

MAKING CORPORATE MORE COMFORTABLE

Keilhauer Focuses on the (inter)Personal at NeoCon 2017

Chicago (June 12, 2017) - One size doesn't fit all. Each personality and each interaction in the workplace has a unique set of needs, which is why Keilhauer's 2017 introductions at NeoCon focuses on accommodation for individuals, teams, tasks and every quirk that might come to the table. The expansive presentation includes two new seating collections, a line extension and a series of throw pillows, each designed to provide a unique feeling of comfort while at work.

"What is comfort?" asks Keilhauer President, Mike Keilhauer. "Making someone feel truly comfortable is a deeply personal thing. However, comfort is connected to an engaged workforce. Any business that prides itself on innovation understands that the exchange of ideas is fundamental to their success. Being able to openly share those ideas requires a degree of comfort."

The key to achieving comfort is allowing for customization – something Keilhauer is uncommonly oriented toward. With a focus on Heads Up work spaces, the brand designs for moments of interaction, and face-to-face communication.

"Personalization is at the heart of every Keilhauer product," explains Jackie Maze, Keilhauer's Vice President of Sales and Marketing. "Designing for moments of connection means there are exponentially more variables to take into consideration. Every SKU, finish and configuration addresses a different scenario."

SIT, MEET AND MOVE WITH NEW KEILHAUER SEATING

Luno, Lounge Chair

The large scale, visually-striking lounge chair, *Luno*, was designed by, Austrian trio, EOOS. Its hard, precise outer shell and its soft, inviting, wide seat were designed to allow for a breadth of comfortable postures – allowing the user to sink-in and find the most comfortable seating position for their needs.

"We believe movement and incorporating various postures is important for concentration and communication," says Gernot Bohmann of EOOS. "Movement can speak as loudly as our words. We lean back when feeling relaxed, or lean in to show interest. One might curl up tightly or fidget when they feel overwhelmed or stressed."

The commanding form and style of *Luno* are a by-product of the unique design process employed. Rather than starting with the desired three dimensional objects, *Luno* was created using only two-dimensional cut pieces. These two-dimensional patterns were then folded together to create volume and shape from tension. The end result is a seamless balance of lines, weight and form.

"The surfaces have all straight lines and curved lines at the same time. It creates a balance between rational and emotional aspects," explains Martin Bergmann of EOOS.

Luno chairs are fully upholsterable in any Keilhauer textiles, COL or COM. The outside back shell and cushioned interiors can be upholstered in different materials. Models include a high back or low back version offered on a 4-star base in Aluminum, Ash-hardwood or Maple.

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Meander, Modular Sofa

Designed by Niels Bendtsen and Giancarlo Stefani of Bendtsen Design Associates, *Meander* is a modular sofa which can curve and connect every which way using 14 different pieces of ottomans, sofa seats and corner pieces that curve at 70 and 90 degrees. Equally at home in residential or corporate settings, it makes a relaxed statement while still exuding an air of luxury. Clean lines and fully stuffed cushions appear to float above the ground as the collection snakes through a space to create a casual, inviting lounge.

“It’s an incredibly inviting sit,” says Jackie Maze, Vice President of Sales & Marketing at Keilhauer. “While prototyping the original model we found our employees and guests, especially younger individuals, rushing to sit and exclaiming how comfortable it was.”

The collection can be configured and connected through removable ganging and leg fixtures to allow users to re-configure as often as their needs require.

Juxta Line Extension

Inspired by the increased demand for peer connection, the award-winning *Juxta* collection has been expanded to include a new bench and sofa. Designed by EOOS, *Juxta* is an exploration of the numerous behaviors and rituals that take place during meetings: formal and informal, active and static, long and short. The collection treats these behaviors as juxtapositions rather than contradictions. The new bench and sofa address the increased demand for both solitary reflection and face-to-face interaction.

Seven new models of benches and sofas with various tablet/work surface options have been added to the collection for a total of eighty-one unique products that produce unlimited configurations of seating arrangements.

MIX & MATCH, TOSS & THROW

NeoCon 2017 will also premiere a new series of throw pillows by Keilhauer. The pillows, available in four different square and rectangular sizes, will be available in all standard Keilhauer textiles. A special series has also been designed which reinterprets the company’s Designer Dictionary series, featuring playful iconography, text and patterns on linen.

PERFORMANCE AND SUSTAINABILITY

As with all Keilhauer furniture, the new 2017 introduction are built from the highest quality materials, are designed and manufactured to last for many years, and are supported by Keilhauer’s standard 10-year warranty. *Juxta* sofas and benches, *Meander* and *Luno* are expected to carry BIFMA level® 2 and SCS Global Services certification for Indoor Air Quality at the Indoor Advantage™ Gold level. They are manufactured in facilities that produce zero waste to landfill, and offset 100 per cent of electricity use with renewable energy credits.

ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables for all the areas of the organization where there is an exchange of ideas. Keilhauer products are thoughtfully made to support communication and engagement in “Heads Up” spaces, such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit Keilhauer.com.

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ABOUT E00S

E00S is Gernot Bohmann, Martin Bergmann, and Harald Gründl who studied design together at the Academy of Applied Arts in Vienna. In 1990, they started their first collaboration and founded E00S in 1995. They live in Vienna and work in the fields of product, furniture and architectural design. E00S is named after one of the four sun horses of Greek mythology and stands for their programmatic approach to the field of design.

ABOUT BENDTSEN DESIGN ASSOCIATES

Bendtsen Design Associates (BDA) is a multi-faceted Design Studio based in Vancouver, BC, Canada. The studio is comprised of Niels Bendtsen, Giancarlo Stefani and studio support staff. Bendtsen and Stefani, both sons of cabinet makers, grew up in the design industry and bring a half century of expertise, including production and manufacturing to each piece. This deep understanding informs a design process which harmonizes contour lines with technicalities. From Denmark to Italy, Venezuela to Canada - both men have worked extensively in the field, and have found a synergy in each other's approach.

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Images and additional information are also available at Keilhauer.com.