

Design Within Reach Opens New Studio in Ardmore, PA

The leading source for modern living expands its Northeast footprint by bringing a new way to experience authentic modern design to Pennsylvania

[Design Within Reach, Inc.](#) (DWR), a part of the [MillerKnoll](#) collective, today announced the opening of a new studio in Ardmore, Pennsylvania, marking the brand's thirty-sixth location in the United States.

Located in Philadelphia's thriving Suburban Square shopping district on the storied Main Line, the 4,200-square-foot DWR Ardmore offers a wide assortment of the best modern furniture and accessories for every space, indoors and out. Featuring an original stone exterior, the Studio is housed in one of the Square's early buildings from the mid-20th century, which is flooded with natural light from windows lining the perimeter of the space.

"Philadelphia is a dynamic city with a flourishing art and design community, and we are excited to bring DWR's unparalleled offerings to the market," said Debbie Propst, President of Global Retail for MillerKnoll. "When you pair our thoughtfully curated assortment with the expertise and high-quality complimentary design services from our Account Executives, the shopping experience at DWR Ardmore is truly unmatched."

Modernism is much more than a single style of design. Throughout the new Ardmore space, various room vignettes are created to display different modes of modern, evoking a layered and aesthetically diverse residential environment that evolves as you move through it. From Postmodern to Bauhaus Industrial to Modern Pastoral-inspired displays, customers will be able to easily visualize how pieces could fit in or help shape their personal spaces.

Since its founding in 1998, DWR has sought out and amplified great voices in design from around the world: the emerging, the established, and the legendary – to create and source exceptionally crafted, built-to-last, and beautifully designed furnishings meant to be enjoyed for a lifetime. From classics such as the iconic Sarineen assortment from Knoll, to statement mid-century lighting from Gubi, to exclusive, contemporary pieces such as Icelandic designer Hlynur Atlason's sleek upholstery designs and colorful textiles from designer Ellen Van Dusen, DWR has become more than a home for midcentury design – it is *the* source for modern living. By giving people access to the best in authentic modern design, the company has brought great design within reach.

As of Tuesday, August 15, Design Within Reach Ardmore is open Monday-Saturday from 10am-7pm and Sunday from 12pm-6pm, within Suburban Square at 6 East Montgomery Ave., Ardmore, PA, 19003. For more information, please visit dwr.com

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