

WALTER KNOLL

Just Like
Home



Just Like Home

One of the nicest compliments
a room can receive.



How can you convey a feeling that cannot be described? How can you transport an encounter that cannot be experienced on-site? Well-being cannot be put into words; it must be felt. With this publication, we would like to show you what we do and who we are. We are proud of what we do, and anyone who interacts with us can see that. We invite you to experience this as you browse through these pages.

A handwritten signature in black ink, reading "Markus Benz".

Markus Benz
CEO, Walter Knoll

Our Values

They guide us, we live them
in our company, and we convey
them through our furniture.

Elevated Design

Our aesthetic is rooted in a long tradition
that originated from the Bauhaus. It is both
the result and foundation of our work.
Shaped by minimalism and timelessness, we
have created classics and modern icons.

Overall Excellence

What we do is of high quality.
We cultivate and nurture excellence.
Performance and craftsmanship –
full of precision and from deep passion.
We strive to exceed expectations.

Global Presence

We accompany people on their journey.
Our goal is to provide a home for individuals
from all cultures. We are visible all over the
world and accessible locally.

Advanced Sustainability

Everything we do must prove to be meaning-
ful tomorrow as well. This is how we
think from our self-understanding – always
responsibly and with a long-term perspective.
Our products are lifetime companions.

Customer Centricity

People are at the center of what we do.
Being able to offer inspiring experiences
and tailored solutions means understanding
and delivering what our customers need.

Mutual Respect

Valuing one another and living together
means appreciating contributions, showing
respect, and receiving recognition. Trusting
each other – person to person.



The Walter Knoll Mission

Elevate brands,
companies
and personalities
by expressing
their culture and
individuality
through unique
interiors that
inspire people and
drive sustainable
business success.



When everything comes together, it becomes a home

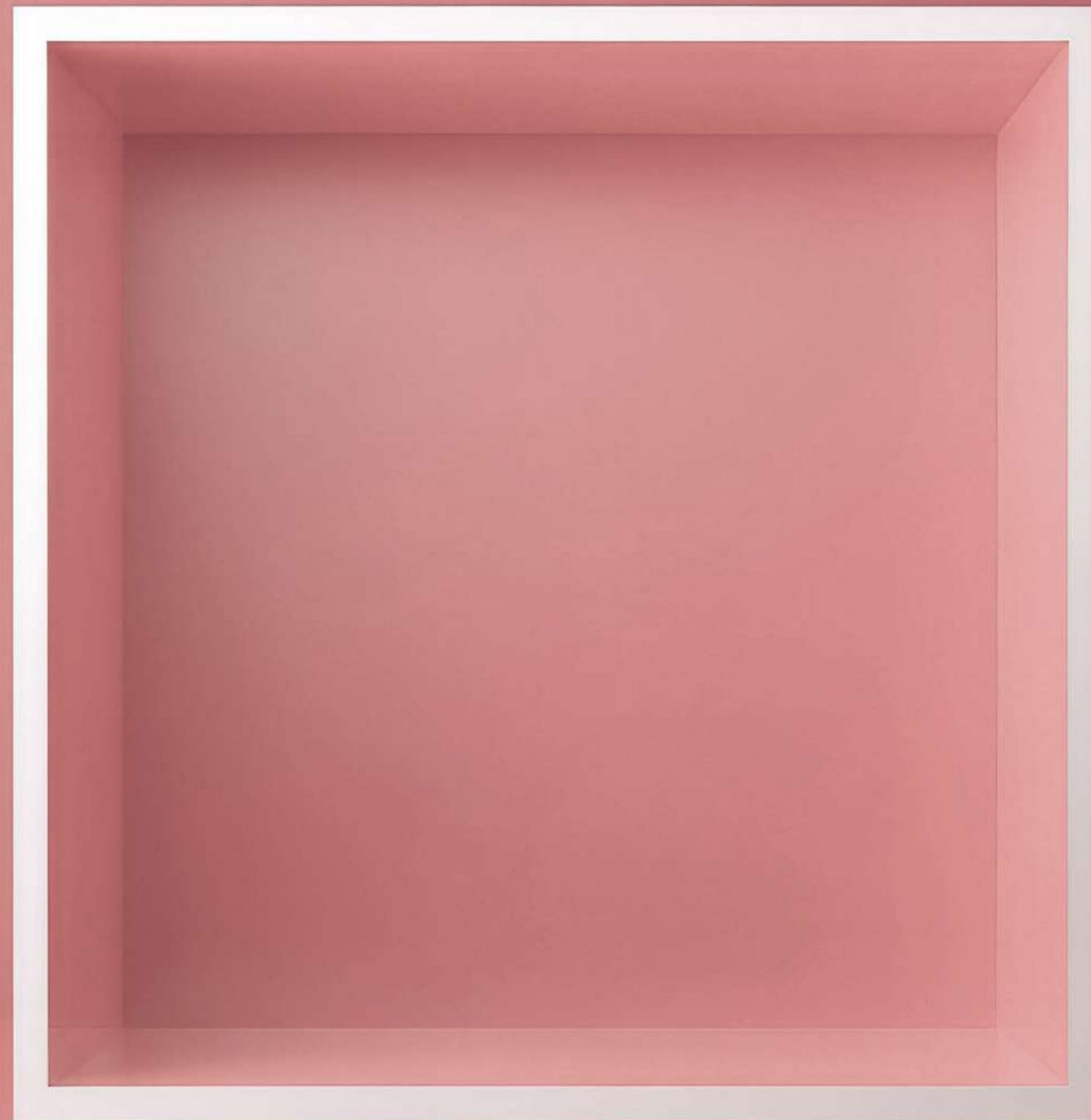
When does a space feel like home? What distinguishes a workplace from a place where one truly enjoys being? For us, it's the interplay of elements – the composition. Creating a harmonious unity in sync. When the symphony of colors, shapes, and identity resonates. With materials and surfaces that touch the senses. Symmetries and proportions that foster a sense of balance. Functionalities that are intuitively understood and used. Quality in the space. Well-being is palpable.

We create places where people feel like coming home. Not arbitrary. Safe and secure. Inspired and aesthetically stimulated. It should be pleasing and timeless. Because we believe that uniquely designed interiors expressing the soul of a company sustainably promote business success.

Feeling comfortable
is invaluable.

