

FAQs | December 2021

Chicago Showroom Move to Fulton Market

Are HON and HBF also moving their showrooms?

HON and HBF are still evaluating real estate needs in the Chicago market that support business strategies. Once decisions have been finalized, a formal communication will be provided.

Which competitors are already located or plan to relocate to Fulton Market?

- MillerKnoll
- Gabriel
- Teknion
- Tarkett

When will the new Allsteel showroom open?

Our current plan is for a spring 2023 opening. We will have more details on timeline and progress after we kick off the project.

What about clients who want to visit other manufacturers at theMART while in Chicago?

One of the amenities provided by Sterling Bay properties is a private shuttle experience that will bring guests directly from theMART to Fulton Market and the Allsteel Showroom at 345 N Morgan.

What about future NeoCon participation?

We intend to participate in the events during the NeoCon timeframe and are still defining what type of programming will be needed.

Will there be retail in our space?

No, there is no plan to have retail operations on the 3rd floor as part of the Allsteel showroom experience.

When will we communicate to the media and the public?

We are preparing a formal press release that will be provided to the media and external audiences after the first of the year. In the meantime, all PR or media inquiries should be directed to Mary Palmer. In January, the marketing team will supply approved social media content that can be posted for you to share with your networks.

Building / Project Details:

345 N Morgan (11 floors, including many shared amenity spaces)

Allsteel to occupy the 3rd floor (24,000 sq ft)

A&D Firm: Partners by Design

CRE & PM Services: CBRE (Geoffrey Euston & Liz McCleary)

Building Developer: Sterling Bay

Executive Sponsors: Adam Ames & Jill Stewart

Core Project Team: Natalie Johansen Murray, Christine Piche, Emily Keenan, Kara Joy, Rikki Crowe & Lisa Miller