



HBF Teams Up with Juniper on the Recharge Lounge Experience at ICFF 2025

HBF is proud to partner with **Juniper** to debut a space for ICFF attendees and the design industry to recharge their bodies, minds, and devices. The **Juniper Recharge Lounge** featured HBF's made in America furnishings integrated with Juniper's innovative new outlet system, **Ground Control**.

Sophisticated and serene, the lounge embodied high-end hospitality spaces such as VIP airport lounges where guests enhanced their well-being, finding comfortable moments in HBF seating including custom Mod Sofas, Morgan Lounge Chairs, Ski Guest Chairs, Jukei Stools and more in **HBF Textiles** upholsteries that blend artistic sensibility, craftsmanship, and performance. A large scale **Firma Table** designed by Travis Clifton – which HBF and Juniper partnered together on - ran the length of the lounge for collaborative discussions. **Oval Egg side tables**, designed by Barbara Barry, dotted the lounge with a modern painted Phantom Ecru wood finish and power enhancement bejeweled by **Juniper's new Ground Control outlet system**. These custom pieces received such positive feedback and market demand that HBF will put them into product development for their collection in the future.

Thoughtfully conceived to be both practical and inspiring, the lounge hosted a series of talks and panels focused on business strategy and industry collaboration including: ***Tariffs Unplugged: Design & Manufacturing in an Uncertain Economy***. With a dynamic panel including Casey Baxter (Vice President, General Manager at HBF | HBF Textiles), Mischa Couvrette (Designer, Hollis & Morris), John Edelman (CEO, Heller), and Al Uszynski (Founder and Journalist, Inside Lighting), moderated by Shant Madjarian (President at Juniper), the candid discussion covered impacts felt now and anticipated for the captive standing room only crowd.

[LINK TO IMAGES HERE](#)

ABOUT HBF

Defined by its strong legacy and iconic design visionaries, HBF has helped shape the Americana style. With an emphasis on design and craft, HBF is proud to be part of North Carolina's two-hundred-year-old legacy of furniture and textile manufacturing. Rooted in authenticity, HBF fosters meaningful relationships with collaborators built on shared values and passion for design, providing hospitable experiences at every engagement for warm, thoughtful, and supportive interactions. With this holistic perspective for living and working comes good, honest craftsmanship that stands the test of time.

For more information, visit: <http://www.hbf.com> and follow [@hbffurniture](#).

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ABOUT JUNIPER

Juniper leads the way in the design and manufacturing of lighting technology solutions. We merge purpose, technology and aesthetics to produce products that challenge the way lighting is perceived and experienced. Our mission is to break down arbitrary barriers and definitions in favor of producing true lighting and power solutions for the way we live and work today. We design for the periphery, where our products elevate rather than dominate a space, and the details of our work are felt more than they are noticed. Each Juniper product is meticulously designed and built in our advanced manufacturing facility in Connecticut with customized service and short lead times.

For more information, visit: <https://juniperdesign.com> and follow [@juniperdesigngroup](#).

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