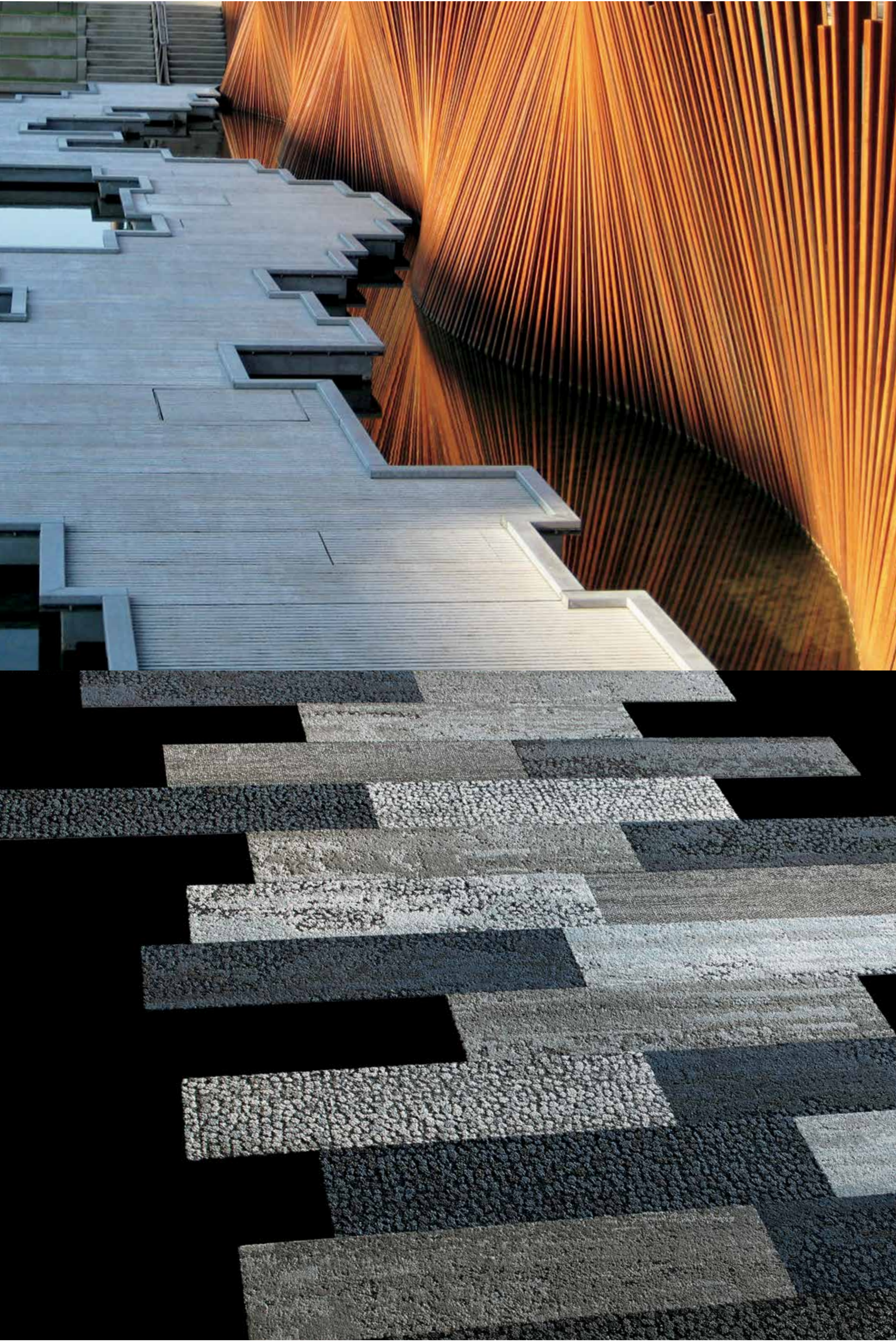


WHAT IS  
HUMAN  
NATURE?



**Interface®**





# WE KNOW THAT CARPET TILE CAN'T CHANGE THE WORLD, BUT IT CAN INSPIRE THOSE WHO WILL.

What is human nature? It's more than just a connection. It's a cycle of beautiful ideas. It inspires a belief that where we create, can affect what we create—that design should have seamless options. A skinny plank that creates new possibilities, that sustainability isn't a choice, it's a requirement. That when geometry fuses with nature, beautiful things happen.

It starts from the ground up, influencing the ways we tinker, toy, and imagine. We know that carpet tile can't change the world, but it can inspire those who will.

Shaping ideas, in spaces of every size. Introducing The Human Nature™ Collection by Interface®

## TABLE OF CONTENTS

03	Introduction
04	Beautiful Thinking   Mikhail Davis
05	One Year In   Miriam Turner
06 – 07	An Outstanding Architectural Solution   Jennifer Busch
08 – 17	Changing World, Changing Work
18 – 23	The Human Nature Collection   David Oakey Designs
24 – 25	We Work   Interview with Devin Vermeulen
27	Resilience, Evolution & Adaptability



# BEAUTIFUL THINKING

BY MIKHAIL DAVIS  
Director of Restorative Enterprise  
Advances our journey to Mission Zero by building internal leadership

## Our design reveals our assumptions.

Since the Industrial Revolution, many of our designs have assumed we live in a world of unlimited natural resources and a belief that our fate is completely independent from that of the rest of life on Earth. It is not.

## Our assumptions have consequences.

Designing as if we're the only species that matters and that Nature has value only as an endless source of raw materials has left us facing global challenges. This includes destabilisation of climate and depletion of once abundant natural resources, impacting fisheries that feed us, forests that cleanse air and retain soil, plus wetlands that clean water and prevent flood.

While some of us are temporarily unaffected by these consequences, an ever-growing population feels the impact every day as they struggle to make a living from our overburdened land and water.

But dwelling on disturbing trends, and concern for our collective future, will stop humanity from tapping into connected creativity. Fear may help us survive but doesn't always encourage creativity.

How can we create conditions for breakthrough innovations to address our world's greatest challenges?

## Being a Part of Nature. Not Apart from Nature.

It's inherent as a species that we seek to solve problems but first we must reconnect to the source of our creativity; the living world around us in which we first learned to invent, our ultimate mentor for sustainable design.

Biophilic design reminds us we're more healthy, productive and creative when surrounded by Nature, or even environments that stimulate our senses in the same ways. Having a high degree of variability gives us choice, and control.

What if the power of our evolutionary connection with Nature holds the key to unlocking a new wave of human ingenuity?

Neuroscience and architectural research are converging, informing us that we need to create spaces that tap our connection to Nature to bring out the best in humanity.

As Humans we have a curious nature and a unique capacity for imaginative thought.

What would we design if we worked in spaces that reminded us of our connection to the living world of Nature?

## How would our assumptions change?

What would the world look like if we were more interconnected with the vitality of all living systems on planet Earth?

At Interface, we choose to find sustainable solutions to questions like these collaboratively amongst ourselves, and with others. We call this approach Co-Innovation—and we see it as an open invitation to all to join us in thinking beautifully.



# ONE YEAR IN

BY MIRIAM TURNER  
Assistant Vice President Co-innovation  
Leads innovation concepts, strategies & implementation programmes

Established in 2013, Net-Works™ is a first step in creating a truly restorative loop in carpet tile production, cleaning up oceans and beaches while also creating financial opportunities for some of the poorest people in the world. Over 660 million people on the planet depend upon the oceans to support their livelihood. This program means that impoverished villagers can participate in meaningful work that helps provide income for their families, cleaning up the natural environment, while at the same time, creating a viable supply channel to support our products.

