a quest to pursue a single shell chair (seat and back together), but technology never allowed them to realise their vision. In 1946 they produced the Moulded Plywood chair, and the Moulded Plastic Chair evolved in 1950. Since then, the design has welcomed continued iterations and purposeful updates. Today, the design takes its next step forward with the Eames Moulded Wood Chair.

New Layout Studio

Layout Studio (above) is a global platform that allows local interpretations. When people feel connected to each other and their organisation they become deeply engaged contributors. In recognising the need for connecting people across the globe, Herman Miller presents Layout Studio. An adaptable, contemporary office system made for the world, Layout Studio functions comfortably in all areas — from open-plan environments to private spaces — wherever you are, whatever your working style and whatever the task.
New Arras Spine

Arras Spine (above) is the ‘backbone’ of collaborative workspace design. Freestanding and autonomous, the Spine supports multiple platforms, allowing the user to create any combination of open plan, public or private workspaces around it. Desks, tables and tools simply slide alongside. Its communal channel then services these workspaces with all the essentials and makes them easy to access and use – power, technology, tools and accessories.

Arras Spine is exquisitely formed, featuring smooth lines, rounded corners and a palette of inspiring colours to choose from. Everyday functionality is made easier and more satisfying by thoughtful engineering that puts user experience first.

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.

For more information and to register for the event please visit reach.hermanmillerasia.com. For media enquiries or to request images, please email reach@hermanmiller.com.