Imagine Desking System
FREEDOM TO DREAM.

A Herman Miller Company
‘Imagination will take you everywhere.’

Albert Einstein, German physicist

THE NEW WAVE

Generation Y workers have established themselves as abstract, conceptual and forward thinkers in the workplace. They’ve transformed work culture with their casual, communicative and open-minded characteristics. Unlike their baby boomer and Gen X predecessors, they are individually focused - caring less about leading and persuasion in the traditional sense. They are incredibly ambitious and tech savvy, driven by quick, assured results along their envisioned career paths. Autonomy, security and fast promotion are some of their key motivators and they consider inspiring workspaces as places where they can pursue their dreams, in their own unique way.
Generation Y in India

GENERATION Y IN INDIA

With 65% of its population under the age of 35, India today has one of largest available workforces in the world. Team-Lease Indian Labour Report of 2009 estimated that 300 million people will enter the labour force by 2025, and 25% of the world’s skilled workers will be Indians.

What are the challenges for attracting and retaining this talent pool?

India is historically a hierarchical and patriarchal society. In her book “The Culture Map”, author Erin Meyer places India, alongside China and Japan as naturally hierarchical societies. The power distance between the boss and the subordinate is high and workers expect leaders to be strong, decisive and directional;

“Status is important. Organisational structure is multi-layered and fixed. Communication follows set hierarchical lines.”

Organisations can leverage strategic workspace design to increase collaboration between multi-generation workers.
‘I don’t dream at night, I dream all day; I dream for a living.’

Steven Spielberg, American filmmaker
Re-Defining the Meaning of ‘Made in China’

The End of China as a Copycat?

China continues to be the world’s leading manufacturing capability, producing goods for global brands to be sold all over the world. “The ‘build it and they will come’ model for economic development has been hugely successful for China, so much so that it has been a continued impediment to the development of innovation”, reads Shaun Rein in his book “The End of China Copycat”.

As David Wei (former CEO of Alibaba.com) explains, the pursuit of short-term gains - often by copying - is a result of executives’ fear of lack of intellectual property control, rights and the resistance to spend money on research and development. A new trend of innovation focused development is intensifying amongst the Chinese tech giants — Alibaba, Tencent and Baidu, China’s equivalent of Amazon, Ebay, Paypal, Google, Facebook all rolled into one. Copying is no longer a competitive strength.

Chinese companies that employ a large percentage of Gen Y workers are tapping into spaces that enable creativity and thus drive innovation. Coupled with the wave of pride for local design — such as Shanghai Tang and Xiaomi, we should expect to see increasingly more innovative solutions from Chinese companies, re-defining the meaning of ‘Made in China’.

Made in China
“We have entered the Era of Ideas. The growth of China’s and India’s industries were very much dependent on exporting products and services to the United States and Europe, as well as benefiting from China’s fast growing domestic markets. Companies are shifting towards more sustainable businesses as more thinkers, creators and innovators from these two countries emerge.”

– Samantha Giam, Director of Marketing & Living Office, Herman Miller, APAC.
The GENERATIONAL DIFFERENCES

**STRATEGIC THINKING**

- Gen Y are 12% more capable of abstract thinking than the baby boomers and score 12% less as strategic thinkers, compared to Gen X.

**ABSTRACT THINKING**

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**AMBITIOUS**

- Gen Y and Gen X are 32% and 13% (respectively) more ambitious than the baby boomers.

**DECISIVE**

- Baby boomers are generally more decisive, motivated (both 28% higher) and leading (34%) than Gen Y.

**MOTIVATION**

**LEADING**

- Gen Y believe in autonomy, yet are 11% less autonomous than Gen X females.

**PEOPLE-ORIENTED**

- Gen Y are 27% more people-oriented than the Baby Boomers.

**PERSUASIVE**

- Gen Y are less persuasive in the workplace. Gen Y males score 15% higher for persuasiveness and baby boomers score 21% higher.

HIGH PERFORMING ALL ROUNDER

A living office supports its users' activities, for both group and individual work. Its spatial design can help promote an inclusive workplace culture, harmoniously bringing together multi-generational and multi-cultural occupants.

Everything begins with new ideas. Good workspace design should help cultivate both productivity and creativity. Designed by POSH Design Lab, Imagine Desking is a industry leading platform that comprehensively addresses and offers a variety of options to create interesting spaces.
ISLAND DESKS
Pin adjustable legs with a height range of 610 – 950mm. These can be used for collaborative areas to encouraging stand up discussion.

