



HBF Presents 'New Hospitality for Work' for NeoCon 2022

A collection of new product concepts, collection enhancements, and design studies will be on display in Chicago

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HBF
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Hickory, NC 28601

HBF and HBF Textiles continue to explore the evolving post-pandemic workplace through the expansion of hospitality-inspired collections. For NeoCon 2022, new products, expanded collections, and design studies in optimistic colors, progressive finishes, and natural materials will be on view at the HBF showroom located in Suite #387 at theMART from June 13-15, 2022.

HBF has created a sequence of experiential vignettes that reveal unique planning scenarios and a compelling vision for the post-pandemic workplace. The great 'Return to Office' continues to confound organizations that seek to bolster company culture in real life with a pre-pandemic playbook. Team members, having experienced firsthand the benefits of work-from-home and hybrid work modes, now expect even more from their work environments to justify lengthy commutes.

To empower designers to deliver high-quality, commute-worthy work landscapes, HBF advocates a design strategy rooted in the concept of 'New Hospitality for Work' that layers vibrant, amenities-driven product applications onto today's fluid workplaces. With renewed priorities of social interaction, experiential delight, psychological well-being, and comfort, HBF's inspiring portfolio of products offers healthful ergonomics, flexibility, and choice at their core. Leveraging the design vocabulary of the 'business club' and utilizing the planning tactics of 'Work Geometry,' HBF furniture and textiles span total contract environments to foster purposeful encounters and communication exchanges among colleagues.

New HBF Introductions at NeoCon 2022

HBF's NeoCon presentation will feature new collections and expansions of the previous series to complement and enhance today's post-pandemic workplace. The *Tyler* seating collection will offer a new set of executive seating options designed for comfort yet suitable for the executive suite. The *Mod Collection* will add two new additions to the HBF lounge collection for high-performance applications. And finally, the highly successful *Torre* conference table line will add new heights, new tabletop shapes, and future-proofed technology integrations.

New Tyler Seating Collection

The *Tyler* chair, designed by HBF Design Studio, is a new expression in executive and conference seating. Representing a considered yet intuitive solution, *Tyler* is designed with surprising comfort and exacting details. *Tyler* features a polished aluminium or black frame and arms, and is available as a mid-back or a high-back, and solves for the executive suite or a more casual group meeting. The *Tyler* Seating Collection will officially launch in late July 2022.

Mod Collection Extension: Mod Work & Mod Highback

HBF will launch *Mod Work* and *Mod Highback*, two new additions to HBF's best-selling lounge collection. Designed by the Swedish architect Henrik Schulz, the *Mod Collection* first launched at NeoCon in 2018 and was inspired by the activity-based workplace. With its new additions, *Mod* looks to establish the new normal of today's post-pandemic office. *Mod Highback* adds a new planning horizon for privacy applications, extending *Mod*'s external panel surround to 53 inches high. *Mod Work* optimizes 'Work Geometry' planning potential by raising seat height to 18.5 inches for standard seating applications. The *Mod Work* and *Mod Highback* will officially launch Q4 2022.

Torre Collection Extension

HBF will launch an extension to the *Torre Table* range. A highly successful conference table collection launched in 2019, *Torre* is an expertly crafted solid wood table range designed by HBF Design Studio. *Torre* supports the demands of today's modern technologies with newly integrated perimeter power and new 'Work Geometry' horizons. Named after the Italian word for 'tower,' *Torre*'s standout feature is an elegant, tapered column displaying HBF's rich respect for material and craft. *Torre*'s shape is inspired by a simple cake platter—a curved top with a column standing below that gently narrows towards the center and widens towards the base. With an identifiable and recognizable shape, it is constructed as a signature HBF design. *Torre*'s tabletop presents itself as lightweight—almost floating—thanks to the elevation of its wood top from the supporting columns, yet derives its strength from its weighted base.

New additions to the *Torre Collection* include the *Torre Bar Height Table*, the *Torre Counter Height Table*, and the *Torre Continental Table*, injecting a fresh aesthetic into the commercial environment. An array of new color, material, and finish offerings such as plain-cut veneer, engineered veneer, plastic-laminate, and solid surface have also been added to the range. Future-proofed technological integration such as under-surface-mounted perimeter electrical outlets will also be offered. The *Torre Collection* extension will officially launch in Q4 2022.

