



FOR IMMEDIATE RELEASE

m.a.d. Furniture Design to Showcase Classically Modern Collections at NeoCon 2017

Hong Kong — Modern furniture provider [m.a.d. Furniture Design](#) is pleased to announce its first NeoCon exhibit, which will take place June 12-14, 2017 at The Mart in Chicago. Known for its original, contemporary furniture for retailers and the contract environment at an accessible price point, m.a.d. Furniture Design will display its varied product offering at booth [#7-3080](#). Select highlights include:

Delta: The Delta Counter Stool and High Top Table are visually light and intriguing with a play on continuous geometric shapes. The pieces are made of a solid steel base, which provides added strength and stability to facilitate socializing and collaboration in relaxed, comfortable and inspiring environments.

Sling: The Sling Lounge chair is a lower, wider, more relaxed version of the Sling Dining chair with rear legs that engage the back of the chair, making the structure its signature design element. Contract grade quality, the chair is constructed from formed steel tubes with a powder coated finish and double-stitched leather or fabric upholstery. In addition, the Sling Barstool will also be on display.

Trace: The stackable Trace Chair is a new take on the classic modern sling chair. A continuous, looping steel wire frame supports a stitched leather seat and back. Comfortable and supportive, the leather seat and back flexes to adjust to the user. In addition, the Trace Lounge provides refined yet relaxed seating with padded arms.

Transit: The Transit collection is defined by a continuous line of steel wire that supports the ergonomically moulded plywood seat and back. Stackable and sturdy, both the chair and barstool are appropriate for residential and commercial applications.

Each collection is defined by simple, elegant and classically modern forms that expertly combine mixed materials. m.a.d.'s flexible nature and professional team ensure each line meets contract standards. m.a.d. also offers custom design, development and production management of furniture and other products in a range of materials and processes across Asia.

For more information on m.a.d.'s product development capabilities and m.a.d. Private Label Services, please visit www.madfurnituredesign.com.

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About m.a.d. Furniture Design

Fresh, innovative and never too serious, m.a.d. Furniture Design specializes in useful, affordable furniture that address work, home and play needs for the modern urban dweller. Founded in 2010 by Matt Cole and Dan Given, m.a.d. is more than a typical contemporary furniture brand as its collaborative team executes design, development and supply chain management. With flexible and scalable operations based in Asia, as well as the 'm.a.d. lab'[™] product development and testing facility and production assembly plant in Southern China, the company currently ships to clients in 20 countries worldwide.

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