

# Info Cavaletti

Year III - Issue 10 - December 2019

**SPECIAL**

**WORKLAB**

**UP  
2  
DATE**

Celebrating its first  
year, Cavaletti's  
concept space is  
renewed with 2020  
releases



# A WORD FROM THE PRESIDENT



The daily life often makes us lose the notion of time, until we realize that the end of the year has arrived. One more year of hard work and many conquests. Our life is made of experiences and it only evolves and becomes better when we overcome our challenges with wisdom, efforts and dedication. Despite feeling that our mission has been accomplished, we know that we can do more and being aware that great partners are at our side is an incentive to continue.

This moment stimulates us to think about being solidary, how to improve ourselves, concerning those ones living around us and concerning our community. Let us be overwhelmed by these feelings of love and solidarity, renewal and sharing, and we will experience the true Christmas spirit.

Thank you to all our clients, providers and contributors who have been with us throughout the year. May all of you have a Christmas of life and fraternal love.

Please accept a big hug, for you and all your family members.

**Gilmar José Cavaletti**  
Director President



PROFESSIONAL SEATING

## OFFICE HOUR

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# Worklab Up2Date

Following its innovative spirit, between August 20 and 23, 2019, Worklab presented Up2Date: the moment when we presented a productive and inspirational experience for working environments.

While celebrating its first year, Worklab – Cavaletti's concept space – presents news, totaling more than 10 releases, including lines and updates. Located in the Sao Paulo capital, on the 24th floor of the United Nations Center (CENU) West Tower, the 500 m2 space offers a wide product exhibition arranged from the user's behavior viewpoint, identified in five working modes – Focus, Interaction, Co-Creation, Coexistence and Disruption – which, when combined, originate 10 different environment arrangements aiming to flexibly and dynamically meet the requirements

of each activity profile.

This project attitude, translated into products, aims to offer to clients alternatives to give new significance to their traditional working spaces in productivity environments, wherein the flow of information, layout and motivation are reflected by contributors' increase in satisfaction, engagement and finally productivity, bringing in better results for everybody.

For Up2Date, the environments have been completely rearranged as for color mood, finishing and products, considering the aim to explore the Office as an Experience.

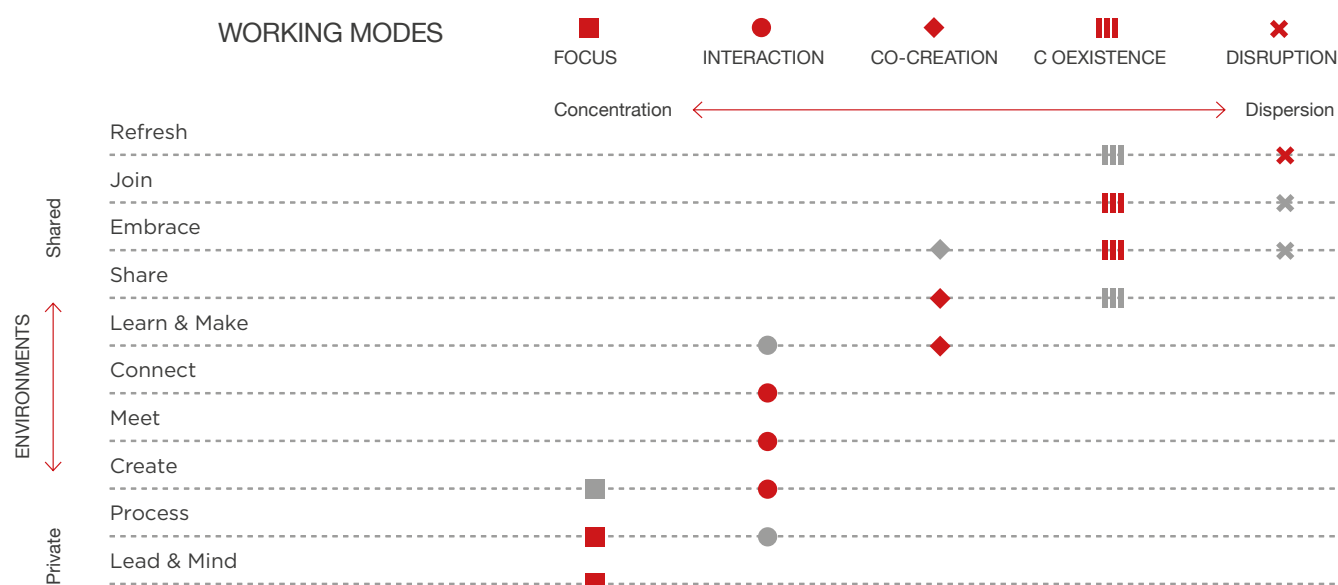
For further information, schedules and appointments, please contact your local distributor.



# Recent productivity studies show that collaboration – and focus – may be combined in various proportions throughout an efficient working day.