Net-Works™ isn't charity – It's not a one off beach cleanup – It's an inclusive business model; a way of enabling remote communities to become part of our Interface Supply Chain by selling discarded and waste nylon fishing nets to our partner, Aquafil. Net-Works is helping take harmful marine waste and turn it into beautiful recycled content carpet tile.

One Year In – Our partnership with Aquafil and the Zoological Society of London (ZSL) is making a real impact...

*"The Net-Works partnership between Interface and Aquafil has been nothing but mutually beneficial," explained Giulio Bonazzi, President & CEO Aquafil SpA. "Through our collaborative efforts, we have been able to bring to life a unique initiative, which can deliver long term benefits to both the environment and the local community. Interface and the Zoological Society London were in fact extremely effective in setting up procedure for the collection, sorting and packing of fishing nets that are abandoned. It is not a charity initiative that disappears when media attention shifts. It is indeed a sustainable model, which Interface is planning to replicate in other parts of the world, and where Aquafil will always be proud to participate."*

So far, 27,000 kg of nets have been collected, cleaned and baled from 24 villages.

That's nearly 60,000 pounds of nylon fishing nets that, if left unattended, can threaten the environment, including water, marine life and beachfronts, and the land on which people live.

Laid end to end, the waste nets mentioned here would stretch halfway around the world.

Equally important is that the quality of nylon fibers from these nets being recycled into our supply chain has surpassed all expectations.

Following the earthquake and super Typhoon that struck the islands of the Philippines in October 2013 many of our original Net-Works cleanup sites were affected.

By pulling together around the globe, Interface associates, Aquafil and our customers managed to raise \$40,000 in relief aid. Through ZSL, that went directly towards immediate relief efforts on the ground.

Team members used our existing Net-Works transportation channels to make certain food, water and shelter were brought to those people who needed it most: "aid out, nets back" was how our partners at ZSL described this.

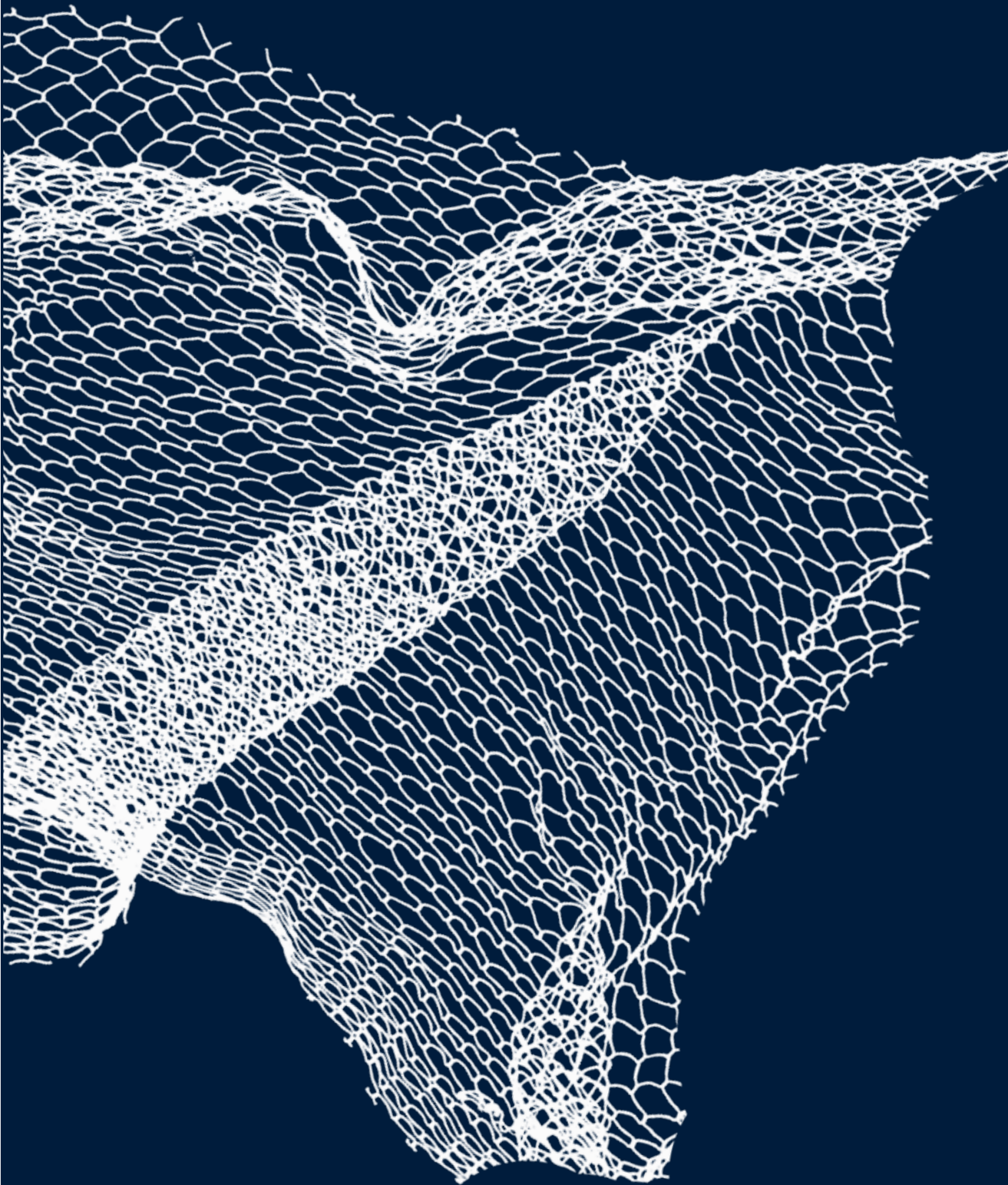
Without these established systems many remote communities may have been unable to receive aid of any kind. And with many villagers still unable to rely on previous livelihoods, the Net-Works programme continues to provide a source of income to residents collecting discarded or waste nylon nets.

## An eye to the Future

How will we expand this effort?

Interface is committed to a core team of leaders who will work together to coordinate and expand the Net-Works program globally over the next 3 years with continued work in the Philippines along with new sites off the Coast of Africa in Cameroon.

Net-Works continues to be an inspiring example of beautiful thinking.







*The First Waterbank School was built for the Usonyiro Primary School and a community from seven tribes, with no sanitation, no water and limited resources.*

