

# Geiger Presents Elegant and Purposeful Introductions to Support Diverse Modes of Work

At NeoCon 2015, Geiger demonstrates the flexibility of its product portfolio across a diverse range of workplace settings. Leveraging the Living Office insights developed by Herman Miller, Geiger's space presents individualized areas and group work settings, unified by the sophisticated palette and creative vision of BassamFellows. Thoughtful new introductions from Geiger are woven throughout the company's 3rd floor showroom (3-318) at the Merchandise Mart in Chicago, June 15-17.

## Introducing Saiba

As the first chair designed by Tokyo-based Naoto Fukasawa for a North American manufacturer, Saiba's thoughtfully sculpted silhouette and sophisticated simplicity of form subtly elevate the atmosphere around it while providing effortless comfort to the person seated in it. Saiba exemplifies the designer's "Super Normal" philosophy—instantly familiar (normal), and yet better than what's come before (super). The result is executive and lounge seating that is intuitively beautiful and useful. Saiba is available as a fixed-height lounge chair with four-star base and glides, or an adjustable-height executive chair with five-star base and casters, with a mid- or high-back. Impeccable tailoring, a sophisticated palette of textiles, and a polished aluminum or powdercoat black base contribute to its timeless elegance. Saiba will be available to the trade in the fall of 2015.

## Introducing Geiger Construct

Discreetly woven throughout Geiger's casegoods, Geiger Construct is a system of workspace modifications intended to seamlessly meet the needs of a modernized work experience.

Geiger Construct's suite of enhancements includes an optional wall-mounted utility rail and cable tray for power and data management. The utility rail and cable tray can house a work surface-level power module with dual outlets and dual USB ports. At work surface level, this utility rail and cable tray meet a wiring space and graceful metal pencil lip at the rear edge of rectangular or rounded end work surfaces. Together, the work surfaces and wall mounted rail and tray form the backbone of the Geiger Construct system. Cantilevered supports can extend from the rail underneath the work surface to support it without legs or pedestals. An elevated wood storage tray sits at the work surface's rear and clips into the rail, offering effortless storage for mobile phones or morning coffee, keeping these and other items off the desk to encourage focus on the work at hand.

By offering power accessibility, a new storage locker, and the option of a new self-selecting sit-to-stand height-adjustable work surface, Geiger Construct further enhances the capabilities of the Geiger workspace offering. Geiger Construct will be available to the trade in the fall of 2015.

## Introducing Milaner and Capri Textiles

Continuing their partnership with Geiger Textiles, BassamFellows has created Milaner and Capri, a Mediterranean-inspired duo of natural upholstery textiles woven of wool, alpaca, and cotton, yielding dynamic textures complementary to Geiger's trademark rich woods. Both textile introductions will be available to the trade as of July 2015.

Milaner is a plain weave with a mixture of yarns in varying sizes, both heavy and fine. This mélange of fibers—wool, acrylic, alpaca, cotton, nylon, and rayon—creates a heathered texture evidenced through a subtle checked appearance. Milaner features a soft hand, reminiscent of fine suiting material, created in part by the alpaca content. Its color palette ranges from beiges to dark brown, a deep navy, and a gradation of greys, with a bold crimson accent.

Capri is a highly textured fabric. It's woven with a combination of loosely spun, irregular heavy yarn and fine, more tightly spun cotton, which recedes in the fabric's background to give Capri a multidimensional effect. As a result, areas of varying density emerge and produce a variegated appearance. Capri's high cotton content gives it a soft hand, making it appropriate in almost every climate. For added ease of upholstering and maintenance, Capri offers a light acrylic backing and stain resistant finish. Capri's color range begins with a billowy snow white and a pair of browns in chestnut and beige. It includes a palette of greys in four hues with the darkest featuring a discreet hint of aubergine. A rust-tinged red rounds out the colorways.

## Introducing Tenera Leather and an Expanded Palette for Bristol Leather

Leather enriches its immediate environment with an air of timelessness. Its surface is hardwearing, and with time, can develop a stately patina. Similar to wood, each leather hide has an individual story, making each Geiger piece unique. For 2015, Geiger introduces a new leather, Tenera, as well as an updated palette for classic Bristol. Both leathers will be available to the trade as of July 2015.

Bristol leather has long been a trusted staple in the Geiger suite. For this full-grain, semi-aniline dyed leather, Geiger has expanded the colorways available to 42. The new range complements the BassamFellows Architectonic Color palette—rich colors inspired from pigments found in nature. This includes an expansion of whites and neutrals, brightly hued blues, oranges, and reds, and deeply saturated to almost black—deep aubergine, greens, browns, and navies.

Tenera is a thicker, more robust, full-grain leather weighing approximately 3.5oz per square foot. Tenera possesses an enhanced grain to create a uniform, lightly pebbled texture. Like Bristol, the Tenera colorways complement the BassamFellows natural color palette with an array of autumnal hues that range from stone-tinged neutrals and greys to warmer sepia-hued mustards and browns with rich raspberry and terracotta reds.

#### Geiger Overview

In 1964, with four craftsmen and a 2,000-square-foot shop, John Geiger built furniture by hand. His mastery of craft was matched by his integrity in business; keeping his promise to a client meant everything to him. To complement the shop's custom work, the company began developing standard lines of office furnishings. John Geiger's drive for reliability and perfection helped build and sustain the company's reputation as a leading provider of fine wood furniture through the 1960s and '70s.

Over the course of the 1980s, Geiger entered into a design partnership with Ward Bennett. At the time—and as it remains today—Bennett's name was synonymous with timelessness and opulent minimalism, and his interiors defined the pinnacle of corporate design in his era.

As a collaborator, Bennett shared John Geiger's focus on the needs of the client. The 1993 acquisition of Brickell Associates, for whom Bennett served as the sole designer, gave Geiger access to a substantial archive of Bennett designs, many of which have since been reissued.

This is the Geiger foundation, established on the passion and skill of a driven craftsman and reinterpreted through the vision of one of the most influential modern designers of the era.

#### About Geiger

At Geiger, why and how things are done are inexorably one—achieving quality through craft, celebrating materiality through elegant simplicity, improving the work environment for individuals through design that endures. Standards of craftsmanship and customer satisfaction set more than 50 years ago by founder John Geiger have driven the company's growth and continue to inspire people today. Geiger's reputation for quality, sustainability, design, and engineering continues to enhance business interiors with an elegant and intelligent portfolio of designs for the modern workplace. Founded in Toronto and headquartered in Atlanta since 1979, Geiger is a wholly owned subsidiary of publicly held Herman Miller, Inc.

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