New HBF Design Studies for NeoCon 2022

HBF will launch a series of 'design studies' during NeoCon 2022. A window into conceptual and advanced design development, HBF's design studies will offer a preview of HBF's innovation and design thought leadership in real time. A new design partnership with Alda Ly Architecture (ALA) will launch with a new pouf concept, the studio's first-ever furniture series. ALA will also spearhead the new HBF and HBF Textiles flagship showroom in New York City. Brooklyn-based industrial designer Jonathan Yoshida Rowell will expand the *Jueki* collection with a series of new tables. And finally, HBF will explore additional CMF offerings for the *Note Desk*, designed by Copenhagen-based OEO Studio.

Announcing the New HBF x ALA Design Partnership

New York-based studio Alda Ly Architecture (ALA), founded by Alda Ly, is HBF's latest design collaborator. ALA was founded in 2017 when groundbreaking co-working platform The Wing tapped Alda Ly to design its first East Coast and California locations. Inspired by her father, a self-made cabinetmaker, Ly has since built a tight-knit team who've made a name for themselves by rethinking traditional healthcare, office, retail, and cultural spaces to be more supportive, thoughtful, and visually dynamic.

"We're excited about our partnership with HBF, extending the tradition of high-quality American craftsmanship while bringing a fresh perspective to contract furnishings. As workspaces and new modalities of working continue to shift and expand, our design is rooted in adaptability," says Alda Ly, ALA Founder.

At NeoCon 2022, HBF will exclusively preview 'sneak peek' design studies of ALA's new yet-to-be-named pouf concept for HBF, the studio's first-ever furniture series that is now in advanced design development. Alda Ly and Tania Chau, ALA Design Director, conceived a versatile family of upholstered pouf elements, each supported by crafted wood frame and leg components.

Incorporating an approachable and friendly design vocabulary, the ALA pouf concept spans multiple variants, some of which will be previewed in HBF's NeoCon showroom, including a round one-seater, a stacking pouf, and a semi-round three-seater. Building on the theme of 'New Hospitality for Work,' this versatile collection will allow interior designers to plan flexible, scalable environments suitable for a myriad of applications—from hospitality lounges to large work gatherings, and impromptu, casual meetings. These lightweight round and semi-round poufs will be available in a multitude of HBF Textiles options and a variety of wood finishes. ALA's full pouf collection launch is anticipated in Q1 2023.

"For this new pouf collection with HBF, we're bringing all the same considerations that we take into designing architectural projects to the design object. We've been able to create a product that we've always wanted to specify for our own clients but isn't yet available in the marketplace. The wood and textile material palette also subtly nods to the qualities that we imbue in the spaces we design, including warmth, wellness and comfort; and it's a design that suits a variety of environments and uses," says Tania Chau.

NeoCon 2022 marks the announcement of the HBF x ALA partnership. In the Fall of 2022, HBF and HBF Textiles will open a new flagship showroom in New York City, also designed by ALA. Located on Fifth Avenue on a block adjacent to the iconic Flatiron Building, the 3,500 sq. ft. showroom space will be the central testing ground for a compelling environment to showcase the latest HBF and HBF Textiles collections. Tasked with reimagining a traditional showroom, ALA took the penthouse of the 19th century 'Old Scribner Building' to create a collaborative and experiential environment with a green oasis in the center where the open skylight allows ample natural light to enter. Exploring a post-pandemic showroom space, ALA is designing an idealized business club environment to showcase HBF product concepts to both clients and designers alike.

Adrian Parra, HBF's new Creative Director states, "our decision to partner with ALA on new product concepts and a new NYC flagship was an easy one. ALA's pioneering imprint on advancing the typology of the workplace-as-business-club through their past projects, such as The Wing, is so clearly evident to anyone who pays attention to the evolution of the workplace. The firm's sensitivity to matters of accessibility and inclusivity across a wide range of market verticals also makes us super-excited by the new HBF x ALA partnership. HBF could not be more thrilled to be opening up the design canon to showcase the perspectives of diverse, relevant, and fresh design voices."

Design Study: Jueki Tables by Jonathan Rowell

The *Jueki* collection is designed in collaboration with HBF and the NY-based industrial designer Jonathan Rowell Yoshida, with its first introduction back in 2020. Inspired by and named for the Japanese word that literally means 'tree sap,' *Jueki* is a sculptural and lightweight form that appears to pull away without disturbance or force. To complement the *Jueki Stool*, Rowell will introduce *Jueki Tables*, a selection of occasional tables in various finishes and heights. Answering to the needs of inspiring workplace design, this organic and clean aesthetic will be the most versatile collection yet, from living rooms, corporate cafés, and even social gathering spaces.