It is becoming more and more usual to alternate concentration moments, when aspects such as silence and privacy are welcome, and interaction moments, when simplicity and integration are ideal. Worklab has been organized from these different productivity moods, synthesized in 5 specific working modes: Focus, Interaction, Co-Creation, Co-Existence and Disruption. The differences

between them concern the profile of the activity to be performed, and how the body and mind get prepared for each new situation. We explore these relations between furniture and behavior, presenting them in 10 environments. Different connectivity, comfort and ergonomic levels are combined to generate an immersive and user-oriented experience.





## 01 REFRESH - GET DISCONNECTED AND RECHARGE YOUR ENERGIES

A space for disconnecting and recharging. Lower and horizontal posture, stimulating individual contemplation and decompression moments between the daily activities.



## 02 JOIN - SPONTANEOUS MEETINGS AND INTERACTIONS

Quintessentially the place for coffee, where informal meetings make an opportunity for social interaction which may evolve to an exchange of ideas to solve problems. When combined with couches and focal points, they offer a chance for reserved chats or refreshing break moments.





03

**EMBRACE - RECEPTION AND CONNECTIONS**

A space for reception, contemplation, waiting or idea alignment before and after meetings. Individual seats or linear couches invite to reply to messages or chat with casual comfort.



04

**SHARE - MEETING AND SHARING**

A meeting and convenience place. For more informal interactions, it provides a space for short chats in various postures. It also allows for knowledge sharing in quick meetings and forums with small groups of people.





## 05 LEARN & MAKE - IDEAS AND KNOWLEDGE

Learning and content. Chats and meetings for orderly sharing information. The environment provides high layout flexibility and different arrangement possibilities, from more formal presentations with a focus point to co-creation workshops.



## 06 CONNECT - CONNECTING AND INTERACTING

High posture and height regulation facilitate and stimulate team meetings for on-site or virtual work by videoconference. For concentration moments, it offers the required privacy and reservation for focused debate.





## 07 MEET - ORGANIZING AND MEETING

An environment for formal meetings, scheduled and intentional interactions. It offers support and easy access to energy and connectivity, besides appropriate comfort levels for longer stay.



## 08 CREATE - FOCUS AND CREATION

Dividing and conquering. Working plans with adjustable height and ergonomic seats allow to alternate postures and increase productivity. For a productive break, a small meeting space allows for quick chats and breaks.





## 09 PROCESS - FOCUS AND PROCESS

Time to process and execute. The time of the day when multidisciplinary personnel forms project teams with individual responsibilities, but with common and interactional goals. Parallel work and occasional meetings are a part of the routine, allowing for quick sharing of ideas and information.



## 10 LEAD & MIND - SHARING KNOWLEDGE AND IDEAS

Quintessentially a place for concentration, strategic matter processing and structured conversation. The acoustic solution creates an intimate environment strengthening the feeling of protection and comfort, increasing privacy and comfort even in an open environment.





# Home, sweet office

People returned home to work, but suddenly realized that they must also make part of communities and have flexible environments. This model brought a new challenge to companies: to create such spaces benefiting productivity within the offices, so friendly as homes, aiming to increase employee's results and satisfaction.

Research confirms these arguments. According to Deloitte, 88% millennials want autonomy to choose where and when to work. And the companies have succeeded in the mission to attract them to their offices by creating more collaborative and efficient spaces, supporting the employees' choices.

With this purpose, the University of Warwick, in the United States, indicates that happiness makes people become 12% more productive; unhappy people, however, may be 10% less productive.

*Life quality is an important aspect. Studies show that, for each US\$ 1 spent by your organization in well-being treatment, there is a US\$ 3.90 return. This information is very important: it shows that other needs have emerged in the professional environment.*

Washington Botelho,  
Managing Director LatAm de Corporate Solutions, JLL



## The next generation office will be more interactive

As organizações podem ignorar a chamada para repensar seus espaços? Provavelmente não. A tecnologia permite que as pessoas trabalhem em qualquer lugar, as pessoas terão que ter mais e ótimas razões para entrar no trabalho todos os dias. O layout e o mobiliário do ambiente de trabalho deverão ser adaptados a essa realidade, com ambientes estimulantes e estrategicamente preparados para a inovação.



*We have invested in our office because we want people work there, not at home.*

Alan Eagle  
Google Communication Director







***Collaborative, flexible and disruptive corporate environments, stimulating human potential.***

Elements bringing home comfort to work, making spaces become even more efficient, bringing in ideas and solutions to within the company: couches, cushions, carpets, light fixtures, vegetation and covering textures.