# AN ELEGANT ARCHITECTURAL SOLUTION

JENNIFER BUSCH

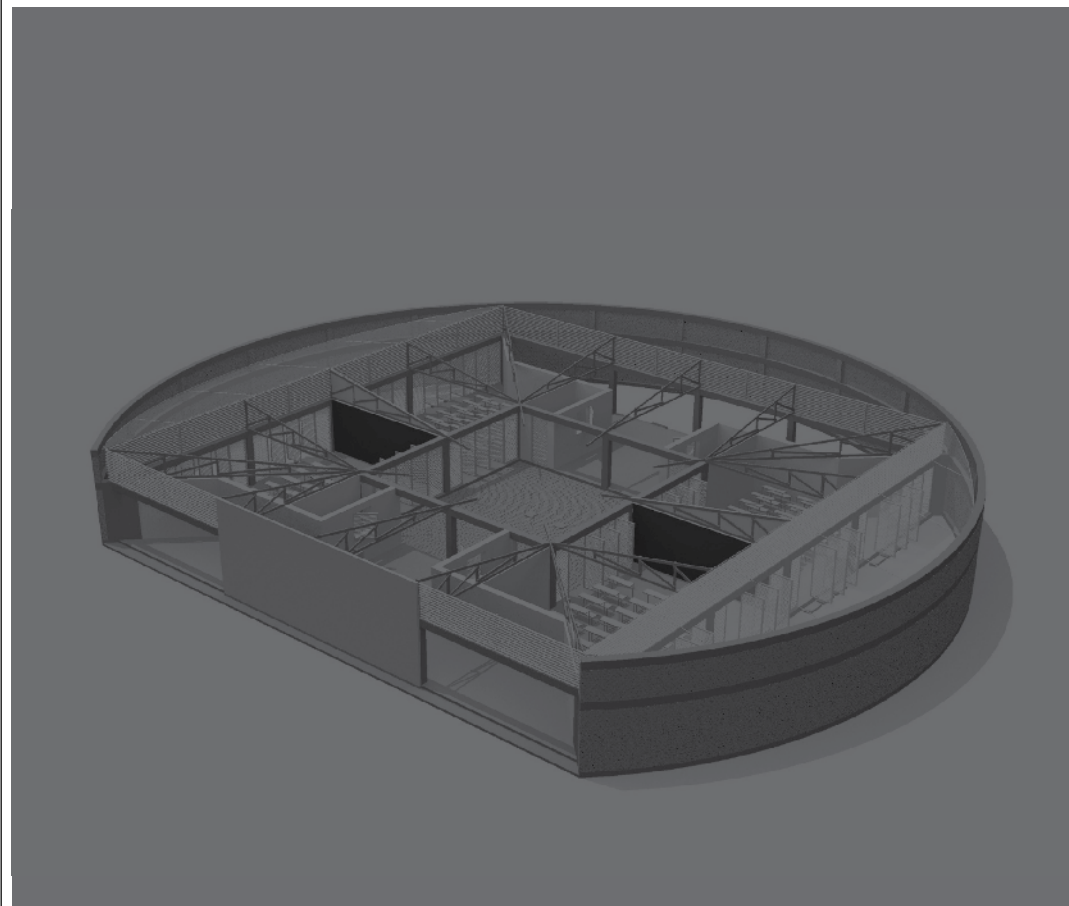
Exterior Building Concept becomes a Natural Solution via Interface's Partnership with Buckminster Fuller Institute (BFI)

Waterbank Schools—a special award winner in the prestigious Buckminster Fuller Challenge—founded in 2007 sponsored by Interface in 2013—was designed by PITCHAfrica's Jane Harrison and David Turnbull to address the needs of areas in Africa that lack easy access to clean water.

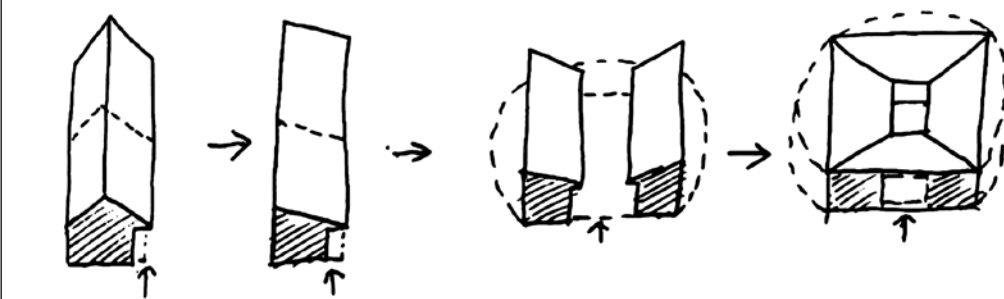
"Water insecurity brings a myriad issues with it, from poor nutrition and health to gender inequality and the threat of conflict," says Turnbull, professor of architecture at New York's The Cooper Union, and design director for PITCHAfrica. This insecurity brings a high social cost as well, as neighbouring tribes often fight over clean water, and foraging for water is considered girls' work, which keeps young women out of school.

The first Waterbank School in Laikipia, Kenya, with its underground reservoir, harvests 360,000 litres of water during two rainy seasons. That water is collected and stored in a holding tank and pumped daily and filtered to provide drinking water on demand. The 300-student Waterbank School is an alternative to typical barrack type buildings, cost only \$60,000 to build, and also acts as a community center and teaching tool. Each of the four classrooms looks out onto a community garden that is irrigated with grey water from hand washing. A perimeter wall creates special micro-climates and protects the crops from wildlife, while a central courtyard serves as a community theater.

"Our mission is to support as many whole-systems approaches as we can," says BFI Executive Director Elizabeth Thompson. "Interface joined us as dedicated contributors in the field." Now Interface is working with The Waterbank School to determine how to best leverage the company's expertise in support of the groundbreaking project's growth over a six-month period of time. Interface's partnership with BFI honors the synergies between the profoundly relevant legacies of its founder Ray Anderson and designer and inventor Buckminster Fuller. "The Waterbank School's simple design is an elegant and practical way of addressing sanitation, health, and education," said Dan Hendrix, Chairman and CEO of Interface, Inc. "As Ray Anderson would have said, it is so right, so smart."



*The Waterbank School is set inside a circular perimeter wall made from local stone that protects the school, community areas, the classroom gardens and 150,000 litres of water stored in a reservoir under the central courtyard.*



*David Turnbull's drawing explaining the design transition from 'business as usual' barrack style school building to a Waterbank School with twice the volume, and a reservoir of drinking water - all for the same price as the conventional approach.*



*A special day in the construction of the Waterbank School: a community 'Harambee' when the school community gathered to dig the foundations.*



*on right: The inside-outside classrooms include protected gardens for the cultivation of nutritious vegetables as part of the typical school day.*



*To test the approval rating of filtered water, workshops were held with the staff and students at the School, it tasted good. This was an important moment.*



*The courtyard is big enough for all the students and staff to get together for School Assembly or for Theater events. Here are the students listening to a presentation by one of the older boys. Under the floor that they are sitting on, life-giving water.*





# CHANGING WORLD, CHANGING WORK

Imagine a building without rooms, a room without walls. Picture vast collections of people united not by national identity, but through global and international cyber-networks, living in a world without borders, and experiencing days that never end. In many ways, thanks to technology, this is the context in which so many of us around the world work today. It's a context in which the only constant is change— at ever faster rates of speed.

