# Knoll Opens New Dallas Showroom

*Knoll presents the latest iteration of its new design direction from Jonathan Olivares, Senior Vice President of Design, in MillerKnoll's new Dallas showroom*




**Dallas, Texas, September 14, 2023** – Knoll, a recognized leader in design, will open its doors within MillerKnoll's new Dallas showroom. Through this opening, Knoll continues to expand upon the refreshed design direction it debuted earlier this year at Salone Internazionale del Mobile in Milan in April and its redesigned Chicago showroom in June.

The Dallas showroom's contemporary architectural elements, which connect to the surrounding building, neighborhood, and city are a nod to the spirit of Florence Knoll and her visionary approach of Total Design. The Knoll presentation draws inspiration from its tree-lined location on McKinney Avenue featuring a green color palette for a seamless transition from outdoor setting to indoor design. In keeping with the new look of Knoll spaces, primary and secondary colors are prioritized, making it easy for clients to consider how furniture and interiors can be customized.

"When setting the agenda for the new Knoll Dallas showroom, it was important to consider the local market, and how Knoll's approach to planning, furnishings, and CMF (Colors, Materials, Finish) relates to and enables interiors in the region," commented Jonathan Olivares. "The showroom demonstrates a real working environment, with adjacencies planned in consideration of each other, and displays the latest planning paradigms reflecting Knoll's ability to address evolving workplace needs."

Customization is at the heart of the Knoll showroom. A rectangular core display appears like an elevator bay in a modern high-rise office building, housing a plethora of sample options highlighting the breadth of color, material, and finish options available. Situated in the middle of the showroom, the display creatively features a range of architectural scale samples, allowing clients to imagine how they can combine materials in a way that fits their unique projects.

**Artworks by Jonathan Muecke, Josh Cloud, and Christian Vargas Invigorate Showroom**

"The challenge is considering the role the art plays and which artists best contribute to the environment of the showrooms," said Olivares. "For the artworks, I look for works that send a current through the showrooms, offer surprise, and challenge ideas about form, color, and thought. In adjacency, the selection makes us see Knoll furniture in a new light. These works invigorate our spaces."

Artworks in the Dallas showroom are by Minnesota-based designer**Jonathan Muecke,** a graduate of the Cranbrook Academy of Art where he was the Florence Knoll scholar, Los Angeles-based artist **Josh Cloud,** and Fresno-based sculptor **Christian**

**Vargas**.

The Dallas MillerKnoll showroom is the company's first space to combine both the Knoll and Herman Miller brands. In addition to these presentations, the showroom will present brand expressions from DatesWeiser, FilzFelt, Geiger, HAY, Muuto, and NaughtOne. The space will also feature products from Knoll Textiles, Edelman, Maharam, and Spinneybeck.

Located at 2811 McKinney Avenue, the MillerKnoll showroom will be open for scheduled customer tours beginning Monday, September 18. Contract clients and prospective buyers can contact their MillerKnoll sales representative to arrange a tour.

**About Knoll**

Founded in 1938, Knoll is a globally recognized leader in modern design. Knoll uses modern design to create places people love to be, and over the last 85 years, its commitment to modern design and ongoing dialogue with designers and customers has yielded a timeless collection of pioneering products for high-performance workplaces, work-from-home settings, and luxury residential interiors. A recipient of the National Design Award for Corporate and Institutional Achievement from the Cooper-Hewitt, Smithsonian Design Museum, Knoll has championed sustainable practices in manufacturing. Knoll is a founding sponsor of the World Monuments Fund Modernism at Risk program. Knoll is a part of MillerKnoll, a collective of dynamic brands that comes together to design the world we live in. For more information, visit knoll.com.

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