



HBF + HBF TEXTILES INTRODUCE *CHAPTERS*, A SPECIAL EXHIBITION FOR THEIR RETURN TO NEOCON

An experiential journey of new launches immerses visitors in HBF's story of multi-generational design and the evolving dialogue between workplace, hospitality, art, and materiality

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Photo credit: Pippa Drummond

Chicago, IL -- [HBF](#) and [HBF Textiles](#) return to NeoCon for 2026, unveiling **Chapters**, a new showroom concept debuting at The Merchandise Mart, Showroom #10-132, June 7-10 and remaining on display for a two-month residency following the show. More than a presentation of new products, Chapters reflects an ongoing evolution for the brands — one shaped by experimentation, collaboration, and a deeper exploration of how spaces make people feel.

Over the past several years, HBF and HBF Textiles have quietly redefined their own narrative while remaining grounded in their heritage. The brands have increasingly embraced the intersections between hospitality and workplace, softness and structure, function and emotion — creating products and environments that move fluidly between categories and experiences.

“Each collection, collaboration, and conversation is a chapter in our evolving story,” explains **Casey Baxter**, VP and General Manager of HBF & HBF Textiles. “With Chapters, we’re bringing those ideas together for the first time in a way that feels immersive, human, and emotionally resonant.”

The showroom concept and spatial design were developed by **Henry Julier**, the New York-based industrial designer known for his human-centered thinking and systems-driven approach to product, furniture, lighting, and exhibition design.

“My goal when designing Chapters was to give visitors the opportunity to both discover and contemplate HBF’s wonderful product range,” says Henry Julier. “Collections are presented sequentially, softly divided by transparent and opaque curtains, allowing guests to spend meaningful time within each ‘chapter’—an oasis of texture and materiality within the Merchandise Mart. Liam Lee’s rich tapestries and audio by Waves and Frequencies add additional layers of storytelling and atmosphere.”

Among the featured introductions is **Paint By Numbers**, the debut textile collection by **Liam Lee** for HBF Textiles. Comprising four vibrant and unexpected patterns, the collection demonstrates Lee’s distinct sensitivity to color, texture, and composition. Inspired by his recent paintings, which reference forms derived from paint-by-numbers kits, the textiles exist in a compelling space between abstraction and figuration. Through rich juxtapositions and nuanced palettes, the collection invites experimentation and emotional engagement within interior environments.

HBF also unveils **Cosme**, a new seating collection designed in collaboration with **Mark Grattan** and representing the latest chapter of HBF's story. Bridging residential warmth with contract performance, Cosme is defined by its volumetric forms, flange welt detailing, and sophisticated mixed-material expression. Designed for hospitality, lounge, and public environments, the collection delivers architectural presence without compromising comfort.

The narrative continues with **Rhine** by **Ken Reinhard** and **KUBI** by **Barbara Barry**, recent collections from long-time collaborators that lean into HBF's core competencies of pure craftsmanship, masterful woodworking, and high-performance upholstery. Both Rhine and KUBI are fresh takes on lounge seating and table settings, as innovative as they are timeless.

"Chapters is about people and ideas as much as it is product," says Baxter. "We have superstar designer and craftsman Mark Grattan and conceptual artist Liam Lee alongside prolific designer Barbara Barry and HBF's first-ever collaborator Ken Reinhard. Each idea represents pages of our rich and ongoing story, spanning generations and rooted in American craft and creative excellence."

Together, these new introductions reinforce HBF and HBF Textiles' commitment to creating spaces that do more than function. Chapters proposes a new perspective on contract interiors — one where emotional connection, artistic collaboration, and material richness are as essential as performance.

Within the space, art and textured layers become central to the narrative. The showroom features tapestries by Liam Lee and artwork by Kickie Chudikova, alongside lighting from Juniper and rugs from Nordic Knots, creating a layered residential-meets-contract atmosphere that reflects the evolving nature of contemporary interiors.

Chapters will be on view during NeoCon 2026 at The Merchandise Mart in Chicago, Showroom #10-132 and will be open through the end of July 2026.

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About HBF + HBF Textiles

HBF and HBF Textiles create thoughtfully designed furnishings and textiles for hospitality, workplace, education, and public environments. Through collaborations with leading designers and artists, the brands continue to explore the intersection of craft, performance, and emotional experience in contemporary interiors.

hbf.com [@hbfffurniture](https://www.instagram.com/hbfffurniture)

hbftextiles.com [@hbftextiles](https://www.instagram.com/hbftextiles)

About Henry Julier

Henry Julier is a New York-based industrial designer working across product, furniture, lighting, and exhibit design for global clients. A meticulous systems thinker with a deep knowledge of design history, Henry defines industrial design as design for industry and has run his own eponymous design consultancy since 2025. Before starting his own practice, Henry served as the Industrial Design Director at Standard Issue, a multidisciplinary design studio in Brooklyn, NY. Past and current clients include Areaware, Bestcase, Design Within Reach, Designtex, HBF, Herman Miller, Local Projects, MillerKnoll, RBW, The Eames Institute, USM, and Wedge Studio.

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