

Knoll Celebrates 75th Anniversary at NeoCon 2013



Knoll celebrates its 75th anniversary at the opening of the 2013 NeoCon World Trade Fair today with a range of new products and planning approaches that celebrate classic and contemporary design.

The Knoll showroom highlights new KnollOffice, KnollStudio and KnollTextiles designs that reflect the company's ongoing research into evolving work trends. "Tools for Life," the acclaimed new collection of furniture by OMA introduced at Salone International del Mobile in April, also made its North American debut.

The showroom also celebrates the Company's *Modern always*™ 75th anniversary campaign through a series of vintage images juxtaposed with contemporary photography. Messaging across six social media platforms, searchable online by the hashtag #modernalways, also promotes the initiative.

Visitors to the showroom experience a series of diverse workplace products throughout three common typologies. *Distinctive* products offer a refined approach focused on holistic planning between primary workspaces and formal and informal activity spaces. *Efficient* designs are streamlined to the essence of what matters functionally and physically, including compact primary workspaces and varied activity spaces. *Progressive layouts* are characterized by highly adaptable, dynamic primary workstations supported by flexible and accessible activity spaces.

New additions and enhancements to the Knoll 2013 portfolio include:

- Anchor™ storage by Marc Krusin with David Noel
- Interpole™ for Activity Spaces by Antenna Design
- Expanded Reff Profiles® capabilities for Activity Spaces by Brian Graham
- Dividends Horizon®
- Knoll LED Lighting Series by Antenna Design
- "Tools for Life" by OMA
- New upholstery fabrics from KnollTextiles creative director Dorothy Cosonas
- SUNO Collection for Knoll Luxe
- FilzFelt® designs by Ayse Birsel
- Wave and other leather applications from Spinneybeck®

Visit Knoll at NeoCon 2013 for photographs, renderings and detailed product information.

Best of NeoCon Awards

The new LED lighting Series, a comprehensive selection of lights that address the way people work today, has received a Best of NeoCon Silver Award. The collection, featuring Sparrow™, a desktop light, Highwire™, an undercabinet light and the T-Light, a desktop model, creates opportunities to light the entire workplace from individual to group settings and open plan to private offices.

Designed by Masamichi Udagawa and Sigi Moeslinger of Antenna Design, recipients of the 2008 Cooper Hewitt National Design Award, and Best of Neocon 2010 Innovation Award, the collection offers ultimate user control with a stepped dimmer and a range of tilt and pivot options.

The latest Knoll Luxe introduction, the SUNO Collection, has also received a Best of NeoCon Silver Award for Drapery and a Best of NeoCon Silver Award for Upholstery in Chicago today. The SUNO Collection consists of two drapery and seven upholstery textiles that have been translated from SUNO's recent runway collections. The collection brings to the interiors market the bold creativity and vision that surrounds the fashion industry.

Weekend Workshops and Knoll Dealer Meeting

On Saturday and Sunday, June 8 - 9, sales associates participated in workshops and training sessions including Owning Modern always, which focused on major brand and product initiatives behind the Knoll 75th Anniversary campaign, and Solving and technology, which discussed the Knoll tradition of designing products that support evolving workplace technology trends with a range of collaborative products and workspace solutions.

On Sunday afternoon, the Knoll Team met with Knoll dealers to present Knoll NeoCon introductions. The meeting was followed by a tour of the Knoll Chicago showroom, which allowed dealers to interact with introductions and product enhancements.

Commenting on the 2013 Knoll showroom display, Knoll design director, Benjamin Pardo said, "What better way to celebrate 75 years of design innovation than with new products and planning typologies that reflect – even push – how it is we are working, thinking and living."

NeoCon Program "Channel Sustainability" Highlights Full Circle

On Monday, June 10, from 1pm – 2:30 ANEW and USGBC L.A. Chapter will host "Channel Sustainability," a program that will highlight how Knoll client DIRECTV is leveraging Full Circle, the resource recovery program from Knoll and ANEW to "a collaborative zero landfill assurance program for its headquarters campus in El Segundo, California."

Speakers include Jeff Brown, Senior Director, Procurement, DIRECTV; Amber Keenoy, LEED AP, Senior Consultant, Antea Group; Jorge Partida, PHD, Executive Director, USGBC – L.A. Chapter; and Rose Tourje, Founder and President of ANEW.

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