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HBF EVOLVED

BRAND TAPS NEW DESIGN TALENT & ACTIVATES HICKORY CRAFTSPEOPLE TO CREATE THEIR LARGEST-EVER PRODUCT LAUNCH AT NEOCON

*- 11+ Furniture and Textile Collections Bridge the Gap between
Commercial and Residential and Pioneer a New Design Language -*

Hickory, NC - June 2017 – With more than 35 years of industry expertise, HBF is heading into NeoCon 2017 a reborn company. Their statement-making introductions form a new portfolio of products (including stools, chairs, conference and cafe tables, desks, and textiles) that encourages a feeling of home in the office and was conceived for how people work, not where they work. As many companies move in the direction of 21st century trends, HBF is eschewing the styles and fashions of the moment to focus on their core brand directive: design that keeps emotion and connection at the forefront. Under the guidance of President Dan Chong and Strategic Design Advisor Todd Bracher, HBF is offering a fresh identity for the office and beyond.

“To us, this is a natural evolution,” declares HBF President Dan Chong. “We want to make a statement to the design industry that HBF is a company that doesn’t take the shortcuts, but rather, has honed a thoughtful consideration of craft and presents designs created with attention and intention.”

Since starting with HBF at NeoCon 2016, Chong has been busy working hand in hand with Bracher to select new design partners and reactivate the tremendous craftsmanship and tradition of the Hickory-based company.

Explains Chong, “We’re approaching design from the perspective of how people relate to products: how they feel when they sit in a chair or use a table. That emotional connection plays into our ideas just as much as the object itself.”

HBF prides itself on its strong designer relationships and collaborations. Chong has expanded this by seeking out uncommon design luminaries from around the world and making them a part of the HBF family.

“The renewed spirit and fresh vision of HBF is a result of true collaboration,” remarks Todd Bracher. “Thanks to the company leaders, craftspeople, and designers working as a team, we were able to arrive at a brand identity and portfolio that will resonate with people in commercial and residential settings alike: furniture with feeling. The talent that we have assembled is truly creating the next chapter in design.”

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Chong adds, “Because I’m a designer, I have an immense respect for the people behind any brand. We want to celebrate the designers as individuals themselves as much as HBF collaborators and are very excited about the new work.”

The designers + collections to be showcased at NeoCon 2017 include:

Space Copenhagen | Harmoni Table: The Harmoni Table by Space Copenhagen highlights the elements of craftsmanship and artistic vision by focusing on the organic materials and physicality of the table itself. Harmoni fuses a classic, solid wood structure with a modern, rounded design. This combination highlights the elegance found in perfected simplicity.

Todd Bracher Studio | Ami Table + Universal Table: Longtime HBF partner Todd Bracher has reexamined the table with two new collections.

The Ami Table, designed for HBF by Todd Bracher, brings democracy to the workplace through design. This elegant collection approaches the conference table in a new way, with a round shape designed to promote the even exchange of ideas among all colleagues.

The Universal Table perfectly embodies its name-- a table with a universally relatable and flexible design. This cafe table speaks to the way the modern office function, with work happening beyond the office and moving into any environment where users are most comfortable.

Studio Gorm | Studio Table: The Studio Table by Studio Gorm reinterprets classic Shaker design. The simplicity of its form and function is designed to show the beauty in utility. The table’s triangular base is accented by a subtle shelf rest that provides a place to tuck away all necessary items.

OEO | Simple Writing Desk + Essens Chair and Stool: In collaboration with OEO and studio Principal Thomas Lykke, HBF has developed two clean designs for desks and chairs.

The Simple Writing Desk combines Danish minimalism with American craftsmanship to create a focused, thoughtful product that enables the user to truly grasp the usefulness and intuitive design. The Essens Chair & Stools also capture this aesthetic. With a slender silhouette and authentic materials such as leather, wood, and metal in their purest forms, the Essens series offers a seat that adds beauty, as well as function, to work spaces and looks at home beyond the office.



Gubi | Beetle: HBF and Danish manufacturer Gubi have worked together to create a fresh version of the iconic Beetle chair. The Gubi Beetle is inspired by the shape, shell, and structure of the eponymous insect. The design of the chair reinterprets the elements of the beetle's body: rigid on the outside, soft within. HBF's exclusive version removes the welt from the upholstery to give an incredibly streamlined profile and offer the ultimate minimal and chic seating solution.

MNML | Fulton Rocker: The Fulton Rocker is designed as a retreat in a chair, offering a place to sit, contemplate, and focus in the midst of a busy office. The high back of the chair gives an intimate space for a private conversation without walls, and its fusion of wood and upholstery creates a chair that is equally beautiful from the front and the back.

Nao Tamura | Kanso: Designed by Nao Tamura, Kanso addresses communal space - a place to sit, work, and share in conversation - yet stands on its own as an inspirational piece. It provides areas for both seating and working, with a range of benches. Kanso references key elements of Japanese design

Artis | Enpointe Stool: Created by Artis, HBF's internal design studio, Enpointe maintains an elegant, dance-like form. Its slender legs extend down in slim points, and its metal accents elevate the stool into an almost sculptural piece. The mix-and-match availability of materials allows designers to create a truly customized piece.

Complementing the furniture lines for HBF will be the latest from the award-winning team at HBF Textiles.

Elodie Blanchard for HBF Textiles | Raw Materials: HBF Textiles has partnered with Elodie Blanchard for another thoughtfully designed and gorgeously made textile collection of six fabrics. The Raw Materials collection aims to make the office a 'second home' as opposed to a corporate environment, by adding warmth and humble designs to the workplace.

The brand's evolution will debut at NeoCon 2017, June 12-14, Merchandise Mart Ste 387.

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About HBF

HBF reveals the intentionality of design in everything we make through attention to detail and impeccable service. Our expertise comes from understanding how furniture creates relationships between people, environments, and objects — a holistic perspective for living and working. Part of a two-hundred year legacy of furniture manufacturing within North Carolina, HBF produces



many of our products locally in Hickory N.C. HBF is recognized for its innovative design and craftsmanship; we collaborate with leading designers to produce furniture with an emphasis on craft, comfort and sustainability. For more information visit: www.hbf.com.

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