How

spaces



affect us

From the
Psychology
of Sitting
to the
Psychology
of Spaces



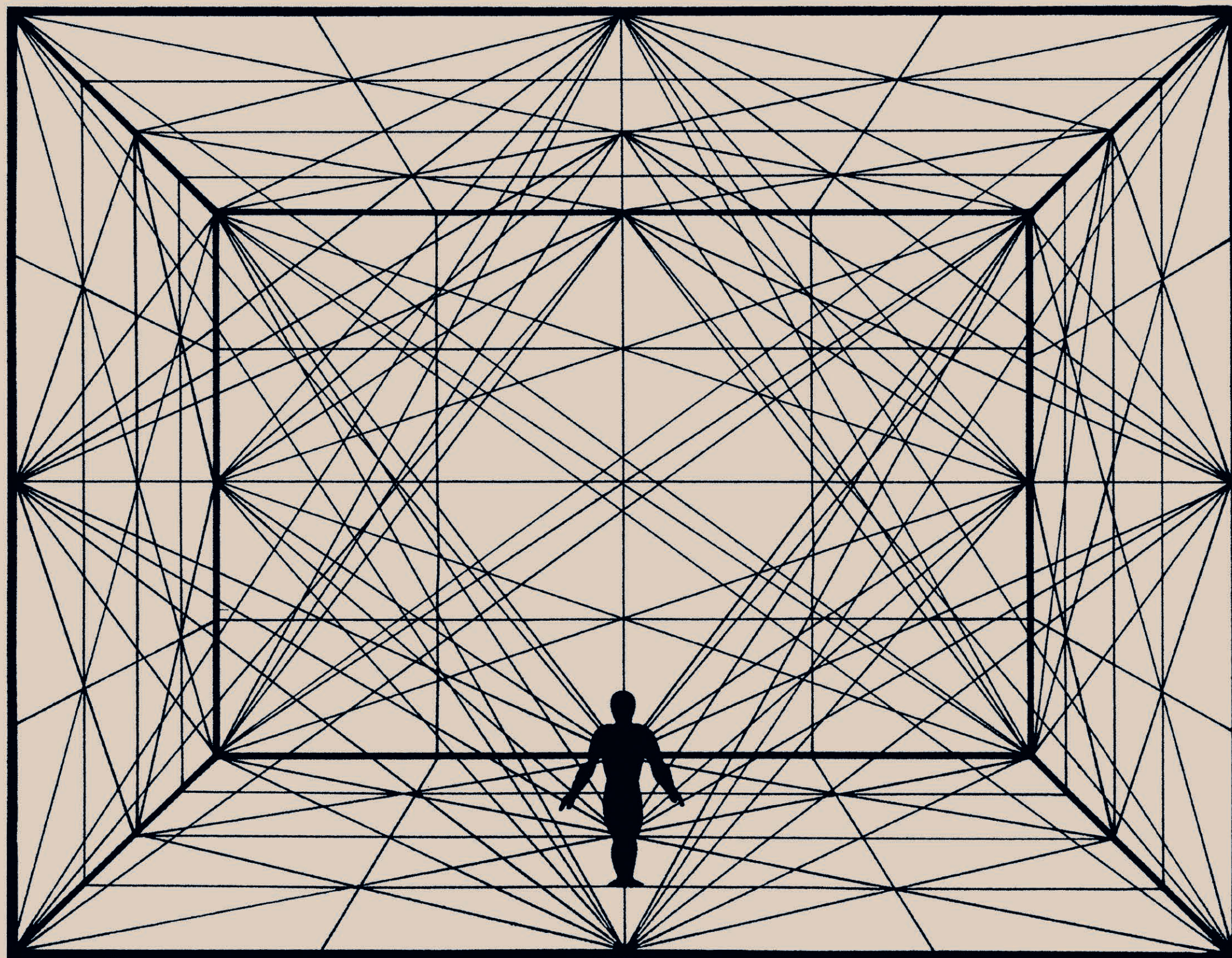
The “Psychology of Sitting” was addressed by Walter Knoll in the 1920s. Thinking this way was a real novelty, the term had yet to be invented. Walter Knoll was part of Modernism, a pioneering movement that pursued an interdisciplinary vision connecting architecture, design, fashion, and people’s attitude to life. A vision that we are bringing to reality today.

The Bauhaus, Walter Knoll was closely associated with and whose ideals continue to shape us today, embodied a holistic approach that places the needs and experiences of people at its center. Functional and aesthetic aspects were united to create spaces and objects that are both beautiful and useful.

The Bauhaus viewed design as a tool for improving the living conditions of all people. All proportions and dimensions of furniture and buildings were developed with a focus on the human scale. Ergonomics and comfort played an important role in creating a pleasant overall experience. These approaches have educated us; we have been working for 160 years on the impact of spaces on people’s quality of life.

The influence
of architecture and design
on the human mood
and how they stimulate
our thoughts and actions
is enormous.

Contemporary advertising motif by Walter Knoll for the slogan “Psychology of Sitting.” The Prodomo Armchairs developed by Walter Knoll reflected the spirit of the 1920s and are considered the first modern upholstered furniture in history.



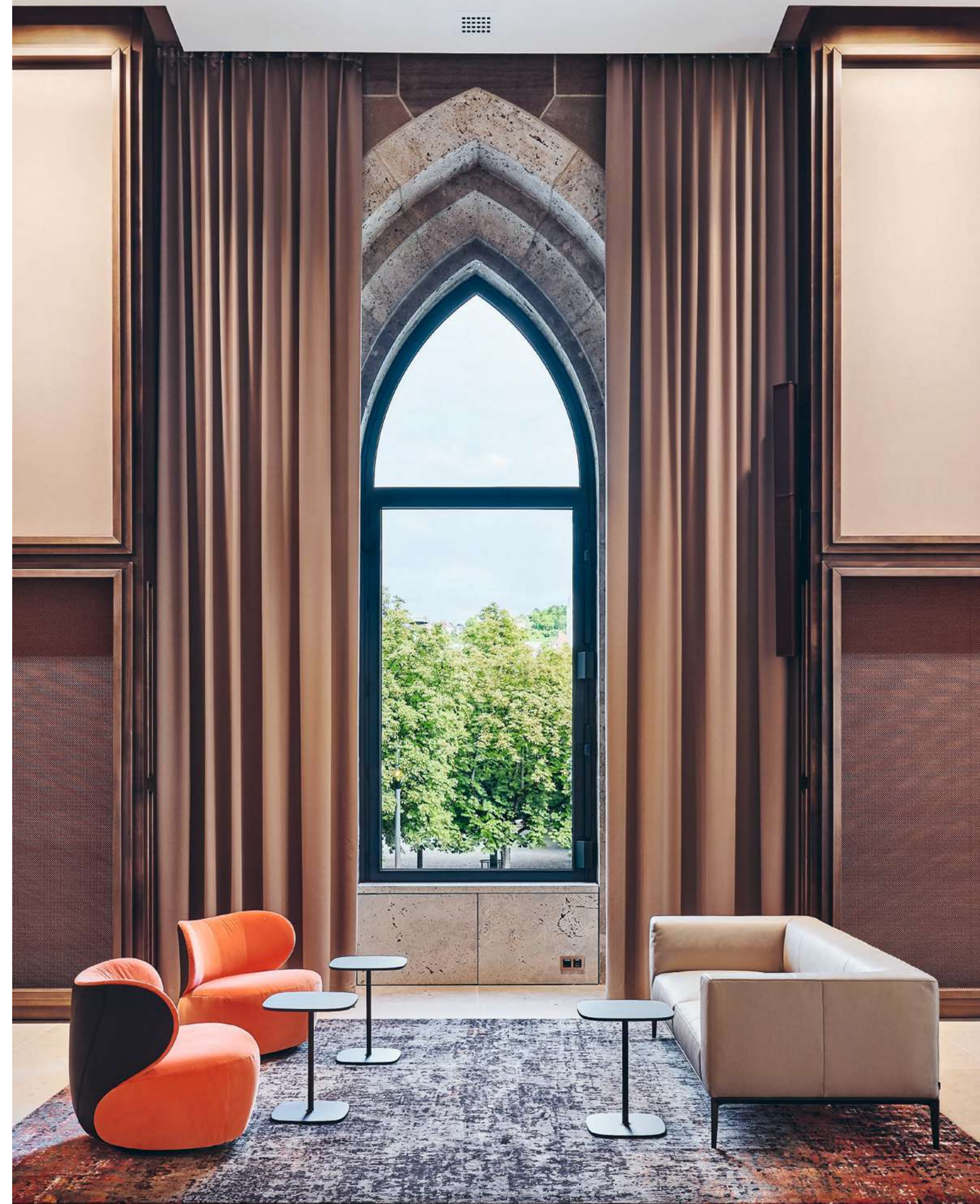
Man in space:
drawing by Bauhaus master
Oskar Schlemmer from 1924.
Schlemmer was concerned
with the tense interaction
between man and space. For
him, too, man was the measure
of all things, and he wanted to
capture the essence of space.

