



INNOVANT CASE STUDY

CLIENT: Havas Worldwide
DESIGNER: TPG Architecture
LOCATION: New York, New York
FEATURED PRODUCT: FORM_office



THE CHALLENGE

When one of the world's largest global advertising firms sought a single furniture solution that could effectively service its network of different divisions and subsidiary companies, Havas Worldwide and its team from TPG Architecture sourced mockups from six leading benching manufacturers. Innovant was a late runner, invited to the mockup as the seventh manufacturer without first hosting the design team at their showroom. The client therefore held no prior expectations about Innovant or its FORM_office product.

THE INNOVANT SOLUTION

Over the course of the mockup presentation, it became clear that Innovant could offer a solution far exceeding the client's expectations. Through its unique product offerings,

like pull-out work surfaces and pop up power, Innovant's mockup displayed a superior level of intelligence. Product details like these captured the initial attention of Phil Silvestri, Chief Creative Officer at Havas Worldwide. As the visionary of the project, Mr. Silvestri then engaged in a dialogue with Innovant over furniture concepts like standing height benching that he had never seen or experienced before in any other product. This dialogue proved Innovant's ability to present to a client exactly what they are imagining and then stretch the client's imagination further than expected.

In doing so, Innovant could meet Mr. Silvestri's multiple specifications with a single product line. The array of features and configurations found within Innovant's standard FORM_office range suited the diverse needs of all the different disciplines housed within this multi-floor project. The workstation configurations included FORM_office basic spec for touchdown workers, FORM_office Standing Height for creative workers, and FORM_office Adjustable Height for studio workers.

THE RESULT

By responding to Havas' desires with an intelligent and flexible furniture solution, Innovant was awarded the company's North American standard for benching. The award-worthy, downtown New York installation has been followed by Havas Health in Midtown and Havas Atlanta, with other major markets to come.

