

FOR IMMEDIATE RELEASE



HBF Reveals Modern, Gracefully Handcrafted Furniture Series by OEO Studio
*- Simple Writing Desk and Essens Seating Collections Combine
Danish Minimalism with American Craftsmanship -*

Hickory, NC – June 2017 — HBF has partnered with Copenhagen-based design practice OEO Studio to create elegant and timeless handcrafted furniture collections comprising the Simple Writing Desk and Essens series of chairs and stools. Launching at NeoCon 2017, the collections encapsulate the aesthetics of both OEO and HBF: equally timeless as they are modern, and equally modern as they are aesthetically stunning.

Commenting on the design, Thomas Lykke, Founder and Creative Director of OEO Studio says, “Workplace design is shifting focus to better quality and more durable pieces that last longer. This is what we believe in and what we design for: furniture that ages beautifully and withstands the test of time. Essens and the Simple Writing Desk were designed with this mantra at their core.”

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The Simple Writing Desk and Essens collections were both built with a high attention to detail and focus on craftsmanship. HBF and OEO's dedication to natural, high quality materials shines throughout all three of the furniture pieces. The materials of the series are solid wood, metal, leather and textile, which age with grace and become more beautiful with time.

True to HBF's goal of creating furniture for how people work rather than where people work, the lines offer great flexibility in terms of use – from the big open office to the meeting room, small office and boardroom as well as more social settings. The collections can be paired, yet stand confidently on their own.

“We are thrilled about our collaboration with OEO Studio” remarks HBF President Dan Chong. “They share our same values of quality, craft, and attention to detail, and these two collections capture that dedication.”

Essens Chairs + Stools

The Essens seating series is defined by its rich mix of materials and chic yet minimal design. OEO Studio juxtaposed various materials – solid wood, metal, leather, textile – that age with grace and become more beautiful with time; a perfect statement for a future heirloom furniture piece. The simple metal leg of the Essens chair adds contrast and highlights the sculpted solid wood back, which is soft and embracing. The seat and arms are integrated, creating a purposeful focus on the proportion and structure of the chair. The Essens chairs and stools are a perfect harmony of detail, material and ergonomics. The wood seat and back evokes a crafted feeling and quality, adding posture and refinement. The use of metal adds precision to the design as well as a sense of modernity.

Simple Writing Desk

The Simple Writing Desk contributes a multi-functional, dynamic, and beautiful piece to any space, from the office to the home. The desk's aesthetic is honest, clean, and simple. OEO Studio designed the desk to last for generations - not only because of its durability, but also its everlasting design that evades the typical lifespan of trendiness. The design is international and carries connections to many parts of the world including American Modern and Danish Modern – with references to Japan. The Simple Writing Desk is a beautiful complement to the Essens chairs, yet can pair beautifully with a range of task chairs thanks to its clean and appealing aesthetics.

At NeoCon 2017, OEO's Simple Writing Desk and Essens Chair & Stools will debut in the HBF showroom (387).

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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 OEO Studio

OEO Studio is a multidisciplinary design studio established in Copenhagen in 2003 with a focus on interiors, architecture, product design and brand innovation. Headed by Creative Director and Founder Thomas Lykke – former interiors editor at Wallpaper* Magazine – and Managing Partner Anne-Marie Buemann, OEO Studio has created award-winning designs for a broad spectrum of discerning clients, from centuries-old crafts companies to corporate producers of high-quality products, including Georg Jensen, Dinesen, the Michelin-starred restaurant Kadeau, Takashimaya, Brdr. Krüger, Leica Camera Japan, Japan Handmade, Stellar Works, Hosoo and Sony HQ.

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