Currently, the **Psychology of Space** explores how environments influence our feelings and actions. Originally, residential psychology stemmed from the health sector, but its insights are now also applied to private living and work contexts. After all, most of us spend up to 90 percent of our time indoors.

Personal well-being is also a matter of the spaces in which we live and work. Successful design goes beyond aesthetics; it is focused on the individual needs and activities of the people who inhabit those spaces. Thus, a space can promote health and well-being, facilitate valuable experiences, and contribute to a sense of belonging and personal identity.

Space is
what surrounds us.
One cannot
not be in a space.

Here is where people meet –
often just to enjoy the pleasant
space: the lounge of the
State Museum of Württemberg
in the Old Castle of Stuttgart,
designed by Walter Knoll.



A workplace that energizes

In today's work environment, the health and well-being of employees are considered fundamental to economic success. How a working environment is designed has a significant influence on how we work and how we feel – dull and demotivated or focused and energized?

Well-being and performance are a synthesis for us. The workplace should be a place where you feel good. A place that gives you energy and puts you in a state in which you can optimally call on your capacities. In the best-case scenario, we come home from work tired but invigorated.

In our view, it is crucial to provide employees with the space they need to develop new ideas and to offer them a place where they can meet and work together. Our experience indicates that employees are more likely to come to an office when their workspace aligns with their individual needs and preferences. Interior design is a factor that should not be underestimated when it comes to productivity, commitment, and loyalty to a company.



Top 3 priorities

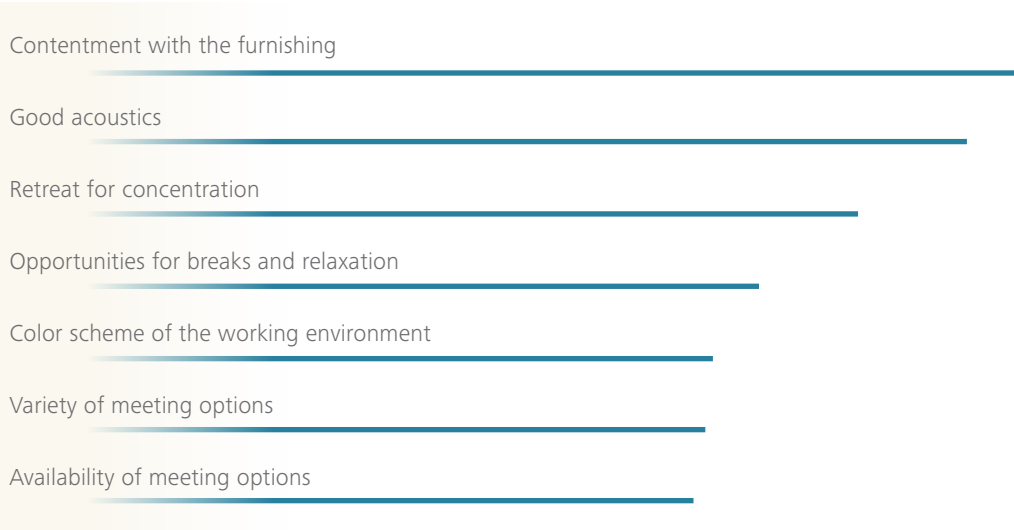
Employee well-being is one of the top priorities for German companies.
The most important factors for business success according to respondents are: attracting and retaining talent (62 %), innovations (59 %), and employee well-being (35 %).*

14 %

positively evaluate their company's employee well-being. There is a significant need for improvement: Only 14 % of respondents from Germany rate the overall employee well-being in their companies as excellent or very good.*

* Global Wellbeing Survey by Aon, 2020

What influences whether people feel comfortable in their office environment?



Factors that influence employee contentment in the office environment (positive correlation).
From: "Spatial Psychology for A New World of Work" – study by the Fraunhofer Institute for Industrial Engineering, 2019.



How we compose well-being

It's not enough for a workplace to simply be effective, it also has to offer a great experience. For us, the great experience is not the foosball table or large screens, but the overall composition that can be experienced on a daily basis. Let your team have memorable, multisensory experiences.

Product

Aesthetics of lasting validity.

Timelessness
Craftsmanship
Precision

Material & Color

Inspired by nature.

Natural Elegance
Tactility
Combinability

Space

Compositions unfolding their impact.

Harmony
Clarity
Strength

Our home – rethought

We open the doors of
our redesigned spaces for you.

The Walter Knoll Brand Land. Nowhere else in the world can the culture of Walter Knoll be experienced so vividly. Our brand values in a genuine, vibrant environment. Here, production, sewing, upholstery, development, design, communication, consultation, and planning take place – this is where people and furniture come together. From the showroom for office and living with a material library to the historic carpentry and the glass master workshop on the ground floor, where you can watch our skilled craftsmen at work, to the newly modernized offices. All workplaces have been redesigned according to the state of the art so that everyone at Walter Knoll can achieve the best results in a lasting and personally rewarding manner. Our Brand Land is a place of encounter. We invite you to experience this world with us.