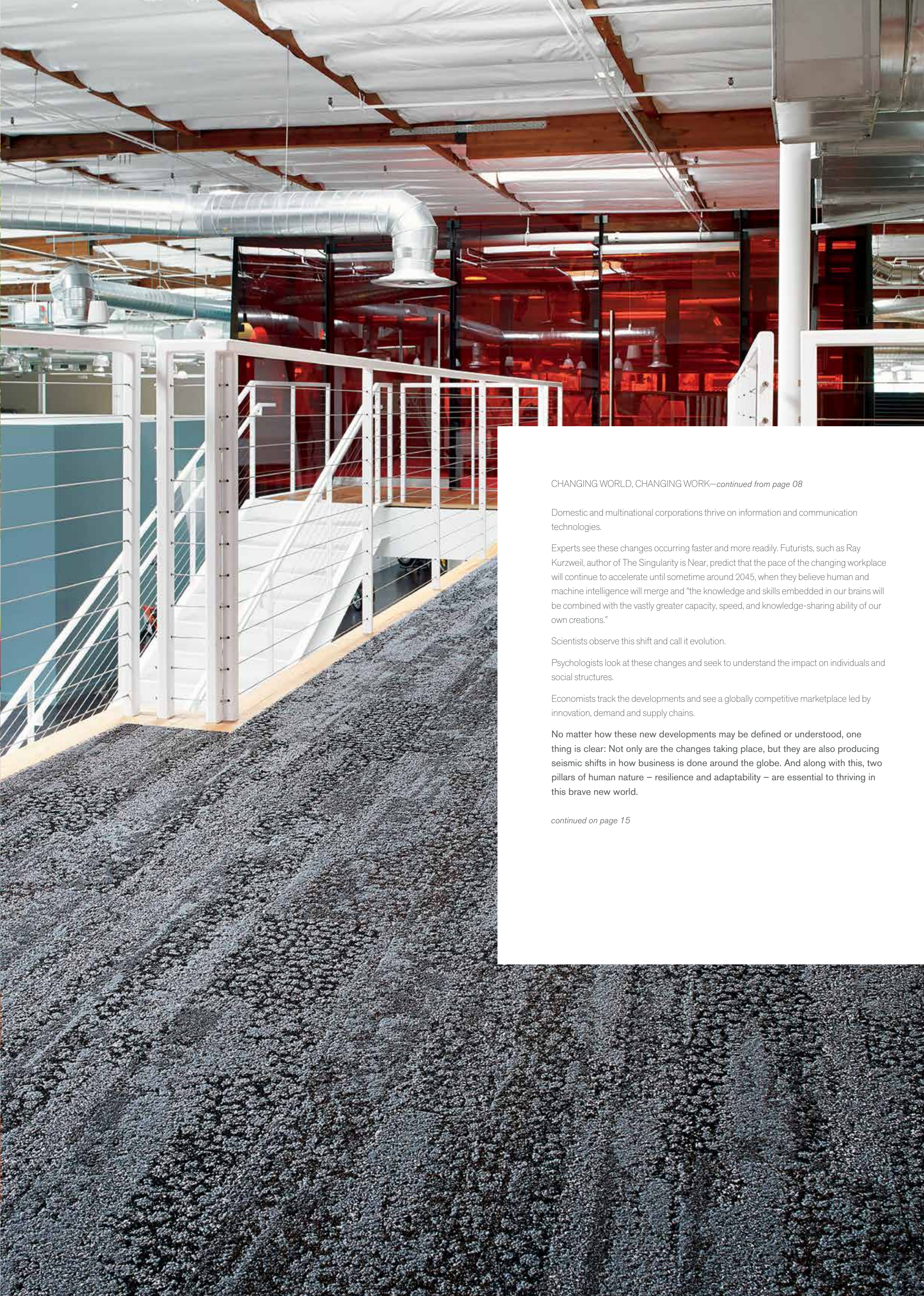
Whether working in New York or New Delhi, London or Los Angeles, Dubai or Dallas, people across the globe, working in virtually every segment of business have instant access to design tools, information, imagery and events that may originate down the hall, across the street, in another country, or in different parts of the world simultaneously.

Yet, only 25 years ago, the world was a vastly different place. In 1989, Sir Tim Berners-Lee, a British physicist working at CERN, a particle physics laboratory in Europe, wrote a memo to his boss, suggesting the creation of a "web" of notes with links (like references) between them" as a way to share information over a computer network. Less than two years later, he introduced his first Web pages and released the code for his system to the world for free—and the World Wide Web was born. His gift allowed ordinary people to access and share concepts, ideas, documents and interact virtually and the world took an exponential leap into a new era.

*continued on page 11*







CHANGING WORLD, CHANGING WORK—continued from page 08

Domestic and multinational corporations thrive on information and communication technologies.

Experts see these changes occurring faster and more readily. Futurists, such as Ray Kurzweil, author of *The Singularity is Near*, predict that the pace of the changing workplace will continue to accelerate until sometime around 2045, when they believe human and machine intelligence will merge and “the knowledge and skills embedded in our brains will be combined with the vastly greater capacity, speed, and knowledge-sharing ability of our own creations.”

Scientists observe this shift and call it evolution.

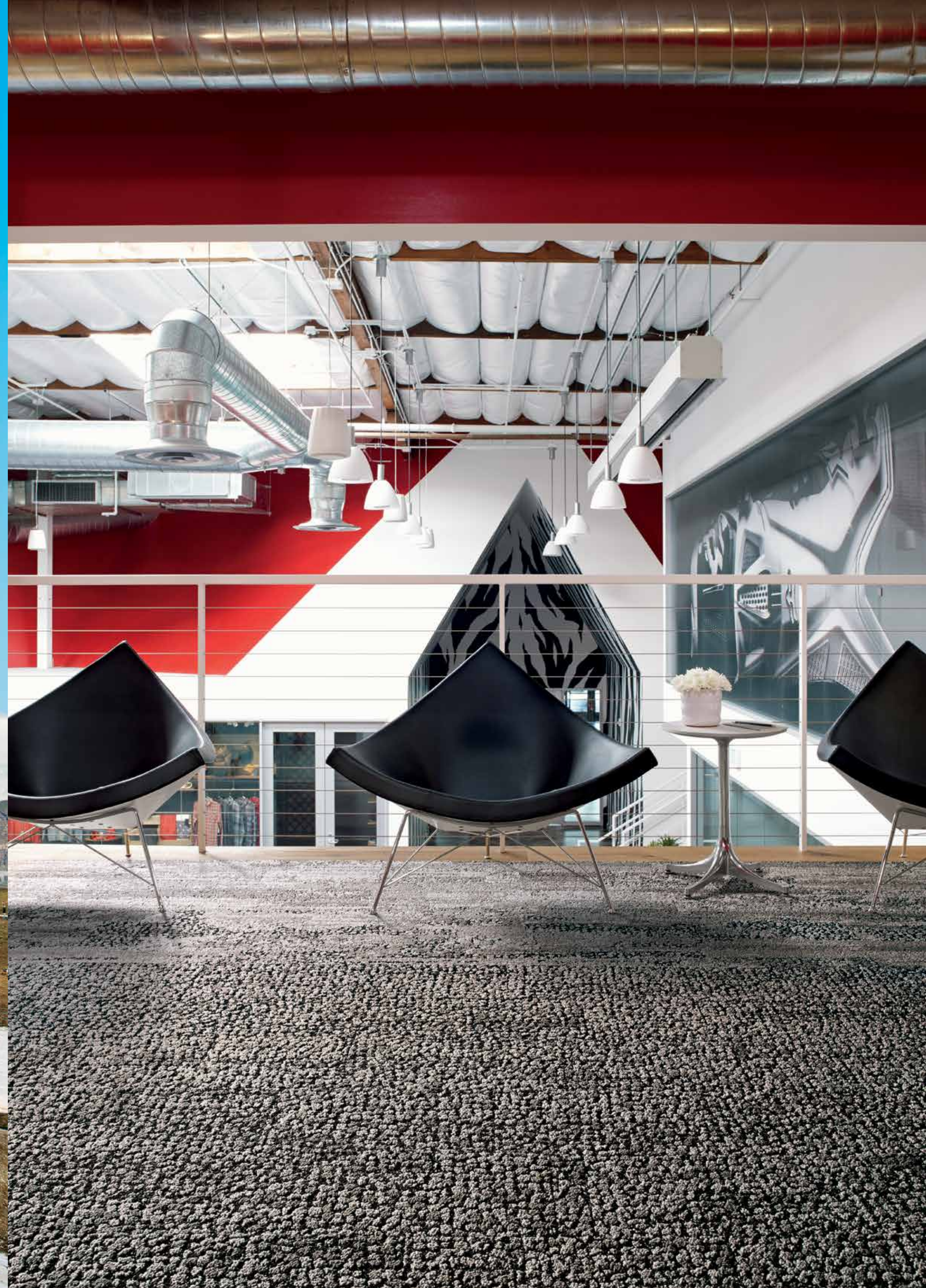
Psychologists look at these changes and seek to understand the impact on individuals and social structures.

Economists track the developments and see a globally competitive marketplace led by innovation, demand and supply chains.

