

FOR IMMEDIATE RELEASE



**Todd Bracher Studio Partners Brings Two Fresh Tables to HBF**  
*- Ami and Universal Tables Offer Appealing Design for Any Environment -*

**June 2017-- Hickory, NC--** HBF Strategic Design Advisor and longtime partner Todd Bracher is bringing his unparalleled design perspective to the brand with two new tables: the Ami conference table and the Universal cafe table.

Bracher explains, "With all of its new NeoCon introductions, HBF is taking a stand and proving that simple design doesn't mean plain design. Both of these tables have an impeccably pure composition, removed of unnecessary accoutrement but with every detail and line perfected."

**Ami Conference Tables:** The Ami Table brings democracy to the workplace through design. This elegant collection approaches the conference table in a new way, with a round shape designed to



promote the even exchange of ideas among all colleagues.

Made of solid Ash wood, Ami pays special attention to the elegant intersection of table and technology. The power, a modern necessity, lies in the center of the table, adding interest and mimicking the table's shape to create a pattern of concentric circles.

Ami's legs are similar to those of a dining table, to create the feeling of a modern, chic table that could function outside of the office. As the lines between residential and commercial design continue to blur, Bracher's Ami table deftly swings between the two fields to create a warm, welcoming piece that brings life to the office.

**Universal Cafe Tables:** Bracher's Universal Table perfectly embodies its name-- a table with a universally relatable and flexible design. This cafe table speaks to the way the modern office functions, with work happening beyond the office and moving into any environment where users are most comfortable.

While the Universal Table is instantly recognizable as a cafe table with a round top, it also is available with a square, soft square and soft rectangular top. This shape softens the space it inhabits with its surprising curves and fresh aesthetic. The square top also makes for an even more flexible table: multiple Universal Tables can easily be pushed together to create larger working or meeting areas. In addition, the Universal Table can also be purchased at a standing height.

Its slender legs are a key element of the collection's design. Extending down from a cast aluminum star base, the legs' gentle taper creates almost an optical illusion, imparting an effect of weightlessness to the piece. The Universal Table collection is also incredibly customizable: designers can mix and match the polished aluminum, white, black, or grey legs with a range of top options, including wood, solid surface, glass, engineered quartz, or soft surface (Forbo).

Both collections will debut at NeoCon 2017 in HBF's showroom, Ste 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](http://www.hbf.com).

#### **About Todd Bracher**

Over the past 20 years, Todd Bracher has collaborated with some of the most prestigious brands around the world with experiences ranging from heading Tom Dixon's design studio, acting as the Professor of Design at l'ESAD in Reims, France, and serving as Creative Director of the Scandinavian luxury brand Georg Jensen. Todd Bracher has been pinned as "America's Next Great Designer," as well as received nominations for International Designer of the Year. He holds a Bachelor of Industrial Design from the Pratt Institute in New York and a Masters in Interior & Furniture Design from the Denmark Design School.

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