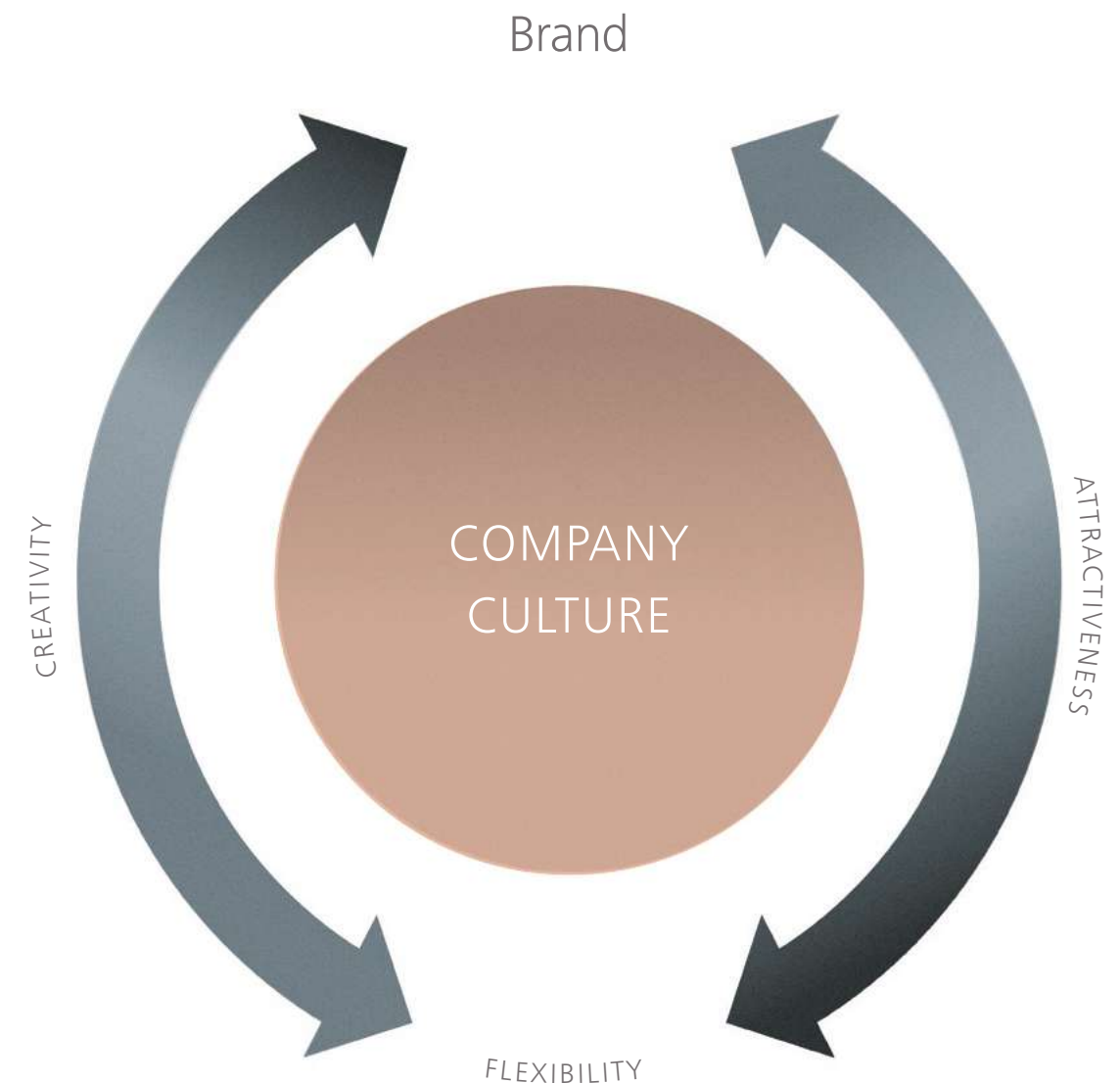
WHY

Our vision: unleashing the emotional power of the brand

What motivated us to renew? We redesigned our Brand Land in line with our purpose: We want to give space a new quality and make well-being tangible for everyone. Our goal was to create an environment that fosters creativity, enables flexibility, and enhances team spirit. The spaces should be inviting, appealing and inspiring – both for our employees and for our clients and partners who visit us in our company home.

“The creative interplay of people, flexible processes and methods, attractive functions, and design allows our culture to unfold tangibly.”

Werner Maier
CS & MO, Walter Knoll



HOW

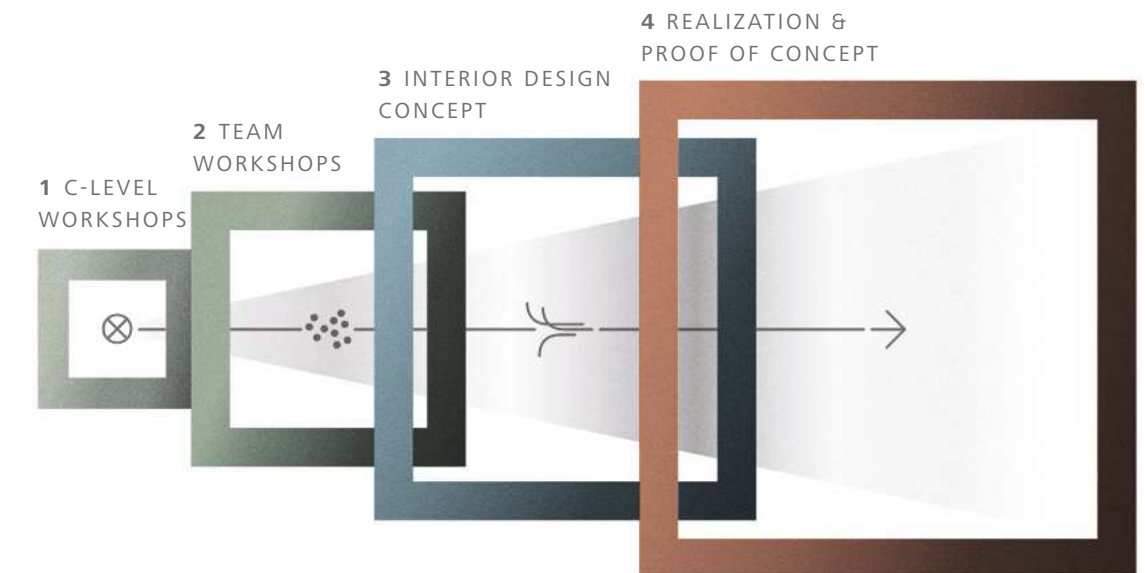
For the people with the people

Our approach with the example of the new offices: The entire project was created in our community. No lone wolves, no silos – that was important to us. We see ourselves as an orchestra that makes the symphony resound together. We consciously allowed and encouraged collective innovation to flow. How aesthetics, material, and functionality play together stimulated our designers the most.

“The new spaces should be intuitive to use because perfectly tailored to our team. That way everyone can realize their creative potential.”

Markus Benz
CEO, Walter Knoll

This is how we proceeded



1. C-level workshop

Initially, our management worked together with an external team of consultants in workshops to determine the cornerstones for the renovation. The common vision was defined: to make the brand tangible in the space.

2. Team workshops

In subsequent team workshops, representatives from all departments worked together with the external workspace consultants to determine what was important to them and what the new structure could look like – the starting point for the design.

3. Interior design concept

Our interior design team translated the needs and findings from the workshops into the space. Their planning expertise and know-how from projects could be applied directly.

4. Realization & proof of concept

After the planning phase, the space was remodeled and furnished. Existing furniture from our collection was adapted and partially customized. We are constantly evaluating the status quo in order to learn lessons for the rollout of other areas.

WHAT

Translating identity into space

Our core competence is translating the culture and individuality of companies and personalities into spaces and making them tangible. Accordingly, the look and feel of our new workspace is a reflection of our own identity. We have designed our spaces in such a way that they are fundamentally comfortable to work in, stimulate experiences, and provide people with joy and meaning. In doing so, we only use authentic materials that align with our values.

“In our project,
we prioritized
emotion and
the tangible aura.”

Susann Konratzki
Director of Planning Department, Walter Knoll



DYNAMIC &
VIBRANCY



CLARITY & POWER
ARCHAIC

Manifesting our identity

Collage as a guide
to interior design.

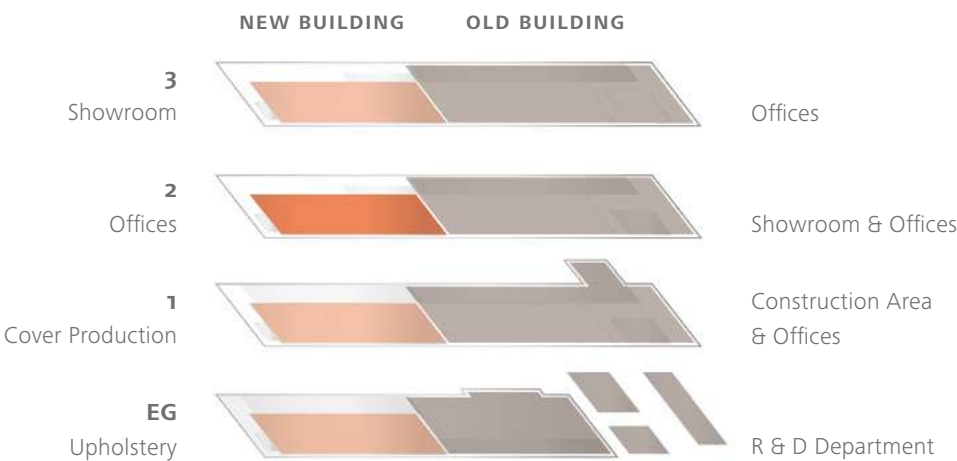
AURA OF THE SPECIAL
FINESSE & DIGNITY

The right space for every work situation and type of communication

Spatial organization: Our office of the future is a space that optimally supports every task, from focused individual work to creative teamwork. We offer various areas for diverse activities, allowing each team member to choose the workspace that best fits the current task. By moving away from traditional seating arrangements, we gain flexibility and move closer to a new, needs-based, interdisciplinary and identity-creating work environment.