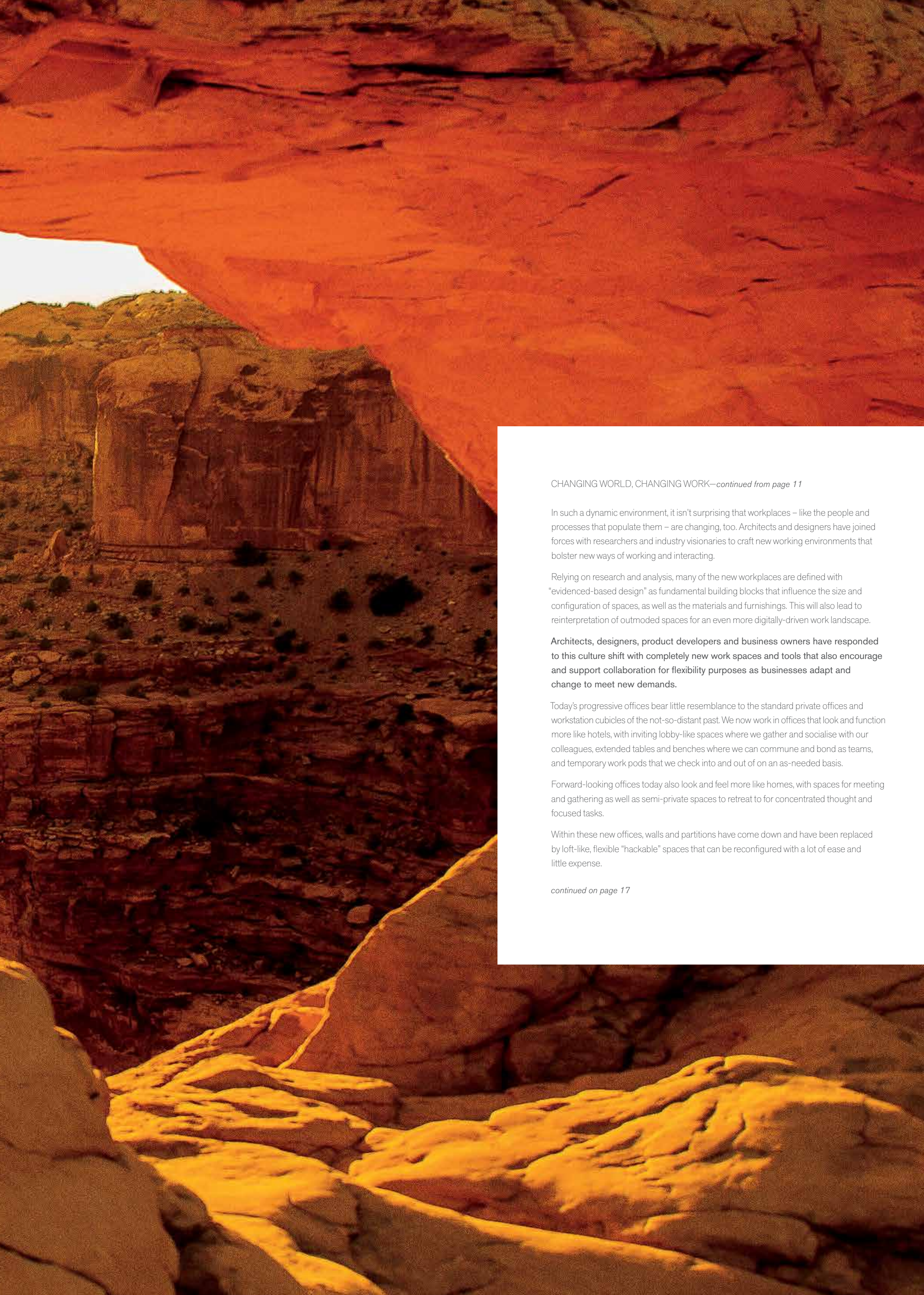
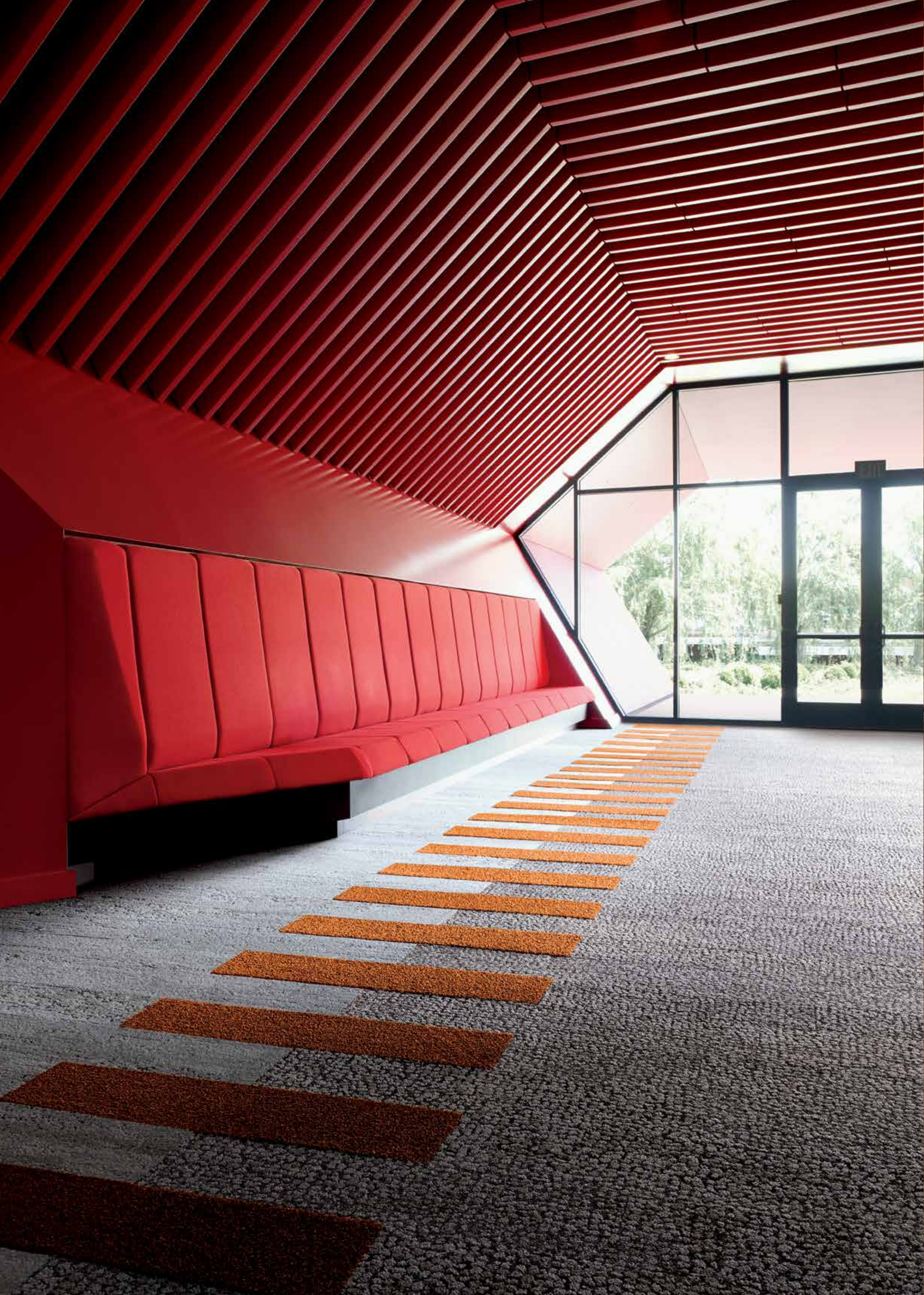
No matter how these new developments may be defined or understood, one thing is clear: Not only are the changes taking place, but they are also producing seismic shifts in how business is done around the globe. And along with this, two pillars of human nature – resilience and adaptability – are essential to thriving in this brave new world.

continued on page 15









#### CHANGING WORLD, CHANGING WORK—*continued from page 11*

In such a dynamic environment, it isn't surprising that workplaces – like the people and processes that populate them – are changing, too. Architects and designers have joined forces with researchers and industry visionaries to craft new working environments that bolster new ways of working and interacting.

