

NaughtOne Showcases New Seating Designs from Keiji Takeuchi and Daniel Schofield at Fulton Market Design Days

Products to make North American Debut at NaughtOne's Newest Showroom



Chicago, IL, June 4, 2025 -- NaughtOne will open the doors to its newest North American showroom in Chicago's Fulton Market neighborhood, an epicenter of design and creativity, during Design Days 2025 (June 9-11).

Previously at the Merchandise Mart, NaughtOne's new space at Fulton Market is a fresh canvas for possibility, serving as an environment for designers to imagine their dream spaces with a range of sustainable pieces to meet the objectives of an array of clients.

Upon entering the space, visitors will be greeted with a **contemporary exhibition space honouring NaughtOne's 20th anniversary**, intended to surprise and inspire. The presentation will animate the brand's portfolio of designs through white forms suspended from the ceiling as if floating in space. Like a blank canvas, these forms push visitors to imagine all the opportunities and versatility of the range. Beyond the exhibit, visitors will be greeted to a warm, residential vibe through a variety of lounge, focus, and collaboration zones. These settings will showcase how the brand empowers architects, designers, and users to create impactful and imaginative workplaces. In a **dynamic CMF studio**, visitors can create and explore the brand's fabrics, colours, materials, and textures and view them on the products themselves.

Among the not-to-miss new products are two simple yet striking lounge designs: **Mimo, a low and loungey modular seating and table collection by Keiji Takeuchi** that effortlessly transforms to suit any environment; and **Fin a contemporary lounge**

chair by Daniel Schofield that references 1960s space age design but is made using far more sustainable materials.

“North America is a critical market for NaughtOne and one we’ve seen significant growth in over the past 20 years of doing business. At this milestone, we are thrilled to move into Fulton Market where we are truly in it,” commented **Nadean McNaught, NaughtOne Managing Director**. “Just like our move to Clerkenwell in London, being in Fulton Market means we’re now part of the dynamic design conversation happening in this neighborhood. There are restaurants, coffee shops, other creatives – we’re embedded in a design-led community that shares our values.”

Mimo



NaughtOne will debut **Mimo, a low and loungey modular seating and table collection by Keiji Takeuchi that effortlessly transforms to suit any environment**. Whether configured as a cozy two- or three-seat sofa, or a sophisticated club chair, Mimo strikes the perfect balance of confident yet understated. With its blend of soft support, compact form, and design sophistication, Mimo is deceptively simple but makes a powerful statement and can also be configured in countless ways. Takeuchi’s design approach focuses on enhancing the true nature of products in simple and human ways, represented in Mimo.

While simple in appearance, the design process was meticulous: “The most important detail isn’t one single microscopic feature — it’s that everything is in harmony,” comments Takeuchi.

Built around contrasts, the outside of Mimo gives structure, while the interior cushions give comfort. Takeuchi said, “Nature informs my design process and visually Mimo is like snow settling on a park bench. The snow represents an organic, flowing element that contrasts with the rigid geometry of the bench.”

The club chair, sofas, benches and ottoman are complemented by an architectural coffee table, a sleek yet simple piece that allows designers to create one cohesive lounge for true collaboration and connection with Mimo.



Exemplifying NaughtOne's dedication to absolute simplicity, infinite possibility, MIMO features a core set of modules and a near unlimited choice of colour and material for any modern space. A true chameleon, it can easily morph depending on the designer's imagination and the unique needs of the space.



Fin



NaughtOne will also introduce **Fin, a contemporary lounge chair by Daniel Schofield that references 1960s space age design.** With its expressive form, Fin serves as a blank canvas for creativity in both material and colour. A charming and finely crafted design, Fin is the outcome of a playful experiment. While folding two pieces of paper together, Schofield happened on a form he liked. The resulting design is made from two fully upholstered, interlocking wooden shapes, retaining a visual lightness that recalls its origami origins.

“For me, good design is about simplicity,” says Schofield. “Simplicity tends to last, both stylistically and functionally. I think good design also has reason — how it’s made, why it exists. But beyond the rational, there’s often something slightly unreasonable too — a little artistic touch, something charming that makes you want to keep it for a long time.”

Fin is a standout in sustainability, with the lowest embodied carbon in NaughtOne’s portfolio of lounge chairs. Exemplifying material efficiency, Fin uses a minimal palette of natural materials, primarily plywood – a material that is lightweight, strong and low in embodied carbon and fabric.



The choice of plywood and total upholstery also makes Fin a chair that is simultaneously sculptural and durable. Exemplifying exceptional attention to detail and craftsmanship, it’s a true masterclass in upholstery: pinch seams taper the edges to a point,

creating a sense of lightness. The fit is precise, ensuring tightness across the arched surfaces.



Mimo and Fin will be available for purchase from 7 July, 2025.

Additional Resources

Learn more about the products

[Mimo](#)

[Fin](#)

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About NaughtOne

NaughtOne designs and manufactures furniture for commercial spaces, guided by the belief that designs should be simple, beautiful and useful. We offer choice as standard, empowering specifiers to express their creativity and tailor the colour, material and finish of our products to suit the client, setting and use.

Though based in the UK, NaughtOne has grown significantly over the past two decades and now employs nearly 100 people across the UK, Europe, Middle East, Asia and the USA. We are proud to be part of the MillerKnoll collective of brands.

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