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CLARIDGE ANNOUNCES NEW PRODUCT RANGES TO BE INTRODUCED AT NEOCON 2019

The Company's Venue, Pitch and Switch Lines of Wall-Mounted and Mobile Markerboards, and Room Dividers are New Collaborations with Qdesign

Harrison, AR – June 10, 2019 – Claridge Products will preview at NeoCon 2019 three new lines of room dividers, wall-mounted and mobile markerboards designed in collaboration with Chicago-based Qdesign, according to Claridge marketing director Kurt James.

Venue, which will officially launch in the fourth quarter of this year, seamlessly integrates into an open plan or collaborative team space with its slim architecture and mindful details.

“Venue enhances a variety of aesthetics with a vast library of color finishes, laminates, and textiles to blend in with any aesthetic,” James said. “At the same time, its flexible and adaptive space creators provide a visual border to define space not only within the open environment, but within systems themselves.”

The mobile markerboards and room dividers can be used to create a boundary of space to demarcate both areas of collaboration and areas of concentration, and they can be employed to divide personal space between benching seats and workstation clusters/packs. With integrated textiles and perforated acoustic panels, Venue can add another layer of privacy beyond the visual.

Additionally to be previewed to the industry at NeoCon this year, Claridge plans to launch *Pitch* and *Switch* in Q2 of 2020.

The Pitch line comprises slightly pitched double-sided surface forms to create an obelisk side profile in both wall-mounted and mobile markerboard options. “With more employees working remotely, there has been a growing trend within corporate interiors to move towards more residential-looking furniture and environments,” James said. “This lighter scale, residential form lends itself well to the interiors we are designing for now.”

The slightly pitched double-sided surface, which was ultimately incorporated for the utility of the user writing on the surface, is an elegant form that creates an obelisk side profile. The wider base also grounds the board and provides a more substantial appearance. Borrowing cues from artists' easels or standing drafting tables, the slight angle makes the mobile board more approachable and provides a little more comfort for the user. These mobile and wall-mounted boards will be available in a variety of finish options, enabling it to function in a wide range of environments.

Switch was designed as a functionally agile range of writable surfaces that can be moved and configured for collaborative use and mobile boards that are easily nested and stowed away when not in use.

"In the early stages of the design we identified several key functions needed in multi-use settings, most notably the ability to stack and store pieces within a small footprint," James said. "The simple form of the legs takes inspiration from the splitting and bending of a single plane, which not only gives the mobile board a look as if it is in movement, but also enables boards to nest tightly together inline, taking up less space in storage."

An integrated marker tray gives a pop of color along the bottom edge of the board while mimicking the shape of the mobile legs as it bends away from the writing surface. Wall-mounted boards feature magnetic, tackable acoustic pads that can be arranged anywhere on the board surface, allowing for movement and multi-function. The slim elements provide a minimalist quality ideal for a wide variety of environments – from corporate office interiors to educational and training spaces.

The three new products will complement Claridge's MIX line, which was also designed in collaboration with Qdesign and launched earlier this year. MIX, which comprises three different subsets (Contemporary, Industrial, and Biophilic) available in both mobile and wall-mounted options. The boards are fabricated of responsibly harvested ash wood and metal in a wide variety of finishes and details, enabling a designer to customize virtually every board-system component – from colors, finishes and writing surfaces to metal trays, bases and accent strips. The net result is a virtually unlimited palette for effortless transformation of design concept into creation.

Claridge's booth at NeoCon is located at 7-5094.

About Claridge Products

Since its founding in 1947, [Claridge Products](#) has grown to be one of the world's largest and most respected woman-owned manufacturers of US-made visual display solutions. The company was instrumental in guiding and influencing the collaborative process, and today, some 72 years later, Claridge serves and supports a wide range of customers in markets ranging from architectural design and construction to business, K-12 education, healthcare, higher education, hospitality and government environments.

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