Relying on research and analysis, many of the new workplaces are defined with “evidenced-based design” as fundamental building blocks that influence the size and configuration of spaces, as well as the materials and furnishings. This will also lead to reinterpretation of outmoded spaces for an even more digitally-driven work landscape.

**Architects, designers, product developers and business owners have responded to this culture shift with completely new work spaces and tools that also encourage and support collaboration for flexibility purposes as businesses adapt and change to meet new demands.**

Today's progressive offices bear little resemblance to the standard private offices and workstation cubicles of the not-so-distant past. We now work in offices that look and function more like hotels, with inviting lobby-like spaces where we gather and socialise with our colleagues, extended tables and benches where we can commune and bond as teams, and temporary work pods that we check into and out of on an as-needed basis.

Forward-looking offices today also look and feel more like homes, with spaces for meeting and gathering as well as semi-private spaces to retreat to for concentrated thought and focused tasks.

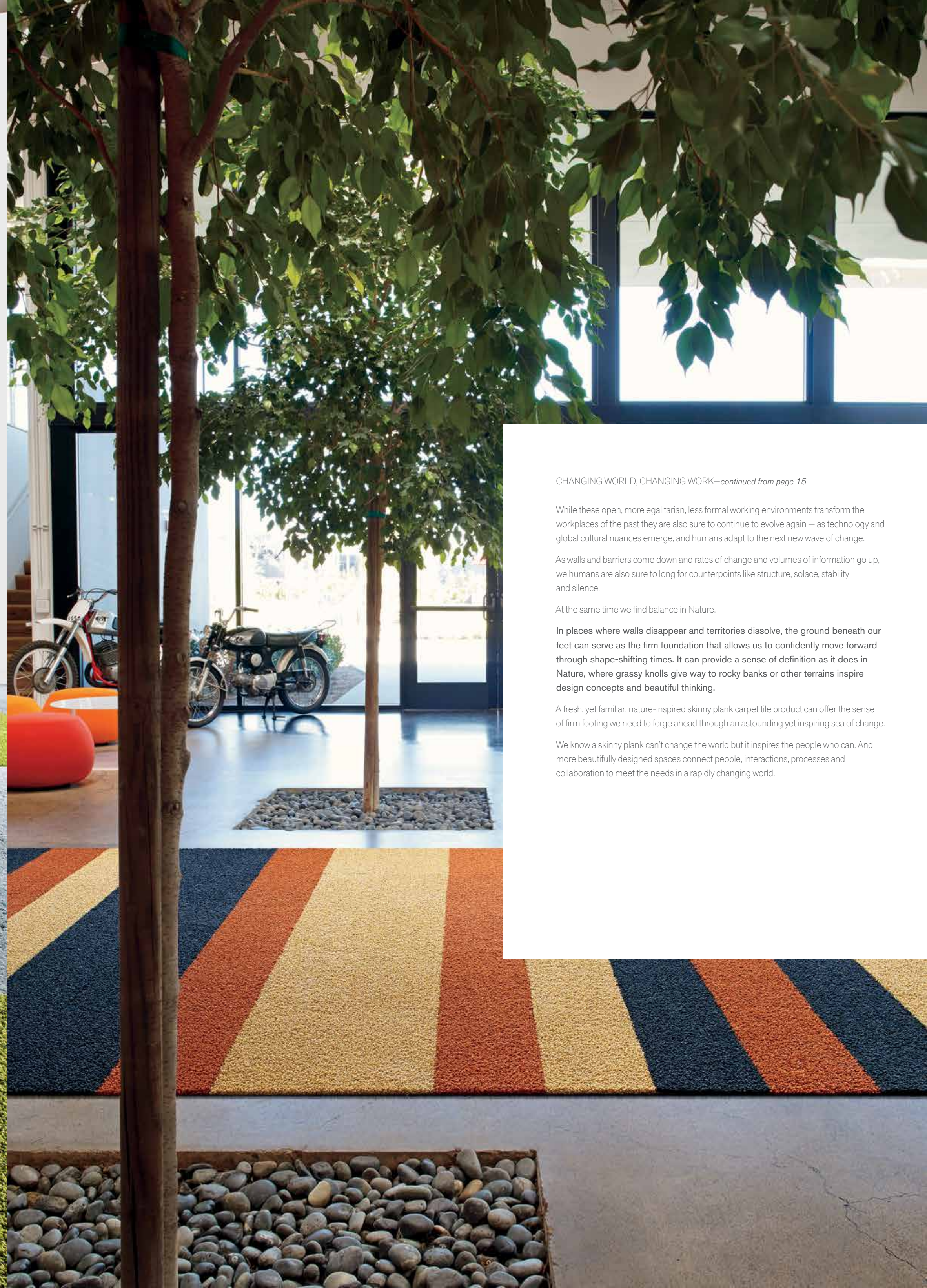
Within these new offices, walls and partitions have come down and have been replaced by loft-like, flexible “hackable” spaces that can be reconfigured with a lot of ease and little expense.

*continued on page 17*





HN810, HN840, HN850 – Limestone; HN830 – Kiwi



#### CHANGING WORLD, CHANGING WORK—continued from page 15

While these open, more egalitarian, less formal working environments transform the workplaces of the past they are also sure to continue to evolve again — as technology and global cultural nuances emerge, and humans adapt to the next new wave of change.

As walls and barriers come down and rates of change and volumes of information go up, we humans are also sure to long for counterpoints like structure, solace, stability and silence.

At the same time we find balance in Nature.

**In places where walls disappear and territories dissolve, the ground beneath our feet can serve as the firm foundation that allows us to confidently move forward through shape-shifting times. It can provide a sense of definition as it does in Nature, where grassy knolls give way to rocky banks or other terrains inspire design concepts and beautiful thinking.**

A fresh, yet familiar, nature-inspired skinny plank carpet tile product can offer the sense of firm footing we need to forge ahead through an astounding yet inspiring sea of change.

We know a skinny plank can't change the world but it inspires the people who can. And more beautifully designed spaces connect people, interactions, processes and collaboration to meet the needs in a rapidly changing world.

HN830 – Maize, Cobalt, Clementine





# THE HUMAN NATURE COLLECTION

Created by David Oakey, David Oakey Designs

In a world that never sleeps—where information always flows, boundaries blur, transparency reigns and the sound of silence ceases to exist—our instincts prompt us back to nature, with its subtle yet clear cues on how best to live and work. Look around at the natural world around you and what do you see? What do you feel?

Perhaps it's a bright beam of the sun as it rises, or the ombre-indigo hue of the sky as this same sun sets, naturally inspiring us to speed up or slow down.

Or maybe it's a rolling, open meadow as an ideal setting for groups of people to gather.

Possibly a quiet respite, or an intimate space perfect for private reflection, or the boundless ocean with views as vast as the sky where our creative imagination can soar.

