

NaughtOne Debuts Morse Curved Modules for Award-Winning Morse Table System and More at 2024 NeoCon

NaughtOne invites guests to imagine endless design opportunities through the brand's "World of Possibilities"

Chicago, IL, June 5, 2024 – From sustainable design to configurable furniture to color, material and finish options that empower specifiers to be creative, NaughtOne will explore its focus on possibility at the Merchandise Mart during NeoCon from Monday, June 10 – Wednesday, June 12. Headlining the presentation will be the Morse Table System including a preview of the Morse Curved Modules, launching this summer.

Morse Curved Modules Bring More Possibilities to Life

Morse Table System

Following the Morse Table System's exciting debut last year, NaughtOne will present the latest addition to the system: Morse Curved Modules, eight new joining modules that make this table even more flexible. Launching in July, the modules will be offered in 30-, 60- and 90-degree angles that create greater possibilities for Morse, allowing for intriguing, architectural layouts with serpentine curves to purposeful angular structures for workbenching or conferencing.

"When creating the Morse Table System, it was important that we designed something that was highly flexible yet had a simple kit of parts," commented **Stephen Floyd, Creative Director, NaughtOne**. "The table is system that takes full advantage of our extensive colour palette and these new extensions encourage designers to be even more creative when building their perfect table."

Designed by John Tree, Morse Table System is designed to run at endless lengths, while complimenting and adding interest to any space. It transitions easily from dining table to solo worktable or teamwork bench with ease, so that the same space can quickly transform to meet multiple needs in one day.

Morse Table System

Colour & Material Possibilities: Percy Lounge Chair

Percy Lounge Chair

NaughtOne will also spotlight the Percy Lounge Chair, a highly comfortable chair with personality, designed by Nicole Marion. The chubby tubular frame and puffy cushions offer oversized surfaces for creativity with colour. In keeping with NaughtOne's focus on providing clients with a world of possibilities, visitors will be able to explore how they can dream up their perfect Percy, with a choice of 16 colours and over 100 upholstery options, leading to a near infinite array of potential combinations.

"Seeing the journey Percy has taken over the last few years has been thrilling. It all started with a spark of inspiration in a doctor's office and has since won a prototype award, previewed with NaughtOne last year, and is now fully debuting in Chicago after launching last fall. I couldn't be happier with the warm reception the chair has received so far, and I'm excited for more people to be introduced to Percy this year," **commented designer Nicole Marion.**

Nearby at Fulton Market Design Days, the brand will present Pippin, a fun, flexible mobile chair designed by Lucy Kurrein, as an example of a product built with circularity in mind, at MillerKnoll's Second Nature sustainability exhibition. Also available in a near infinite number of colours, Pippin is also among the brand's most sustainable products.

New Product Configurator

And finally, NaughtOne will launch a new online product configurator, allowing customers to envision how they can make design possibilities become a reality, and contribute to them realising their dream projects. The configurator will include the Rhyme, Hatch, and Symbol seating collections, and the Morse Table System, and be available for guests to test out and create at NaughtOne's showroom in The Merchandise Mart.

To learn more about the products highlighted above and the entire NaughtOne portfolio, visit [NaughtOne.com](https://www.naughtone.com)

About NaughtOne

NaughtOne is a British designer and manufacturer of furniture for commercial spaces. We believe that designs should be simple, purposeful and useful – and that choice of colour, fabric and finish should come as standard. We make it possible for specifiers to express their creativity, tailoring our products for the client, setting and use.

Founded in Yorkshire, UK, a region famous for its textile heritage, we are leaders in upholstery. The business has grown considerably over the past two decades, now employing nearly 100 people in the UK, Europe, Asia and the USA. Since 2019 NaughtOne has been part of the MillerKnoll collective of brands.

For further information visit www.naughtone.com

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