## GET TO KNOW PEOPLE WHO ALREADY HAD THE WORKLAB EXPERIENCE



Ana Carolina La Picirelli Vieira da Cunha  
Infomaster re-seller – Campo Grande – MS



Ana Paula Bellesia – Architect  
YES Design

*When the door was opened, the first thing I felt was to want to go in and stay. A well-being, tranquility and disposition feeling, ideas flow naturally. After Worklab and the Furniture Design post-graduation experience I recently started, the will of having a similar space to meet my clients and provide them with a similar experience to Worklab in my reality has awoken in me. Since we are in a building, an option came to rent a store and I immediately accepted so to create a decompression space. This way I could give a small “spoiler” of that experience to contributors and clients. We also have a project to open a showroom using the same concepts, which inauguration is scheduled for end 2020.*

*When I accepted the invitation to visit Cavaletti, I had imagined that I would get to know a chair and table factory with a traditional showroom with no environment, but just the products themselves. Upon arriving at WorkLab, I was surprised by an extremely happy, elegant and contemporary place, and I sincerely did not realize that I was in a showroom, but in an inviting and welcoming workplace. I had a negative image of corporate environments, as being monochromatic environments, with no life or personality. At Worklab, my will was to be a part of that environment and experiment a light and colorful working form, inviting to creations and experience exchange.*







Drielly Dias  
Matriz Office – Office Solutions re-seller  
Goiânia/GO and Palmas/TO

*“The Worklab experience was innovative and has changed our working environment concept. The proposal to show the office as inducing well-being and productivity shows how we can have other approaches to our clients and deliver more than a chair. Before Worklab, we also had the concept of integrated environments, but not with the particularities of each productivity mood, specific environments for each task to be performed and the best furniture option for each one of them.”*



Henrique Negreiros dos Santos  
J Carlos re-seller – Recife – PE

*“Worklab provided me with a wide view of the next generation offices. It also changed my opinion on the store environment, on how to get our position with the public we wish to work to. It joined beauty and sophistication in one single place!”*



Daiane S. Pegoraro  
Pórtico Ambientes Corporativos re-seller

*“To be able to visit this space has made us understand the real importance of an appropriate environment, seeing the user and respecting individualities. Worklab has managed to send the message that we need humanized, more welcoming spaces. Cavaletti’s role is very important, since it brings a worldwide concept, giving us safety to provide our customers with transforming information.”*





André and Felipe – Tradensing Office

Felipe Araujo Santos  
Tradensing Office re-seller – Porto Alegre – RS



Celi N. B. C. Coelho and Gilmar José Cavaletti

Celi Nogueira Barbosa Costa Coelho  
Permanenza Re-seller – Belo Horizonte – MG

*With Worklab, Cavaletti has managed to express a new office layout concept, effectively allowing us to explore each environment to, depending on the interaction between the internal and external public, find an adequate space, resulting in better productivity for our activities. Worklab is the result of an understanding that the activities are more and more dynamic and spaces as conceived “yesterday” no longer meet this dynamics. Meeting rooms had little use and usually occupied the largest spaces in offices. Entering an environment where you can see space optimization brings in general well-being for the company, since it provides for better interaction.*

*The new generation of contributors looks for comfortable and inspiring spaces promoting an informal environment and putting them at ease, so to the door for creativity to flourish. The experience of visiting Worklab for the first time was impressive, and I found a new viewpoint for applying Cavaletti products in our projects and clients. In this second year, the inclusion of small color interventions and their arrangement showed us that they make a whole difference. After all, we at Permanenza are agents to spread the slogan “why feeling well at the working environment is essential”.*





Márcio Rios  
Office Rios Soluções Corporativas re-seller – Sorocaba – SP

*“Having a company like Cavaletti as a partner allows us to work safely and develop new long term customers. Visits at Worklab are really a success when we take there our clients. Everybody gets surprised with what can be done with the new working environments, which are no longer those offices of the past, projecting a vision of how we can improve work quality in the next generation offices. I wish to have a showroom like Worklab in the town of Sorocaba to provide clients with the same feeling.”*



Garzielle Marie  
Architect Sorocaba - SP

*“Before visiting the Worklab space, I had already seen a few trends in chats and courses. Well-being in the working environment goes more and more further from just ergonomics (which, is still a very important factor), but also includes biophilia, which intends to bring the user closer to nature, colors, green, natural light, tactile sensations, comfort, as well as the freedom of use and behavior. It was very satisfactory to visit and get to know Cavaletti Worklab, which just confirmed all this change and trends by means of new designs and an extremely up-to-date language, aiming to influence and provide a new, more human behavior, with more freedom and creativity, by means of corporate furniture design.”*



Eduardo Muzzi  
Interior Designer - Belo Horizonte – MG

*“Worklab has embraced me! My feeling was of home comfort. The way of its presentation takes away the cold air of work and productivity, and makes us work with more love and pleasure. I managed to have a different creation idea to compose corporate spaces, and could think of work as an extension of our home. Worklab invites us to think of details, decoration, colors, not forgetting ergonomics, which should be considered when chairs are concerned, stimulating comfort.”*



Cecília Cavalcanti - Stil Arquitetura  
Curitiba – PR

*“The first impression I had after entering the new Officelab store inspired in the Worklab concept was a well-being sensation, a pleasant environment where you wish to sit and stay chatting. It is a pleasant environment to walk, test new products and have numerous possibilities. Amazing!”*



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