Whatever aspect of Nature this might be, it will resonate with some inner, unseen aspect of our own human nature, allowing our internal rhythms to become

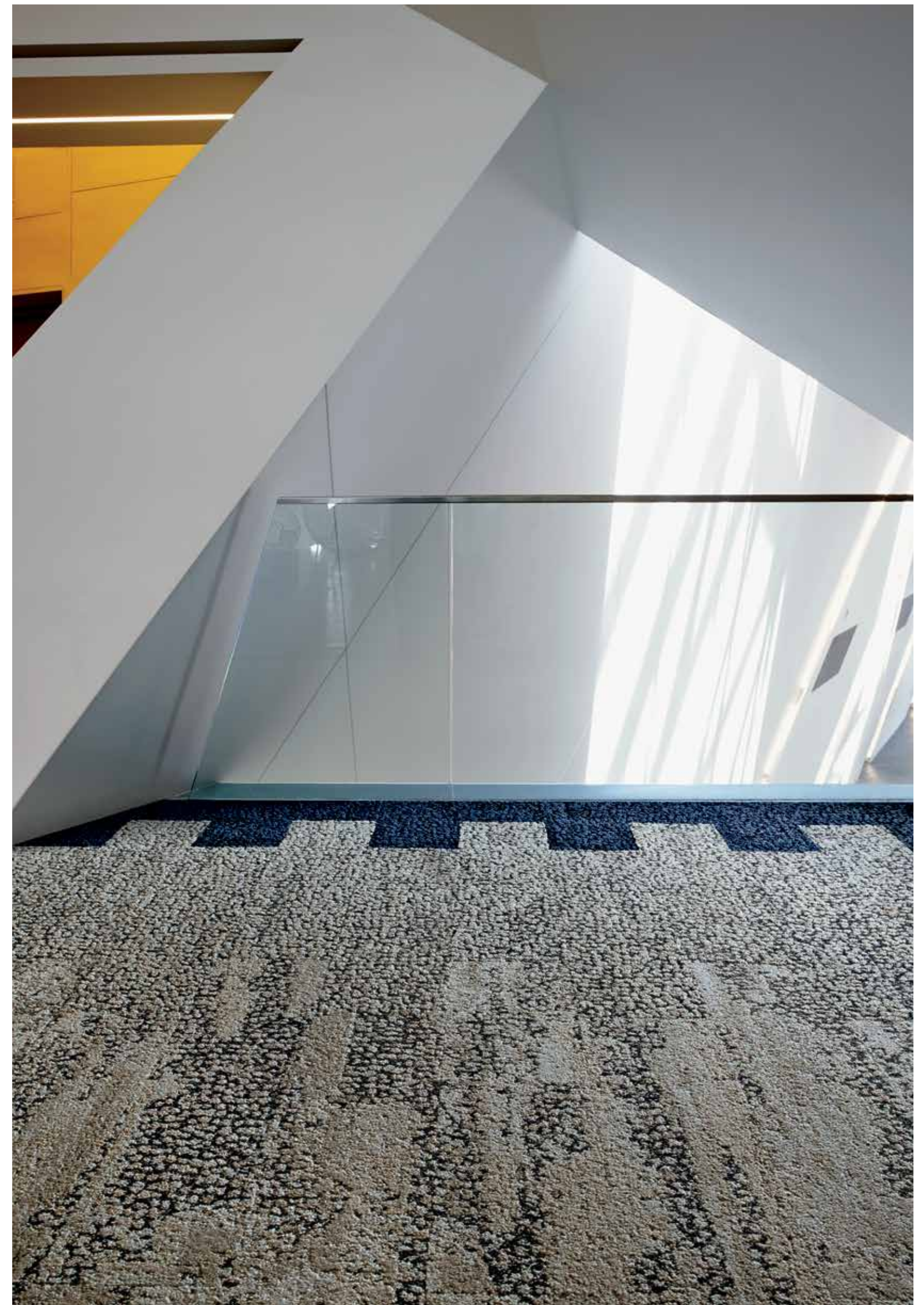
in harmony with the organic environment we see, hear, smell and touch.

**When seeking inspiration we always ask "how would nature create an interior floor?" We don't believe it would be exclusively made up of hard surfaces such as wood, bamboo or stone. We also don't believe it would be uniform in any manner. Instead, it would be variable, composed of soft, hard or mixed materials.**





HN810 – Shale



HN840 – Flint; HN840 – Shale; HN850 – Shale

It would change in texture, feel and height dimensions. And at the same time it would exist in harmony.

It wouldn't be nature growing wild and unruly to overtake interior space, and man wouldn't be controlling natural elements. These two must co-exist—humans and nature together. And it's important to note there is noise in nature but also a calming silence.

Tufted and cut in our Skinny Plank format – a 25 cm x 1 m rectangular shape – these multifaceted, multihued carpet tiles may be mixed and matched to create

interior spaces that echo the infinite variety of the natural landscape as one type of topography gives way to another.

Think of the transitions between a gravel country road, a grassy plain and a woody terrain. They can also be custom coordinated to reflect the qualities of areas where crisp, considerably crafted manmade elements meet natural organic forms, such as creamy-hued cement stepping stones marking a path along a grassy lawn, or the silvery-gray faded teak wood planks of a boardwalk lining the edge of a sandy beach.





Elements like these enable us to define open interior spaces, naturally delineating the transition between functional areas. **They stimulate our senses as the natural world does with plush textures and familiar colours that remind us of our connection with the broader environment, they invite us to reflect on its variety, as do the diverse colours and textures of nature's own compositions.**

In built environments with multiple hard surfaces – polished glass partitions, smooth desktops and work spaces, engineered stone counters, various wall materials – Interface Human Nature Skinny Planks offer both a compliment and a contrast toning down high-energy spaces with a sense of comfort and buffering noise in wide open areas.

Our Human Nature Collection is made of over 50% total recycled content, including 100% recycled content nylon yarn. At the same time, these products can be recycled via Interface's ReEntry® 2.0 recycling process.

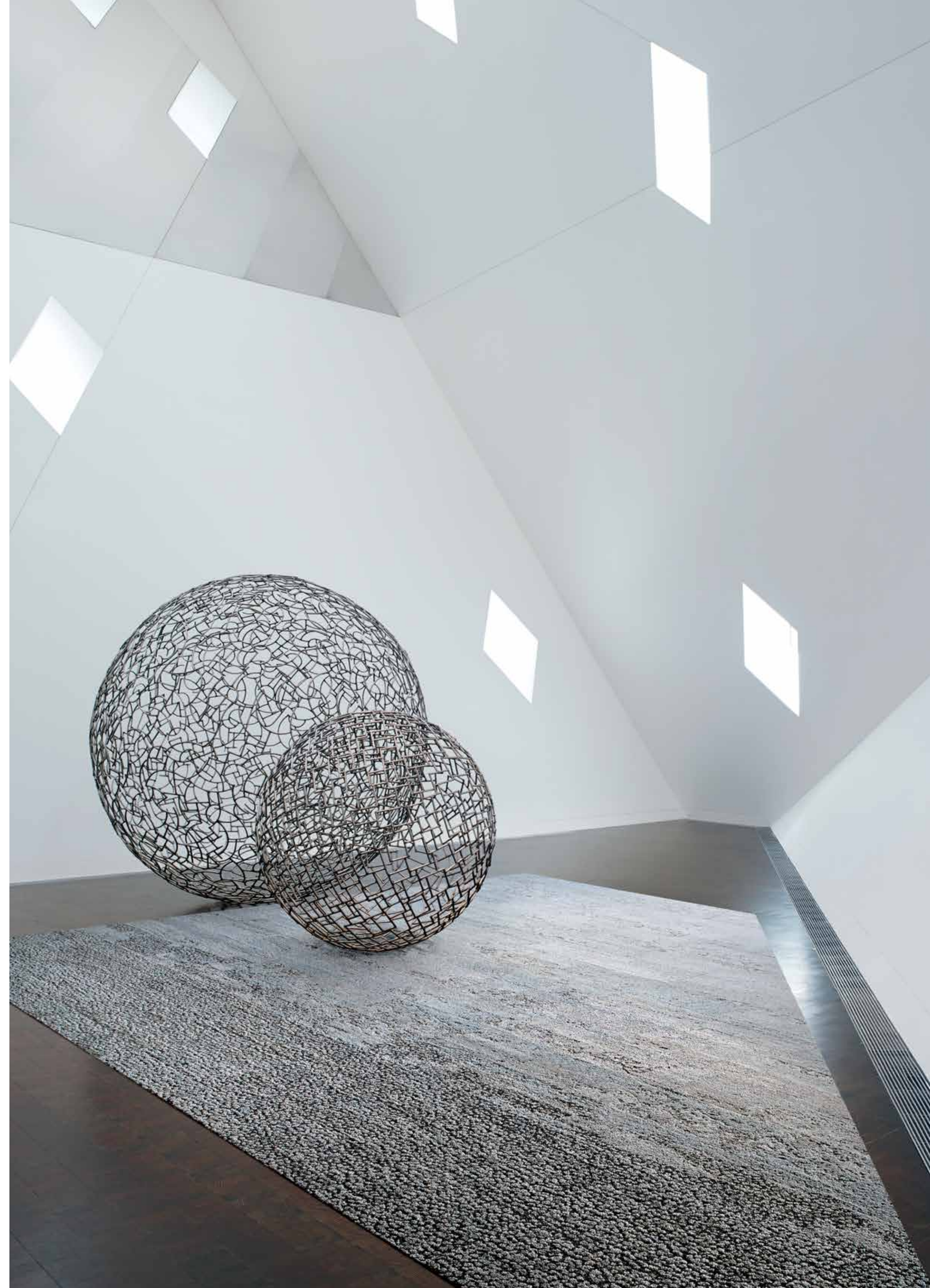
**It's our nature to dream.  
To build. To play.  
To aspire.  
To adapt.  
To look toward the sky.**