Design Study: Note Desk in Color

Introduced in December 2021, HBF will explore additional color offerings for the *Note Desk* by Copenhagen-based OEO Studio. Thomas Lykke, the Design Principal, reimagined the original HBF *Simple Writing Desk* by streamlining the table desk typology to create a flatpack product that is easy to ship, assemble, and use without sacrificing its workmanship and versatile functionality. The sensibly crafted solid wood legs add a softer, well-rounded touch to the overall construction. For NeoCon 2022, HBF will explore fresh colorways, sustainable materials, and innovative finishes for home offices, creative studios, and co-working spaces, blurring the line between the casual and the formal.

HBF Textiles Newness for NeoCon 2022

HBF Textiles Launches *In Your Skin Collection* by Erin Ruby

HBF Textiles is pleased to introduce *In Your Skin* designed by product and interiors designer Erin Ruby, a timely and refreshing woven fabric collection that celebrates being comfortable in your own skin. Inspired by the human experience and the ephemeral nature of life, *In Your Skin* encapsulates a respectful awareness of the transience of all things, which heightens our appreciation of their beauty.

Produced in 55 colorways, the collection features six sensorial textiles, each piece has an incredibly tactile and handmade quality to them, but puts performance first. Composed entirely of high-performance fabrics intended for high-traffic abrasion, the beauty of the collection is that it maintains the appearance of a residential product with the durability of heavy contract performance. Each of the fabrics in the collection are Third party certified, SCS Indoor Advantage™ Gold, while most of the patterns are also manufactured using post-consumer and/or recycled material. Each fabric is woven and manufactured in the United States, while the wool is also locally sourced from the Midwest.

The collection marks Ruby's third collaboration with HBF Textiles and the 20th anniversary of the *Stitch* collection (2002). "It was completely synchronistic that I would collaborate with HBF Textiles since my first firm, TVS Design in Atlanta," says Ruby. "I realize how rare this is and am so grateful for having a longstanding relationship built on trust and shared appreciation for the work. And I am excited about everything in this collection! It was holistically designed to be layered and coordinated beautifully together, but also to have each pattern stand on its own. Sometimes contract textiles can tend toward being cold or lifeless for pragmatic reasons, but this collection is so warm and tactile even with its high-performance functionality. It's full of life - imbued with optimism and aspiration, which I think will resonate within a space."

HBF Textiles Launches New E-Commerce Site

HBF Textiles will launch a new e-commerce platform, reflecting the realities and needs of both trade and end consumers. The rebranded website will allow user-friendly access to the thousands of textile SKUs while streamlining sample requests and bulk ordering. The new platform marks another step in rebranding HBF Textiles by increasing brand awareness and allowing a new generation of technologically independent customers to work directly with the company.

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About HBF

Part of a two-hundred year legacy of furniture and textiles manufacturing in North Carolina, HBF is recognized for its timely design sensibility and timeless craftsmanship. By joining forces with leading industry designers, HBF is committed to creating ingenious contract furnishings with an emphasis on craft, comfort, and sustainability. HBF's mission is to continuously inspire its core audience of A&D specifiers as design arbiter and trusted partner in the realization of ambitiously considered commercial interiors.

www.hbf.com

About HBF Textiles

HBF Textiles gives dimension to the lives and spaces of users, designers and communities through the essential qualities of fabric. Their expertise comes from understanding the inherent qualities of fabric—yarn, dyeing, spinning, structure, and weave. What they produce is not just textiles, but a larger web of relationships. Weaving textiles together with manufacturing and production, they are part of a two-hundred-year-old legacy of textile manufacturing within North Carolina. And, with like-

minded mills and collaborators—locally and globally—they explore together the myriad of possibilities of what fabric can be.

www.hbftextiles.com

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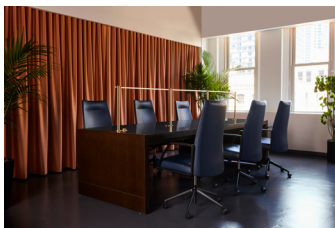
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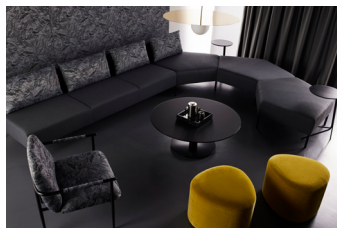
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