



HBF LAUNCHES FIRMA TABLE COLLECTION BY TRAVIS CLIFTON FEATURING JUNIPER LIGHTING

**Inspired by the Past, Designed for
the Future**

HBF
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Drawing inspiration from the Parsons table archetype from the 1960s, HBF's Firma Collection designed by Travis Clifton, Principal of T Clifton Design, transcends its historical origin by incorporating innovative materials into an expanded line, offering 900+ standard models.

The name, Firma, from the Latin root "terra firma," means "firm ground," referencing the strong foundation this collection provides by anchoring a space and complementing existing surroundings. Having collaborated with HBF on space design and product for over a decade, Clifton realized that a crucial element was missing to tell the full HBF story, the necessity of a quiet piece that has the ability to complement more sculptural elements.

Designed for maximum customization, Firma introduces a new expanded finish library for HBF, known for its expertise in materiality, offering more refined, premium finish standards to fulfill the needs of today's specifiers. The offering includes wood veneer, laminate, glass, engineered quartz, and solid surface. In addition to materiality, Firma's standard offering includes a robust array of sizes, discrete power options, knocked-down assembly and a fully integrated premium lighting system by Juniper, the Shared Task Lamp and Ground Control Power System.

"There's a beauty in being able to change the mood and the piece itself based on the finishes that are selected," says designer Travis Clifton, "it's a designer's paradise."

The Juniper Shared Task Lamp and Ground Control Power System offer a blend of precision and elegance. Available on all Firma Communal Tables, the pioneering Juniper kit can be fitted to table size with the choice of three finish options - Satin Brass, Satin Nickel, and Black Oxide. The integration of the Juniper Shared Task Lamp and its advanced power capabilities have been streamlined for ease of specification.

“We’re thrilled to partner with HBF and Travis Clifton to bring Juniper’s innovative technology to the new Firma table. The THIN Shared Task Lamp and Ground Control power systems are beloved favorites within our portfolio, and we could not be more excited to see them used in such a beautiful application through the design,” says Mel Saenz, Vice President of Relationship Management at Juniper. “The seamlessly integrated lighting and power units provide users with a practical workspace without sacrificing elegance.”

Whether it's vibrant lobbies, esteemed university libraries, or “third space” public areas, Firma stands as a versatile and multifunctional centerpiece providing enhanced durability and adaptability for a multitude of applications.

“HBF is grateful for this ongoing partnership with Travis. Not only does she understand HBF inside out, she provides her design expertise and impeccable taste to enhance our brand presence,” says Casey Baxter, Vice President, General Manager of HBF. “The Firma Collection is thoughtfully crafted through the eyes of a specifier’s journey, ensuring it will be a go-to solution with endless possibilities.”

The collection features three table categories: Occasional (Side & Coffee tables), Multipurpose (Console), and Communal (Conference, Counter Height, Bar Height, & ADA Height tables). Firma is proudly manufactured in the USA.

Firma Occasional Tables

Side Table

The Firma Side Table blends seamlessly into any lounge space, yet its clean lines and strong geometric shape allow it to stand out. This sophisticated, accent piece bridges the gap between iconic charm and contemporary design. Whether it’s perched with a warm lamp or favorite books, the Firma Side Table adds refined luxury to any space.

Coffee Table

Firma’s modern coffee table embodies a contemporary, refined aesthetic. Its design addresses the needs of different contract environments, from refined hotel suites to modern offices. A timeless centerpiece that is artful in its simplicity, Firma’s form is an enduring design that balances modernity with references to the past.

Firma Multipurpose Tables

The Firma Console Table was crafted with a classic silhouette featuring a discreet support rail providing a relaxed yet stylish landing spot when paired with seating in entryways, hallways, or positioned behind sofas. The Firma Console Table is a quiet yet essential piece of furniture that marries purpose and form, with convenient storage and a tasteful display for lobbies and lounges.

The Firma Communal Tables, available with Juniper Shared Task Lamp

The Firma Conference Table offers design-centric professionals the chance to create an authentic atmosphere for collaboration and learning. Customization options, including integrated Juniper lighting and robust power additions with discreet cable management, make it ideal for diverse meeting areas where ideas flourish, debates thrive, and collaborations take root.

The Firma Counter Height Table redefines the way users dine, converse, and collaborate, offering a versatile platform with smartly engineered wire management and power options that make it ideal for communal environments. The counter table not only encapsulates the essence of adaptability, but its strong silhouette, sculpted legs, and luxe material options create a versatile focal point.

Firma Bar Height Table achieves an equilibrium. Infused with modern sensibilities, this bar height table blends the best of classic and contemporary into a unified piece that aims to elevate the experience and the ambiance of any hospitality space. Its thoughtful design allows for a comfortable complement to bar-height seating, while also providing a sleek surface for eating, drinking, or working.

The Firma ADA Height Table is thoughtfully designed to prioritize inclusivity. Specifically crafted with accessibility in mind, this table has the standard ADA height of 34" and can be seamlessly paired with the conference, counter, and bar tables. Its adaptable design allows it to complement different environments, making it a flexible and functional choice for incorporating accessibility into any space. Whether used in a professional meeting room, a reception area, or a social setting, the Firma ADA Height Table combines design with a commitment to meeting diverse needs.

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About HBF

With an emphasis on design, craft, and sustainability, HBF (Hickory Business Furniture), is proud to be part of North Carolina's two-hundred-year-old legacy of furniture and textile manufacturing. HBF's expertise is rooted in the understanding of how furniture creates relationships between people and environments. With this holistic perspective for living and working comes good, honest craftsmanship driven by inspiring, contemporary design. Engineered for longevity and performance, HBF products are built with a sound contract manufacturing competence that has continuously evolved since our foundation in 1981. For more information, visit: www.hbf.com

About Travis Clifton

Travis Clifton is an interior designer, product designer, and artist. Before opening T Clifton Design, LTD. in 2005, she worked for several leading Chicago design firms including ISD, Carlos Martinez & Associates, and Gary Lee Partners. Over the course of her career, Clifton has directed and implemented strategic visioning for several furniture manufacturers, designed furniture, and created high-quality interior spaces for corporate, retail, and residential clients. She believes a strong concept is key to the development of good design whether it is in the detail of a product or the design of a space and uses that belief to guide her work. She has an ongoing relationship collaborating with HBF on space planning for HBF showrooms and most recently, the Firma table collection.

About Juniper

Juniper is a design and manufacturing studio dedicated to producing thoughtful, refined and meticulously crafted luxury lighting solutions. With a newly built NYC showroom and state-of-the-art factory in Connecticut, each piece is developed and produced locally, from start to finish. Inspired by a philosophy of purposeful reduction, Juniper products reflect a commitment to American craftsmanship and organic simplicity. At the core of their work is the belief that form and function are inextricable, and the beauty of distinctive design lies in the innovation and details just below the surface.

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HBF's Firma Collection

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