

TRAVIS CLIFTON

# Firma



HBF



# Firma by Travis Clifton

Rooted in modernism’s storied design language, HBF’s Firma table collection transcends its historical origins by incorporating innovative materials and an expanded line. Drawing inspiration from Parsons tables from the 1960s and the Latin phrase “terra firma”, which means “firm ground,” Firma fortifies its relevance well into the 21st century.

Meticulously guided by designer Travis Clifton, Firma integrates handsome finishes, refined proportions, and a new generation of lighting and power components, offering an unprecedented range of transitional table possibilities for contemporary spaces. Whether it’s vibrant lobbies, esteemed university libraries, or “third space” public areas, Firma stands as a versatile and multifunctional centerpiece—providing enhanced flexibility, durability, and adaptability for a multitude of applications.

## 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.



Watch the  
Design Story



# Firma Collection

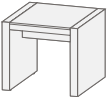


Firma Coffee Table with glass tabletop paired with the Charlotte Lounge Chair (left); Firma Console Table with veneer tabletop paired with the Jeuki Stool (right)

## OCCASIONAL

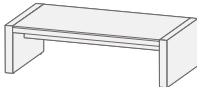
### Side Table

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



### Coffee Table

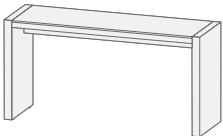
Firma’s graceful, modern coffee table embodies a contemporary, refined aesthetic. Its design addresses the needs of different contract environments, from refined hotel suites to modern offices. A timeless centerpiece that is artful in its simplicity, Firma’s iconic form is an enduring design that balances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



## MULTIPURPOSE

### Console Table

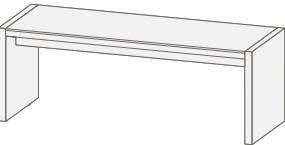
The Firma Console Table’s classic silhouette and poised proportions turn an understated look into a statement piece. Its sturdy construction with recessed support rail offers a casual touchdown when paired with seating in entryways, hallways, or behind sofas. The Firma Console Table is a quiet yet essential piece of furniture that marries form and purpose, crafting a harmonious alliance of tasteful storage and exquisite display for lobbies and lounges.



## COMMUNAL

### Conference Table 30” H

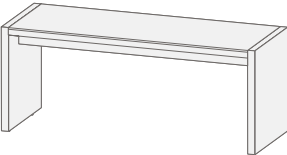
Crafted as a centerpiece for the modern workspace, the Firma Conference Table offers design-centric professionals a chance to create an authentic atmosphere for collaborating and learning. A multitude of customization options including lighting and robust power additions have been seamlessly engineered into the design, allowing the table to work in a variety of diverse meeting areas—an arena where ideas flourish, debates thrive and collaborations take root.



### ADA Height Table 34” H

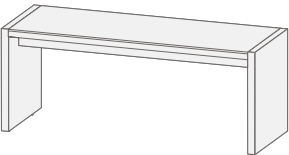
Crafted with inclusivity at its core, the Firma ADA Height Table seamlessly complements Firma’s array of communal table heights—be it conference, counter, or bar—guaranteeing a seat at the table for everyone.

HBF recommends 25.5” or lower counter height stools for use with the Firma ADA Height Table.



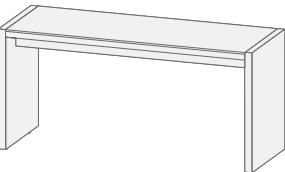
### Counter Height Table 36” H

Designed to redefine the way users dine, converse, and collaborate, the Firma Counter Height Table offers 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 naturally refined silhouette, sculpted legs, and luxe material options create a versatile focal point in any interior.



### Bar Height Table 42” H

Infused with modern sensibilities, the Firma Bar Height Table blends the best of classic and contemporary into a unified piece that aims to elevate the experience and ambiance of any hospitality space. Its thoughtful design allows for a comfortable complement to bar height seating, while also providing a handsome surface for eating, drinking, or working. The Firma Bar Height Table effortlessly assumes the role of a striking statement and a functional object that seamlessly transitions from restaurants to hotel lobbies to “third space” lounges.