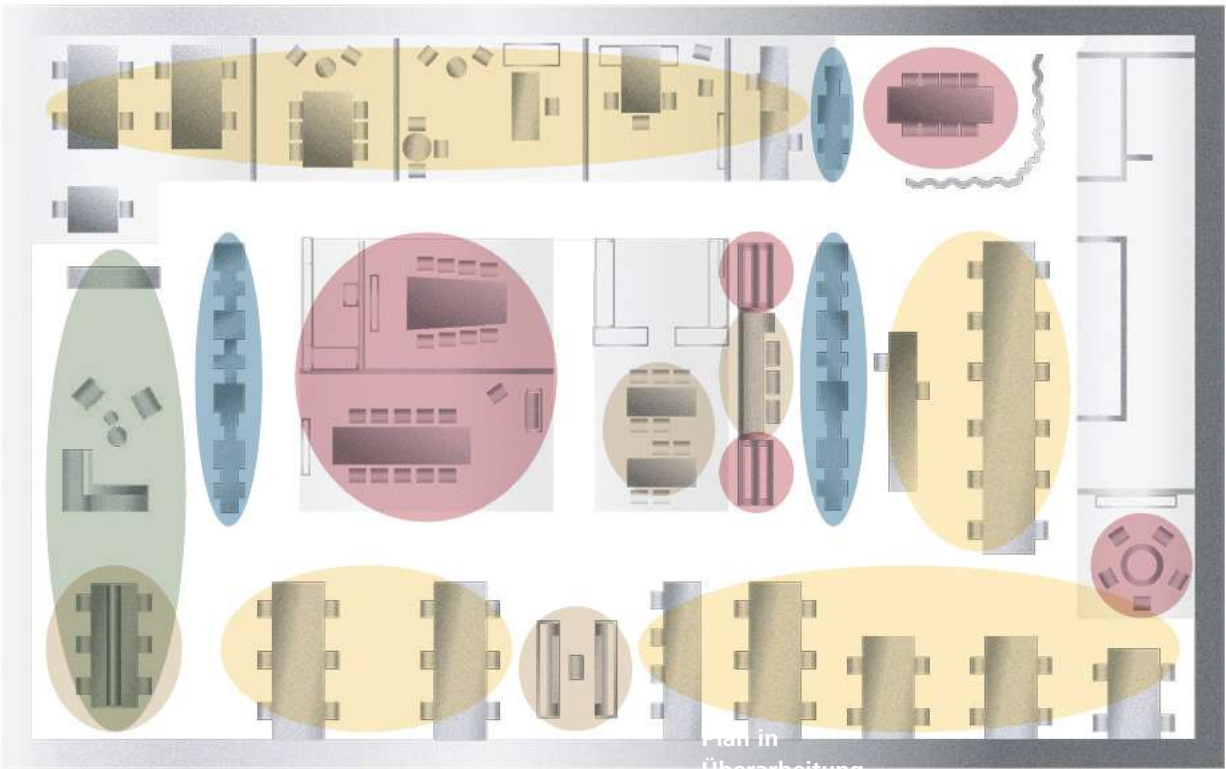
Following the principle of activity-based working: This model was developed in the 1970s and 1980s by US architects Phillip Stone and Robert Luchetti. It places the changing needs of people at the center. The choice of workspace within the office becomes a fundamental component of the workplace experience.

Customer experience throughout the building.
The new and old building complement each other in terms of their function and architecture.



Where does what take place?

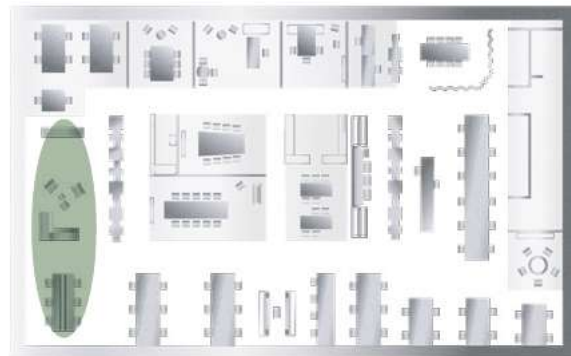
Mixed-use zones as a structure. With the flexible layout in the newly designed offices in the new building, we can react agilely to changing situations in the future.



- Lounge & Welcome Area
- Social Hubs
- Workspaces
- Meeting & Conferencing
- Organization & Storage

Lounge & Welcome Area

Arrive and feel at home. The Welcome Area gives you a first impression of the atmosphere and is an easy place to meet. Particular attention is paid to the effect of the colors, materials, and coziness. The comfort of Walter Knoll furniture can immediately be perceived by anyone who takes a seat.

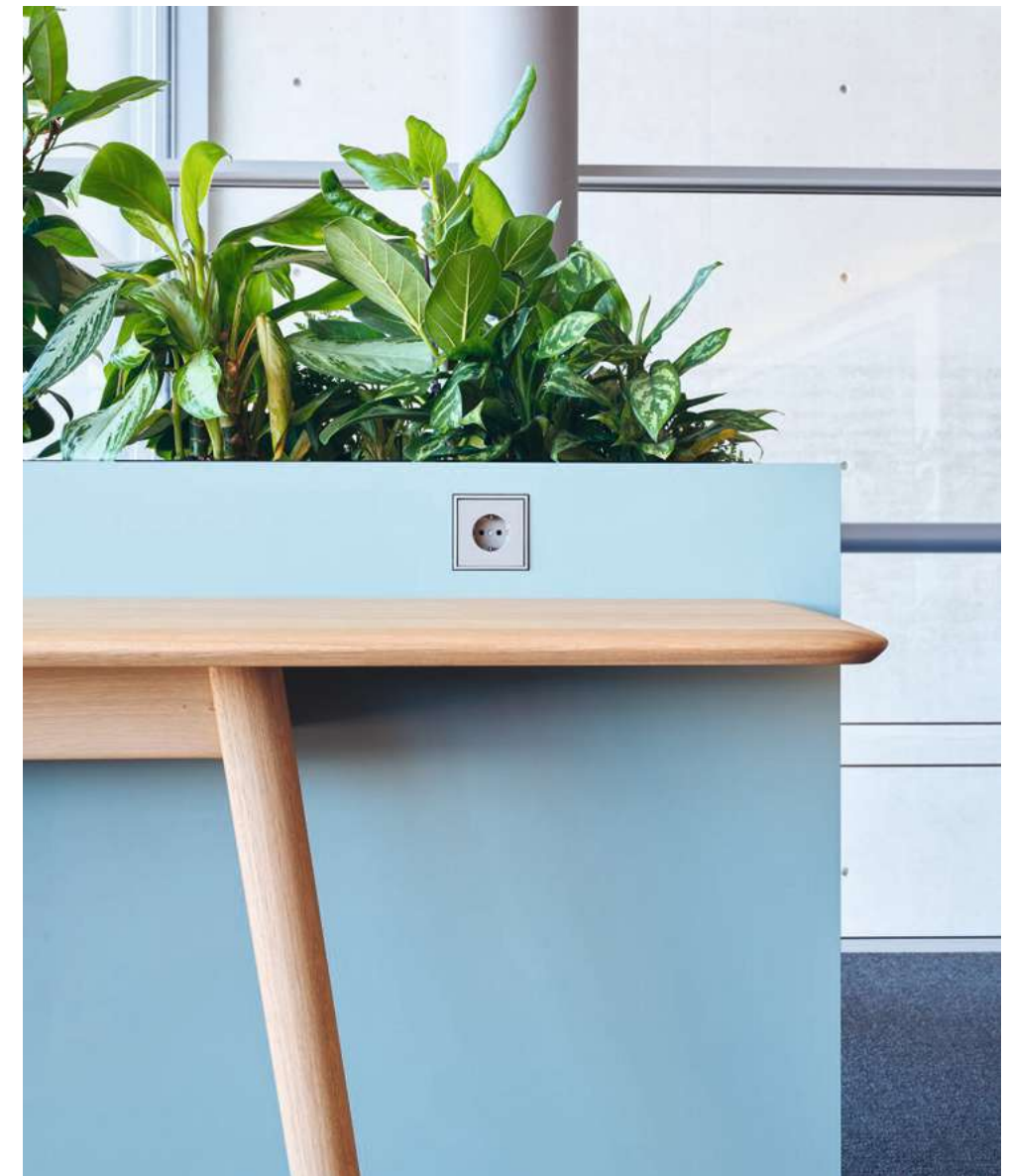


Lounge & Welcome Area of our newly designed workspace.