FLOWING DETAILS
The Axis leg design is inspired by the creative process, in which ideas are often diverged to make an impact. Axis creates a subtle yet dynamic difference to your workspace.
EVERYTHING ESSENTIAL

Imagine Essential was created to introduce an element of the unexpected, to spur imagination. Arranged in a Hive setting, users will intuitively realise that they could settle into these individual workstations. They are equipped with ergonomic furnishings and colourful options, allowing you to work in a health-positive way in an environment customised for you.
GET FLAT
Unique leveling glide (no more lifting up!)

IT’S A LOOP
The Capsule design adds distinct architectural aesthetics to your space. It can be fitted along the mono-beam as a full or recessed end, or the middle support for different configurations.
IMAGINE COLLAB

Its name suggests its intention – providing you with the collaborative spaces that drive creativity and productivity. Whether it’s a brainstorming session or complex problem solving to be done, getting into a collab mode with your colleagues can just help you look at things differently.
Tech legs can be integrated with infills, to reduce visual clutter along the corridors. Like technology that allows you all sorts of possibilities, the clean-cut lines of Tech embody how minimal details are the best way to express yourself.

YOUR POINT OF VIEW
Imagine Tech legs are designed with a unique triangular fold creating a shifting profile when viewed from various angles.

SIT ANYWHERE
Recessed legs can be specified with vertical covers, enclosing cables coming up from the floor box to cable trays housed below the work-surface.

CHARGE NOW
Imagine Collab Meeting tables come with democratic power access that is located nearest to the user.
A calm mind has a greater capacity to absorb new information and think up new ideas. Many companies are reducing the use of private offices and creating more havens for employees to allow for some quiet, undisturbed work. Imagine Edition also offers a meeting table for collaboration.
Imagine Edition tables can be specified with an extension for users to sit around without leg impediment.
STRUCTURED EXTENSIONS

Imagine everything is working in unison; complexity that you won’t feel and freedom that you can use. Designed with a universal infrastructure, Imagine Desking leaves sample room for you to create and recreate your workspace and work style.

We achieve it by making it work in concert, with a series of retrofitted and interchanged components. Your work is assisted with Imagine Desking – we make sure of it by making sure everything works in unison for you.
VERSATILITY IS COMPOSED

We know that versatility is a form of freedom. So we’ve designed three different leg styles for Imagine Desking – ‘Capsule’, ‘Axis’ and ‘Tech’ – all connected to the same positions along the mono-beam, with universal adaptors and connectors.
PRIVACY NEEDED

Screen attached Imagine Axis legs featured with floor-standing screens. Imagine screens can be specified with tempered glass, pinnable fabric, perforated metal and wood base panels, allowing great customization.

CABLE UP

Floor standing screen surrounds can be specified with vertical risers and work-surface attached cable trays, to enable power and data cable to be laid-in easily and distributed effectively throughout the cluster.
GET ALIGNED
Imagine screens have robust connections that are high performing, yet discrete in outlook. These connectors enable screen alignment for linear, 120D and T applications.

CLUTTER FREE
We can imagine how all the cables lying around the desk can interrupt your work. So we’ve created a complete cable management plan that allows you to conceal the clutter the way you want.

Work surfaces are designed with flip accessed options, for easy above-desk power access. An optional 10mm gap can be included for placement of bracketry to support must have, such as CBS Flo armature to raise monitors to the right ergonomic heights.
DESKS GET PERSONALIZED
We know that big ideas are often generated at the desk. So we’ve developed a range of accessories for you to personalise and organise your desktop, shaping your dreams as well as your work.

STYLES ARE FASHIONED
An idea is not realised without a touch of refinement. So we offer you the ability to decide how you would like to dress up your desk. There’s no limit to your choice of colours, materials and fabrics allowing you to create your ideal workspace.

SCREENS | Fabric

FRAMES | Paint

SURFACE | Laminate

COMMITMENT AND QUALITY
Following Herman Miller’s commitment to the environment, Imagine Desking meets BIFMA X7.1 (VOC emission) requirements and GreenTag™.

PERFORMANCE IS RECOGNIZED
Manufactured in Herman Miller certified facilities in China and India, Imagine Desking fully complies with ANSI/BIFMA X5.5, AN/NZS 4442, AN/NZS 4443 and GB/T 3325. The performance and quality of Imagine Desking is ensured by an 8-year warranty.
"We create tools and platforms that help people to live in a better environment, connect and collaborate in a better way."
– Jack Wang, Head of POSH Design and Development

With a young and energetic team of designers and engineers, POSH Design Lab respects science and admires the beauty of trial and error. Continuous exploration of new possibilities through a process of trial and error; the team creates a better environment for everyone by perfecting their designs with innovative features and the latest market insights.
‘Dreams are extremely important. You can’t do it unless you imagine it.’

George Lucas, American film director