

FOR IMMEDIATE RELEASE



HBF Embraces Japanese Minimalism With Nao Tamura's Kanso

- Kanso Provides a Customizable Seating and Table Option for any Modern Environment -

Hickory, NC – June 2017 – Designed by Nao Tamura, Kanso addresses communal space -- a place to sit, work, and share in conversation -- yet stands on its own as an inspirational piece. Kanso is an example of beautiful forms meeting necessary functions and is designed to suit the way people work and lounge today. Thanks to Tamura's innovative vision and HBF's manufacturing and engineering expertise, Kanso is an all-new way to sit, work, and engage.

The collaborative piece enables multiple workers to customize Kanso to their liking, moving the various

benches and platforms around to act as tables or seating. Kanso is perfect for today's modern, ever-changing work setting - it is well-suited for meetings with colleagues, solo brainstorming, or lunching and happy hour. The key to Kanso's versatility is its allowance for various postures, including sitting, lounging, and leaning.

Tamura explains, "Technology dictates where and how we work, and Kanso speaks to that. It adapts to accommodate its users, rather than forcing its users to change their desires to enjoy the piece."

Kanso (meaning "simplicity" in Japanese) references key elements of Japanese design, such as the Shoji Screen (a screen that moves back and forth), Tatami Mat (a flat floor mat), and Gabuton (square cushion for sitting). Exceptionally considered engineering keeps the aesthetic of Kanso extremely light and sophisticated. It has a metal base and high density foam cushions for lasting shape and support. The visual simplicity was an extremely important and intentional element, insuring that Kanso's design does not overwhelm any space. Kanso fits into a modern lifestyle, with a minimal design aesthetic that could only be accomplished thanks to HBF's design and craft expertise.

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About HBF

HBF reveals the intentionality of design in everything we make through attention to detail and impeccable service. Our expertise comes from understanding how furniture creates relationships between people, environments, and objects — a holistic perspective for living and working. Part of a two-hundred year legacy of furniture manufacturing within North Carolina, HBF produces many of our products locally in Hickory N.C. HBF is recognized for its innovative design and craftsmanship; we collaborate with leading designers to produce furniture with an emphasis on craft, comfort and sustainability. For more information visit: www.hbf.com.

About Nao Tamura

Nao Tamura is a designer in the most modern terms. Her talents cross-over cultures, languages, disciplines, concepts and styles with consistency of smart thinking always at the heart of her work. She is truly global in her insights and execution. As a product of Tokyo and New York City creative communities, her solutions are equally at ease in the world of 2-D and 3-D with an uncanny ability to find that emotional connection with the audience. Nao defies the kind of categorization that the industry status-quo often insists upon. Her unique solutions are more than simply design and possess a rare balance of innovation and beauty.

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