Leather, oakwood, real green – the room comes alive with high-quality, authentic materials.

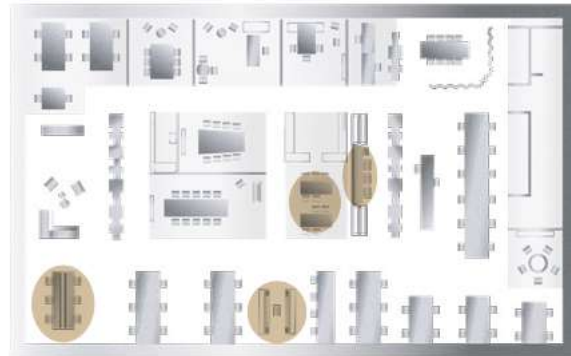


Special room elements, such as the room dividers made of leather straps, celebrate the craftsmanship.

Customized Deen Table made of high-quality solid wood.

Social Hubs

Collaborating in an increasingly complex world. Casual get-togethers, shared breaks, and informal meetings are what most people miss when working from home. Our social spaces foster a sense of community and encourage direct, open communication, helping strengthen company culture. There are different types of spaces, from retreats to terraces. With space and comfortable seating for several people, the furnishings encourage people to come together.



Sofas for discussions and socializing, acoustically protected by sound-absorbing screens. The Muud Silent Sofas create a space within a larger room.





Sitting area with upholstered Ison Bench and Lox Table as a cozy lounge.

Workspaces

Agile workspaces enable agile action.

Co-working, in a team, individual workspaces for focused work, executive offices: We have workspaces in several locations that can be selected as needed. Different situations for different needs, for occasional presence or permanent use – activity-based working.



High quality: With the worktables made of oak, we exceed the standard – a choice we have deliberately made as a mark of appreciation for our employees.





Every day the team comes into contact with the materials we use in our furniture and offer to our customers. The quality is tangible.





Creative work at the Material Library in the open space.



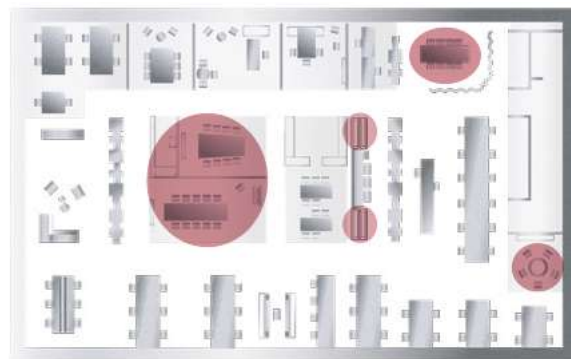
Flexible workspace with desk sharing.



Open space standards: height adjustable desks, integrated lighting and desk management, charging station under the desk.

Meetings & Conferencing

We offer several options for meetings and conferences: activity-based meeting – depending on your needs and objectives. For short or long meetings, large or small groups, open or closed, face-to-face or digital. Comfort and ease of use are important to us. The furniture always works intuitively and is precisely tailored to the space.



Open spaces for collaboration
and spontaneous meetings.





Stimulating atmosphere for workshops and creative brainstorming sessions.



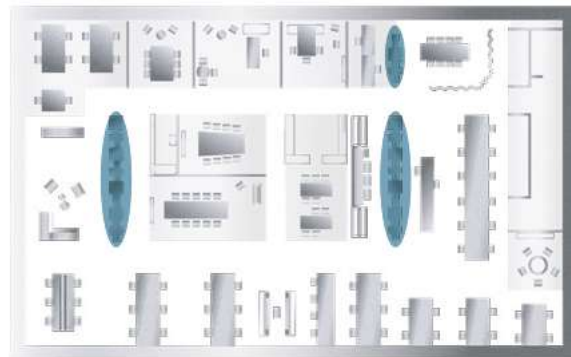
Conferencing with digital equipment for video conferences and presentations.



Organization & Storage

Smart space division and elegant back-office:

We use large block furniture for spatial organization and as storage modules. Here, work materials and technology can be discreetly stored. The foundation is our storage system. The zoning creates clarity and reduces distractions, while the spatial elements help to dampen noise.



Request from the team: "We don't want to see any more gray, we want more green!" In addition to the real green plants, the green Fenix surfaces of the room elements are also taken into account.





Factors for enhancing well-being

We see it as our mission to create spaces where people immediately and intuitively feel comfortable. How can we achieve this?



Materials that touch

We achieve warmth and well-being in a space through materials and surfaces. They have the ability to engage the senses and transform a space into a multisensory experience. They convey a sense of comfort and calm. And they move people in a positive way: Surrounded by high-quality materials, people can thrive and contribute productively better. Once we touch a piece of furniture, we enter into a beautiful relationship with the product. You will always recognize a Walter Knoll piece by the finish of its surface – pleasant to touch and tactile.

Colors that create atmosphere

Colors influence our perception and the feeling of a space. No matter how modern our lives are, we always seek a certain naturalness in our environments. For us, nature is the greatest source of inspiration. All the colors and materials we use can be combined in endless ways. The natural colors are timeless and elegant, remaining modern and appealing even after years. Earth tones and soft colors create a calming and harmonious atmosphere. These colors bring a piece of nature indoors, which is particularly refreshing and beneficial in a corporate context.



A style reflecting one's own values and corporate identity

The aesthetics of Walter Knoll are characterized by a clear, timeless elegance that combines minimalism with craftsmanship. They are based on the principles of Bauhaus design, with formal reduction guiding us. Our understanding of aesthetics conveys harmony between comfort, clear lines, and lasting quality. We strive for our furniture to exude style and sophistication in both residential and work environments. You will find iconic pieces that are adapted to contemporary needs.



Discover the newly designed offices virtually in a 360° view.



Our furniture for workspaces that make you feel good

Experience natural materials
and sustainable innovation.

Aion Table.

Design: Foster + Partners.





Archaically beautiful – a wooden table reduced to its essential components.

On a strong foundation rests a gently curving tabletop with a soft profile. It's a sight that feels instantly familiar, as its unadulterated form and structure speak of originality and authenticity. Strong in expression and sculptural in appearance. Craftsmanship and timeless validity manifest in this table, resulting from a partnership with the international design and architecture firm Foster + Partners.





The tabletop can also be equipped with our Connector X-System. These connectors, conveniently located along the table's center axis, are easily accessible and can be fitted with inserts made of leather.

