

# Organic Workspaces.

Join Haworth for an Office Forum on

## **Using Design Psychology to Create Ideal Places** with our guest speaker Toby Israel

Date: **Tuesday, September 25, 2009**

Time: **12:00 pm – 1:00 pm**

**Lunch will be served**

Place: **Haworth Showroom, Plaza Level**

**9 Maritime Plaza**

**San Francisco, CA 94111**

How can Design Psychology be used to create authentic, fulfilling places? Dr. Israel defines this new field as “the practice of architecture, planning, and interior design, in which psychology is the principle design tool.”

- Discover how the process of past-place experience is applied to residential, institutional and corporate projects.
- Learn hands-on exercises from the “Design Psychology Toolbox” to benefit your practice in creating ideal places for you and your clients.

Toby Israel, Ph.D. is a visionary founder of the new field of Design Psychology. Her international experience and groundbreaking theories are introduced in her recent book, *Some Place Like Home*. Her work continues to gain nationwide attention, most recently on NPR’s Talk of the Nation, in *The Wall Street Journal*, *The Boston Globe*, and *The Philadelphia Inquirer*. Dr. Israel is in private practice as a Design Psychologist in Princeton, N.J.

**RSVP** by September 18, 2007 to Mary O’Connor at [mary.oconnor@haworth.com](mailto:mary.oconnor@haworth.com) or Claudia Valdivia at 415-981-8795 | [claudia.valdivia@haworth.com](mailto:claudia.valdivia@haworth.com)

**IIDA #7566**

**AIA HAW521**

CEU paperwork available for designers (ASID/IIDA) and architects (AIA).