Experience  
the Firma  
Configurator



Firma Counter Height Table with solid surface tabletop paired with the Essens Counter Stool



**Juniper Shared Task Lamp and Power System**

Immerse your communal tables in a warm, sensible glow with the Juniper Shared Task Lamp and Power System, a blend of precision and elegance. Tailor your choice by selecting the perfect kit based on table size, and add a personal touch with three finish options - Satin Brass, Satin Nickel, and Black Oxide.

Innovative magnetic connectors allow the light to pivot a full 360-degree rotation for an unparalleled and graceful lighting experience. Beyond its artistic appeal, the system seamlessly integrates style and technology with high-quality LED lighting and versatile dimming capabilities, suitable for residential, hospitality, and commercial settings. The kit available for 60", 72", and 84" tables includes the Shared Task Light, light dimmer, and simplex receptacle, while larger tables (96", 108", 120", and 144") can benefit from four additional USB-A receptacles.



Firma Conference Table with COM tabletop shown with the Juniper Shared Task Lamp and Power System in Satin Brass










FINISHES


Firma’s choices of finishes go beyond the ordinary. With a diverse palette of materials and an extensive range of colors, our customization options empower designers to craft spaces that truly resonate and make a statement. From contemporary chic to timeless sophistication, Firma’s durable finishes redefine visual appeal and endurance.

Wood Veneer Tabletops + Base








Oak (Stains)

 Clear	 Field Elm	 Skyline
 Nutmeg	 Pinnacle	 Sumatra
 Phantom Ecu		



Walnut (Stains)

 Natural	 Skyline	 Nutmeg
 Pinnacle	 Sumatra	

Paint (On Oak Veneer)

 Fossil Shale	 Loft	 Muslin
 Titanium	 Designer White	 Flint
 Ebony		

Laminate Tabletops

 Designer White	 Fossil Shale	 Loft
 Muslin	 Flint	 Titanium
 Black	 Velvet Black (With Black Edge Band)	

Glass Tabletops

 Ice White Etched	 Black Etched	 Cool Grey Etched
 Warm Grey Etched	 Caffe Etched	

Solid Surface Tabletops

 Designer White	 Frosty White	 Night Stars
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Engineered Quartz Tabletops

 Calacatta Olympos	 Urban Cloud	 Enchanted Rock
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Metal Plinth

 Brushed Brass	 Brushed Nickel	 Powder Coated Black
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Juniper Shared Task Lamp and Power System

 Satin Brass	 Satin Nickel	 Black Oxide
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Integrated Power Rail Power Modules

 White	 Silver	 Black
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Bag Hooks

 Silver
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Table: HCFRM23E3oH3o12o-Q2.F.RF599-OP2o.BBRFLC.PRY.QCO7.GN  
Integrated Power Rail Power Module (Soft-Wired x4): HVFRM23DUOBZL-EEU  
Power Strip (x2): HVFRM23-PWRSTRP



Table: HCFRM23E3oH421o8-Q2.F.RF599-OP2o.BBRWMY.PRN.QCO7.LT1  
Juniper Lighting + Power System Kit: HAFRM23-LGHT1o8W  
Hard-Wired Kit for Three Base Tables: HVFRM23-HDWIRE3BSE

DESIGN FEATURES

- 1 Wood veneer frame and legs
- 2 Hardwood plywood substrate for durability
- 3 Tabletop - Can be standard material or COM
- 4 Integrated Power Rail Power Module
- 5 Metal plinth
- 6 Discreet cutouts for power
- 7 Power on tabletop (USB-A, and duplex receptacle outlet)
- 8 Dimmable task lamp from Juniper
- 9 Optional floor chase for wire management
- 10 Hardwire or soft plug power options
- 11 Two base and three base conference tables
- 12 Largest sizes have option to split tabletop into two piece for ease of transport
- 13 Leveling Glides
- 14 Engineered for ease of aligning tabletop to legs regardless of tabletop materiality/thickness
- 15 Bag hook

**Developed Statement of Line**  
Firma is constructed in-house which allows for an investment in the brand and its workings. All internal components have been designed and formulated to adapt to flexibility. The collection features more than 900 SKUs to meet a range of public space needs, including ease of specification—enabling designers to easily place this product series into their projects.