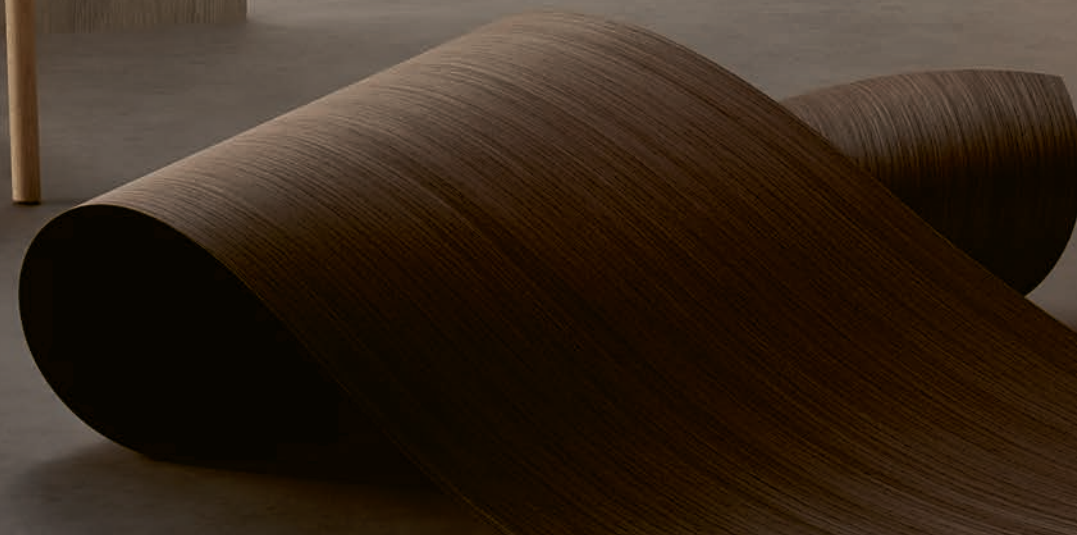
The Fenix material smoothly covers the surface gently reflecting incoming light and flowing over the soft profile. An elegant contrast is created with the integrated solid wood edge.

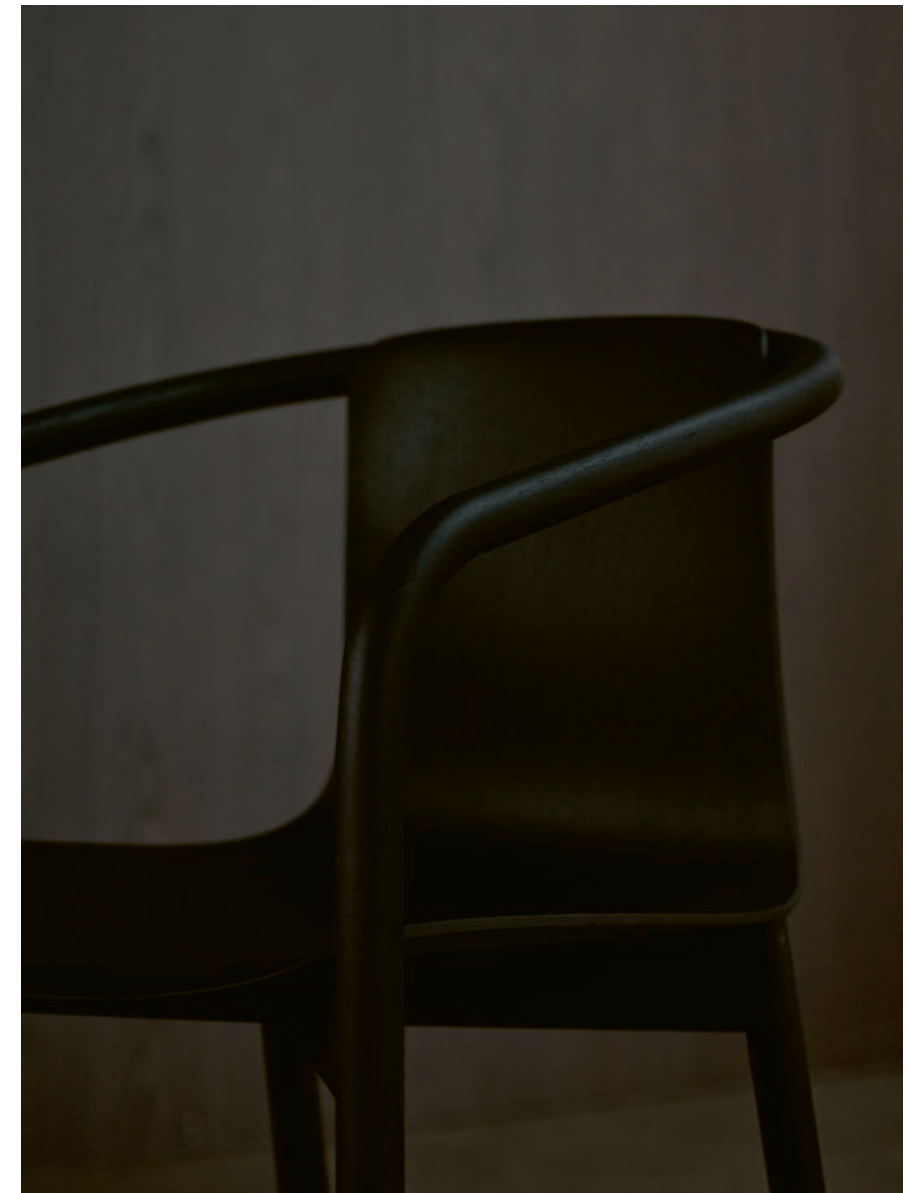
Learn more
about Aion Table



Osuu Chair.

Design: Foster + Partners.





Our Osuu Chair is a lightweight wooden chair. The combination of bent-wood and plywood in an all-wooden chair is unique and beautiful, yet so complex. There is a special harmony and filigree in the aesthetic and workmanship of the chair. The filigree design of the Osuu Chair combines various disciplines of woodworking, with innovative and excellent craftsmanship bringing them to fruition.



The emotional, organic lines of the chair are a pleasure to behold from every perspective. Sitting on the chair, one immediately feels at ease.

Learn more
about Osuu Chair



Temno Table.

Design: EOOS.





In artistic harmony, architecture and sculpture merge, inspired by classical and modern sculpture. While its powerful form remains, the round tabletop of the Temno Table invites shared moments and conversations. A table that connects and places togetherness at its core. As an inviting space for inspiring encounters – perfect for conversations, creative exchanges, and collaborative work.

Learn more
about Temno Table





The Evo Concept – a dynamic development of our products

We are adjusting in order to make
a sustainable contribution.

Leadchair Evo.

Design: EOOS.





Leadchair Evo combines the essential components for maximum seating **comfort**: a cozy sink-in feel, comfortable suspension, and pleasant ventilation. Thanks to intelligent constructions and modern materials, this swivel chair is produced entirely without conventional upholstery foam. A chair that supports individual needs in the office – listening and relaxing, actively engaging in dialogue, or working with focus.



The structure of lines and surfaces, highlighted in the distinctive backrest of the Leadchair family, is reflected as tucks in the backrest and seat of Leadchair Evo.



Learn more
about Leadchair Evo



Yunity Chair.

Design: EOOS.





A play of lines and curves shapes the metal frame, with the cushioned seat shell seemingly floating above it. The metal and plastic armrests, with their soft contours, create an aesthetic appearance. A well-formed seating surface made of plastic offers tactile comfort. Yunity is the companion for moments when people come together, and ideas come to life.



Yunity stands for connection and shared experiences. Agile and lightweight, this comfortable chair is ideal for spaces that need to adapt to changing needs.

Learn more
about Yunity Chair



Sheru Evo.

Design: EOOS.