As our limits continually stretch in a world that seemingly becomes smaller, people working round the clock and around the globe will invariably seek a primordial sense of alignment with nature to feel at

home and at ease in their environs.

Shape-shifting times call for inspired spaces that enable us to be connected, yet distinct, like colours in a rainbow. Spaces that reflect our ability to adapt and bend and flex to meet today's constant changes assure our ability to survive and thrive.

And if such surroundings can at once communicate the subtlety and richness of nature, yet change and evolve as we do, they bring out the very best in our complex and glorious human nature.





In the SoHo West office in New York City, one lounge can be used collaboratively or privately.



# WE WORK

AN INTERFACE INTERVIEW WITH  
DEVIN VERMEULEN, CREATIVE DIRECTOR  
WEWORK.COM

**What We Are:** We imagined WeWork as the home for entrepreneurs, a community filled with fascinating members collaborating, learning and growing together. We hope you see it that way too. Our goal is to empower you to do what you love while we handle the rest.

Our spaces are currently in London, Seattle, San Francisco, Los Angeles, Chicago, Boston, New York City and Washington DC.

We choose our buildings based on a mix of city, neighbourhood, architectural character and proximity to public transportation. We currently have 16 buildings in 6 cities with more on the way.

**We're hearing about rapid change within work environments to accommodate new and better ways of working.**

**Q: For example, spaces that can be setup and reconfigured readily or quickly, areas that adapt to diverse technology requirements, general business interactions – what's your perspective?**

**A: Here are our thoughts about Space Planning & Design.**

Flexibility: "One important way to best utilise space is maximising flexibility – examples include a conference room table that converts to a ping pong table or a billiards table, or a common area with reconfigurable furniture.

It's important for us to create spaces that not only accommodate uses we foresee, but also ones that we can't yet predict."

Privacy/Transparency: "A common complaint about open work areas is they tend to breed distraction and interruption, in addition to a lack of privacy when dealing with proprietary information.

It's important to create zones for focus in a gradient –have a large open collaborative space centered

around noise, interaction, inspiration and a buzz of activity followed by a traditional open workspace and smaller private spaces."

Second Home: "We call WeWork the home for entrepreneurs, and our use of the word home is no coincidence.

We embrace a tenet of design in which spaces feel very much like home – if you're as comfortable at work (as at home) you won't find the need to leave to achieve mental balance and physical energy."

**We're thinking about three necessities that are examples of a changing world specific to space planning and functionality.**

**Q: What comes to mind when you think about Resilience, Adaptability and Evolution?**

**A: We can relate to each topic, individually. Resilience: "One of the issues we've run into as we continue to grow is the resilience of materials, furniture and really everything that goes into our spaces.**

We've found contract furniture doesn't really offer the residential feeling we seek so we turned to residential vendors. While those products don't wear well over time it's great to see companies like Interface offering a wide array of colors, patterns and styles that can achieve a residential feeling in commercial quality materials."

Adaptability: "We have the freedom to innovate and revolutionise workspaces and offices.

Without a specific user group we design many different types, methods and styles of what it means to work. We also constantly observe and interact with our members. When we find an unanticipated event, activity or work style we take it on as a design challenge to adapt and change functionality without sacrificing anything in the future."

Evolution: "We also work in our own spaces once they're complete.

Being forced to live within your design(s) allows a benefit to fine tune and elevate functionality as we grow. By studying traffic patterns for morning coffee, use of our phone booths and more we're constantly looking for ways to evolve and perfect our design as much as possible."

**We're seeking research studies or data points that speak to human and business needs.**

**Q: Where do they intersect, and are there any key influences and solutions?**

**A: Many things come to mind...**

"We love Gensler's Workplace Survey Results—a great amount of information about trends, comments and useful feedback for office/work space design.

This informed our common amenity spaces to create a hub of activity for work interactions plus a buzz of energy—very infectious and inspiring.

We've also found most small companies enjoy being around a variety of different businesses as much as those who are similar. There's an inspiring energy that arises from diversity—doing things that are totally different."

**We're also observing Business Environments that Stimulate Thinking and Creative Work.**

**Q: Share your thoughts about these ingredients?**

**A: Versatility is our best ally.**

"As noted above, the best source for creativity is diversity, interactions and working amongst individuals that offer unique perspectives and problem solving."



A swinging desk for those participants who can't sit still.



In Boston Massachusetts the South Station office a conference/work room, with Interface skinny planks.

on right: A highly visual conference room in the WeWork Financial District office in New York.

**Q: Do you feel Sustainability plays a part in Workplace Balance via Materials, Energy & Actual Use? Do you have examples to share?**

**A: Absolutely!**

"Sustainability impacts everything we experience as humans on this planet – at work and at home. Creating waste isn't a natural order of life – as a species we need to establish goals to recycle and replace what we use in order for future generations to thrive."

**Q: The WeWork Spaces on your website feel very universal and timeless, not tied to or derived from any single culture. Will your eventual Global Expansion include the same?**

**A: Thank you for the compliment...**

"YES, WE'D LIKE TO THINK SO – WE DON'T SEEK TO CREATE ANYTHING THAT'S EASILY DATED OR PINNED TO A SPECIFIC ERA IN TIME. WITHIN OUR SPACES ARCHITECTURAL ELEMENTS SHINE THROUGH INCLUDING STRUCTURAL AND MECHANICAL COMPONENTS. WE BALANCE THIS WITH DESIGN, STYLE, COLOUR WHILE MAINTAINING THE INTEGRITY AND USE WITHIN A SPACE.

WHEN BALANCED, WE CALL THIS THE BEST OF EVERYTHING."



A booth for private contemplation or a conversation for two.



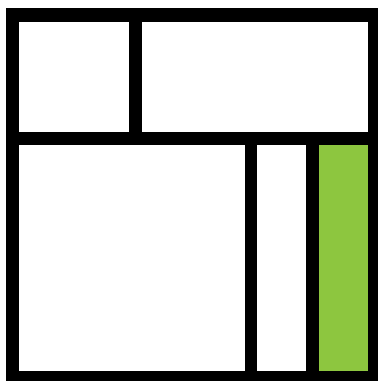
The WeWork mantra.





Our planet successfully functioned for thousands of years through resiliency, adaptation and evolution. Interface brings this same thinking to the products we create. Nature provides insights that inspire us. We hope that Human Nature inspires you.





Large and small squares,  
planks and skinny planks.