



HBF LAUNCHES NEW ADDITIONS TO THE MOD COLLECTION

Designed by Architect Henrik Schulz, the new Mod Highback joins the best-selling lounge collection alongside Mod Work offering new height options

September 8, 2022

HBF

900 12th Street DR NW

Hickory, NC 28601

HBF together with visionary Swedish architect Henrik Schulz will offer new additions to the Scandinavian-inspired seating series: the Mod Collection. HBF's best-selling lounge collection to date, Mod epitomizes plannable, refined interior possibilities for contemporary spaces. Conceived with a humanistic approach, the collection comprises handsomely designed contract seating solutions that look and feel "at home" in public spaces while allowing for various scalable seating arrangements for both lounge and work applications. Further offering a modern approach to both work and downtime, the new Mod Highback and new height options from Mod Work will launch on September 8, 2022.

Keeping the comfort of Work From Home (WFH) in mind, the Mod Highback showcases a dynamic duality for ideal relaxation and active productivity that goes "beyond the desk." With three options, Mod Highback Lounge Chair, Mod Highback Two-Seater Sofa, and Mod Highback Three-Seater Sofa, the collection is designed to minimize distractions and encourage focused work, delivering a privacy-lounge experience that integrates seamlessly into the Mod series and any open-plan space. Offering a sense of both visual and acoustic privacy, its refined materials and architectural form provide users with a respite from the modern workplace that looks and feels right at home in contract, hospitality, and public spaces.

Meanwhile, Mod Work offers new height options to experience a new standard in comfortable collaboration and communication, pairing perfectly with laptop tables and low occasional tables. The entire Mod Collection can now be configured for a tailored work experience at the "relaxed" 16" standard or the more "engaged" 18½" seat height. These two different leg heights offer unparalleled comfort by allowing users to adapt their workspace to fit their unique needs, allowing

them to enjoy formal or informal gatherings with flexibility and comfort.

Engineered with serviceability, interchangeability, and long-term maintenance in mind, all of Mod's seat, back, and arm cushions are crafted for circularity and can be removed from the Mod panel assembly independently to be replaced, repaired, or refreshed. For additional flexibility, any particular unit within Mod can be equipped with power underneath the seat - adjacent to the leg, inset slightly for convenience - without distracting from the beauty of each piece.

As the great 'Return to Office' continues to confound organizations that seek to bolster company culture in real life with a pre-pandemic playbook, HBF offers a solution to empower designers to deliver high-quality, commute-worthy work landscapes with its new Mod designs. Tapping into a design strategy rooted in the concept of 'New Hospitality for Work', HBF layers vibrant, amenities-driven product applications onto today's fluid workplaces. With the Mod Work and Mod Highback offering healthful ergonomics, flexibility, and choice at their core, the new designs help foster purposeful encounters and communication exchanges among colleagues.

"From the start, Mod was designed for use in all spaces, including contract, commercial, and residential," says Adrian Parra, HBF's new Creative Director. "So the collection was well-suited for the post-pandemic environment, and it only made sense to expand and offer new and multifunctional designs, blurring the lines between the hospitality, office, and home."

"The workplace has changed a lot, especially after the pandemic, and it has to be more attractive than before," says Schulz. "People are not comfortable in cubicles anymore. They want to feel at home and at the same time be a part of a group. There must be a reason for people to get back to work, companies will have to fight harder in the future to attract new employees and office design is one way of doing just that. That is why we created a flexible piece that works in any space."

Mod is available in a wide range of hospitality-inspired, high-performance HBF Textiles, including bleach-cleanable woven textiles, performance-coated fabrics, and luxurious full-grain leathers. The leg components are available in various finishes (Solar Black, White, Gray, and Polished Chrome) and come equipped with a leveling glide that allows for $\frac{3}{4}$ " inches of adjustment to accommodate unlevel floor conditions.

The Mod Work and Mod Highback will launch online and through all HBF showrooms on September 8, 2022.

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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 arbiters and trusted partners in the realization of ambitiously considered commercial interiors.

www.hbf.com

About Henrik Schulz

Based in Gothenburg, Sweden, architect and designer Henrik Schulz established his studio in 2008. The studio works with a wide range of assignments, from urban planning to commercial and residential projects, as well as exhibitions and design objects such as office furniture. Rooted in the Scandinavian design tradition, Henrik is a pragmatist constantly on the lookout for inspiration, regardless of time or place. He believes that all work is based on the architect's point of view. The process begins with a holistic approach, seeing the full picture before getting into details. Henrik Schulz has been widely published and clients include HBF, Volvo, IKEA, Carl Hansen, Polestar, HAY, Horreds, and many others.

www.henrikschulz.se

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Press Stories

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01 Mod Work Highback Two-Seater Sofa



02 Mod Work Highback Two-Seater Sofa, Mod Work Sectional



03 Mod Work Sectional



04 Mod Work Highback Two-Seater Sofa



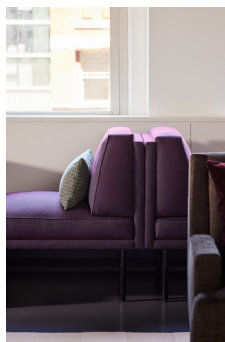
05 Mod Sectional Conversation Pit



06 Mod Sectional Conversation Pit



07 Mod Sectional Conversation Pit



08 Mod Armless Lounge



09 Mod Collection



10 Mod Sectional



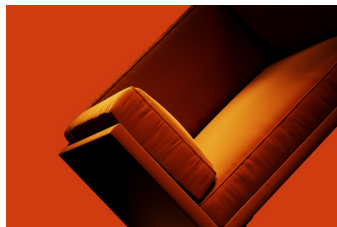
11 Mod Sectional Detail



12 Mod Sectional



13 Mod Sectional Detail



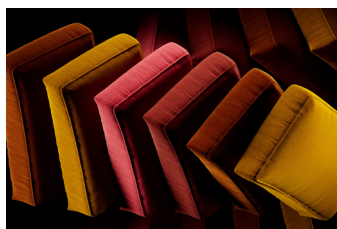
14 Mod Two-Seater Sofa



15 Mod Sectional
Conversation Pit



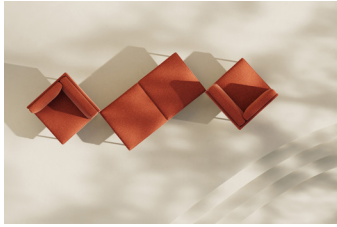
16 Mod Sectional
Conversation Pit



17 Mod Cushions



18 Mod Detail



19 Mod Deep Sectional



20 Mod Cushions



21 Mod Deep Sectional



22 Mod Detail



23 Mod Work Highback Lounge Chair



24 Mod Work Highback Cluster



25 Mod Work Highback Cluster



26 Mod Work Landscape Cluster



27 Mod Work Landscape Cluster



28 Mod Work Landscape