With Sheru Evo, we continue writing our evolutionary story. This variant of the chair combines comfort and timelessness with minimal use of materials, eliminating the use of foam. The easily interchangeable cover ensures individuality and durability. With this chair, we create a harmonious balance between comfort and sustainability, contributing to a sense of well-being.





The effortless separability of Sheru Evo allows for reintegration into the production cycle at the end of its useful life.

Learn more
about Sheru Evo





We invite you to our home

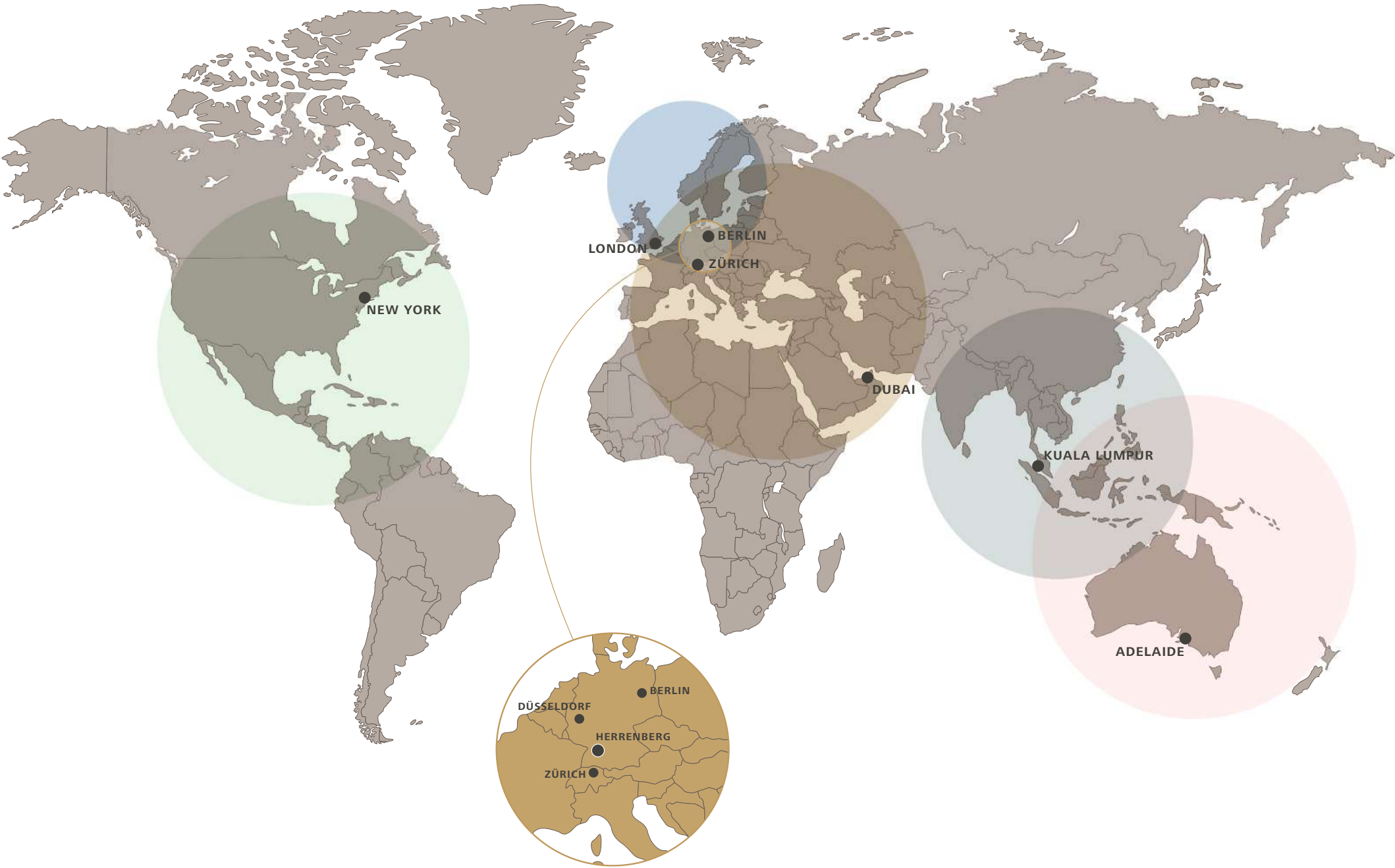
Have we piqued your curiosity and made you want to take a closer look at your own working world and the furniture in it? Then come and visit us. We would love nothing more than to show you our newly designed rooms and our products live. Because you can only really feel how a room looks when you are actually in it. We look forward to your visit – our team is already waiting for you in our Brand Land in Herrenberg.

Headquarters & Showroom

Bahnhofstraße 25
71083 Herrenberg, Germany
+49 7032 2080
[Showroom.herrenberg@walterknoll.de](mailto>Showroom.herrenberg@walterknoll.de)

Walter Knoll Showrooms Worldwide

We are here for you, wherever you may be: Discover Walter Knoll world-wide and receive professional advice from our team. Visit our showrooms to familiarize yourself with our full range of services and customize them according to your preferences. We would be delighted to welcome you as our guest to our Walter Knoll headquarters in Herrenberg, Germany. See our craftsmanship for yourself on-site.



Welcome to Walter Knoll

Headquarters & Showroom Herrenberg

Bahnhofstraße 25
71083 Herrenberg, Germany
+49 7032 2080
[Showroom.herrenberg@walterknoll.de](mailto>Showroom.herrenberg@walterknoll.de)

Showroom Berlin

Einsteinufer 63a
10587 Berlin, Germany
+49 151 52608001
[Showroom.berlin@walterknoll.de](mailto>Showroom.berlin@walterknoll.de)

Showroom Düsseldorf

Cecilienallee 15-15a
40474 Düsseldorf, Germany
+49 151 52608012
[Showroom.duesseldorf@walterknoll.de](mailto>Showroom.duesseldorf@walterknoll.de)

Walter Knoll Showroom Frankfurt QX Manor

Lerchesbergring 96
60598 Frankfurt, Germany
+49 172 8250095
[Showroom.frankfurt@walterknoll.de](mailto>Showroom.frankfurt@walterknoll.de)

Showroom Zürich

Industriestrasse 39b
8304 Wallisellen, Switzerland
+41 41 7286712
[Showroom.zuerich@walterknoll.ch](mailto>Showroom.zuerich@walterknoll.ch)

Showroom London

42, Charterhouse Square
London EC1M 6EA · United Kingdom
+44 20 77965950
[Showroom.london@walterknoll.de](mailto>Showroom.london@walterknoll.de)

Showroom New York

Walter K.
1140 Broadway, Suite 504
New York, NY 10001 · USA
+1 917 9723470
[Showroom.newyork@walter-k.com](mailto>Showroom.newyork@walter-k.com)

Showroom Kuala Lumpur

A1-6-1, Arcoris Business Suites,
Jalan Kiara, Mont Kiara
50480 Kuala Lumpur, Malaysia
+60 12 2360386
[Showroom.kualalumpur@walterknoll.de](mailto>Showroom.kualalumpur@walterknoll.de)

Showroom Salisbury South

13 Rundle Road
Salisbury South, SA 5106, Australia
+61 8 81823925
info@walterknoll.com.au

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Tom Leifer Design GmbH
Hamburg, Germany

Text & Concept
All About Next
Lena Maier
Stuttgart, Germany

Walter Knoll AG & Co. KG
Herrenberg, Germany

Photos
Stephan Abry
Hamburg, Germany

Hans Georg Esch
Hennef, Germany

Mierswa Kluska
München, Germany

Philip Kottlorz
Tübingen, Germany

Simon Sommer
Ostfildern, Germany

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