



FOR IMMEDIATE RELEASE

HBF and Scott Wilson Design a Calming Space in the Modern Office with Fulton Rocker
- The Fulton Rocker Combines Productivity and Clarity by Way of Design -

Hickory, NC – June 2017 – HBF’s new Fulton Rocker, designed by MINIMAL’s acclaimed founder Scott Wilson, re-envisioned a traditional classic as a timeless, modern design; a perfect partner to the HBF aesthetic. Fulton pairs an upholstered lounge of generous proportions with elegant materials to elevate the category of wood rocking chairs, creating a soothing experience in a high-energy collaborative work environment or a quiet room. With a 21st century interpretation of a rocking chair, HBF is responding to the needs of the ever transformative workplace.

“The offset plywood and upholstered shells offer an elegant modern interpretation of the rocking chair,” explains Wilson. “Work environments are becoming more and more casual and lifestyle focused. The rocker is an inviting and approachable object in these spaces.”

This tranquil piece is gently cushioned in the lower back and seat, offered in both Ash and Walnut, and rests on a tubular metal base. The rocker’s runners are made of solid wood, recalling a rocking chair in its most classic form. The inner and outer shell can be upholstered in the user’s fabric of choice, offering a piece that can feel truly personal. Fulton’s use extends beyond the office; this piece is equally at home in residences as it is in hospitality or commercial spaces. Its inviting shape and gentle motion make it approachable and timeless.

HBF and Scott Wilson’s Fulton Rocker will showcase at Neocon 2017 in Chicago at the Mart, along with over 10 new HBF product releases from 7 designer collaborations.

#

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 MINIMAL + Scott Wilson

MINIMAL was founded in 2007 by Scott Wilson, former Nike Global Design Director and one of *TIME* magazine’s and *Fast Company*’s Most Influential Designers. Recipient of the Smithsonian Cooper-Hewitt National Design Award, an honor bestowed on the top designer in the country, he and his team of award-winning, diversely talented design professionals are forever looking for opportunities to create new categories and elevate existing ones.

Media Contacts

Lucy Mathias

Novità Communications

lucy@novitapr.com

+1 (212) 528 3160 x 16