

# HOMECREST™

## OUTDOOR LIVING

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### FOR IMMEDIATE RELEASE

#### Modernism in Homecrest's Allure Modular

WADENA, MN—January, 2019—Homecrest Outdoor Living will showcase Modernist patio furniture at their showroom during this year's NeoCon. The use of wide seating and horizontal lines of action in their Allure Modular series calls to mind the Prairie School design style forged by American architect, Frank Lloyd Wright.

Allure Modular features an aluminum frame with short legs and horizontal bands that direct the eye to examine the entire design. The focal-point of the set is the deep-seating, all-weather cushions that add height to Allure Modular. These cushions balance the line pattern created by the frame, and would flatter both bold and subtle colors. The unity amongst the different design elements of Allure Modular suggests the series would coalesce with any Usonian Home.



Homecrest commercial sales manager, Nathan Peterson, says Homecrest is a “truly made-in America brand.” Besides Homecrest's long-time manufacturing location in Minnesota, the visual stylings of Allure Modular suggests the company takes inspiration from classic Americana design movements.

Allure Modular will display in showroom #1518 during the June 10<sup>th</sup> through 12<sup>th</sup> conference. Homecrest stall will be there to discuss their product and design approach.

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#### About Homecrest Outdoor Living

Founded in 1953 in Wadena, MN, Homecrest Outdoor Living designs patio furniture with passion for an unparalleled customer experience. As an iconic American manufacturer for outdoor living and enjoyment, we create products that deliver commercial quality and hospitality feeling. We have unique collections and items that range from modern to classic design so that you can find your exact personal style.

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