**Size + Height**  
The uniquely expansive statement of line features communal tables, side tables, coffee tables and consoles. The communal tables are offered in three depths, widths from 60”-144”, and heights for Conference, ADA, Counter, and Bar. Designers can choose the size of their Firma tables with ease, catering to a wide range of needs and design preferences.

- 108” and 120” veneer tabletops are available as one piece or two piece tabletops
- Standard ADA height of 34”, designed with inclusivity in mind

**A Metal Plinth**  
The Brushed Brass, Brushed Nickel, and Powder Coated Black metal plinth complements the Juniper lighting and ties together different HBF portfolio products—thus creating a cohesive design story and finish palette. In addition to being a design feature, the metal plinth option provides durability.

**FSC**  
The Firma Collection offers the option of specifying FSC compliant tables.

**Power**  
Firma’s high-design power solutions do not compromise the product’s clean lines and offer the user options to prioritize aesthetics and convenience.

- Hard-wire or soft plug options available
- Power sources include USB-A, simplex and duplex receptacle outlets
- Stretcher rail underneath the table can house undermount power, with easy-to-remove dust cover—no tools required
- Optional floor chase to conceal floorcore power sources
- Discreet cord cutouts available in table base for wire management

**Knocked-Down (KD) Assembly**  
Firma communal tables have been designed to be knocked-down for easier shipping, delivery and assembly. The top of the table can be ordered in two pieces for larger sizes of 108” and 120”; the largest option at 144” must come in two-piece tabletops. Occasional and console tables ship fully assembled.

Assembly Guides



Occasional + Multipurpose Tables



Communal Tables



Juniper USB-A Ports and Dimmer Knob Detail



Integrated Power Rail Power Module in White



Bag Hook



Juniper Shared Task Lamp Detail





**Sustainability**

HBF builds furniture products for longevity, durability, and ease of service. This allows for the replacement of parts to retain the value of the product and prolong its life.

- Meets ANSI/BIFMA LEVEL® 2 Furniture Sustainability Standard
- Indoor Advantage™ Gold Certified
- Finishes include man-made quartz which reuses raw materials
- FSC compliant wood option
- Base can be replaced
- Knockdown capability adds to circularity

**Product Warranty**

With a firm belief in quality and reliability, HBF offers a 12-year warranty on all products—one of the most generous warranties in the industry today.

Firma Side Table with glass tabletop



Firma Console Table with engineered quartz tabletop paired with the Morgan Sofa



Watch the  
Firma Film





Firma Coffee Table with glass tabletop (left) and Firma Console Table with veneer tabletop (right)



Firma Conference Table with solid surface tabletop and Juniper Shared Task Lamp + Power System in Satin Brass, paired with the Tyler Mid Back Swivel Chair



FIRMA COLLECTION STATEMENT OF LINE

Side Table



Height  
21"



Depth  
24"

Width  
24"

Coffee Table



Height  
16"



Depth  
30" and 42"

Width  
42" and 56"

Console Table



Height  
26" and 36"



Depth  
18"

Width  
60" and 72"

Conference Table



Height  
30"



Depth  
30", 36", and 42"

Width  
60", 72", 84", 96" 108", 120", and 144"

ADA Height Table



Height  
34"



Depth  
30", 36", and 42"

Width  
60", 72", 84", 96" 108", 120", and 144"

Counter Height Table



Height  
36"



Depth  
30", 36", and 42"

Width  
60", 72", 84", 96" 108", 120", and 144"

Bar Height Table



Height  
42"



Depth  
30", 36", and 42"

Width  
60", 72", 84", 96" 108", 120", and 144"

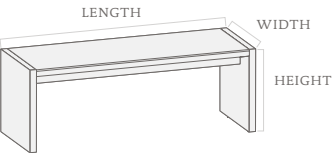
Options

- Metal Plinth
- Floor Chase
- Discreet Power Cutouts
- Integrated Power Rail Modules
- Integrated Juniper Task Lamp and Power Bag Hooks

Finishes

- Wood Veneer
- Laminate
- Glass
- Solid Surface
- Engineered Quartz
- Metal

DIMENSIONS



All dimensions in inches.



Explore the  
Full Collection