

Who are forpeople?

Forpeople are a design company who have partnered with Herman Miller since 2009. As with all forpeople partnerships the work comes before publicity; so while you may never have heard of forpeople you've probably flown, driven, watched, eaten, spoken on, stayed in or sat on some of their work.

Forpeople are not gurus, theorists or design superstars; simply a group of people who share open minds, commercial understanding and an absolute commitment to craftsmanship.

Working with some of the world's biggest organisations, in the most competitive markets, has taken forpeople into the sky for British Airways and The Boeing Company, on the road with BMWi and Tata, into the high street with Coca' Cola and Adidas, to high technology with Panasonic, LG, Fujitsu and Yamaha and high' end luxury with Cunard, Alfred Dunhill and Intercontinental Hotels.

Feel. Think. Do.

The key to forpeople's design philosophy is contained in the name; a firm belief that design is not an abstract, theoretical exercise but has to be first and foremost for the people who use it.

All forpeople's work – design for products, services, experiences – starts with how people feel, think and do. And it ends with improving people's lives - because if design isn't for people, what's it for?

Herman Miller and forpeople see things much the same way. What drives both firms is the continuous search for new perspectives and insights, brought to life through truly great design, cutting edge engineering and responsible manufacturing. All with the aim of improving the world millions of people work and live in every day.