

## NEW OPENINGS

## Division Twelve Opens Showroom Getting to Know Chicago, New York and Toronto

➔ After formal introductions to the contract furniture industry earlier this year, Division Twelve is opening showrooms in Chicago, Toronto and New York.

Located on the third floor of Chicago's Merchandise Mart, the new Division Twelve showroom is designed by Figure3 and mirrors the brand's goals to spark joy and creativity. To capture these sentiments, the design incorporates custom graphics that present the company's expansive 20-plus color offerings. The use of dimension, space and scale suggests the limitless possibilities available with the furniture line.

"The creative journey is very unique, but we know that new experiences and exposure to new perspectives are crucial to finding our next great idea," said Meghan Sherwin, VP marketing. "The design Figure3 delivered balances these inspiration points with an easy flow of traffic for our guests to follow."

Creative use of vertical space is also included, adding intrigue and utilized to showcase the product's breadth. Complemented by the collection's clean, softly minimal lines, the space maintains a feeling of openness in the boutique space.

"Reflecting the brand personality, our goal was to create a delightful and memorable experience for visitors," said Mardi Najafi, director of retail design for Figure3. "Working with the small showroom footprint, we utilized the space efficiently to display the furniture in a playful and inspiring way; an Instagrammable environment to attract attention across all channels."

Sherwin said, "The new showroom brings Division Twelve's joyful personality to life while providing our clients with an opportunity to engage with our product in real life. We can't wait for showroom visits to be scheduled and for NeoCon to resume and foster that awareness in person."

Elements of Figure3's design have also been incorporated into Division Twelve's New York and Toronto showrooms. In New York, Division Twelve occupies the North East corner of the Keilhauer showroom at 200 Lexington Ave. In Toronto, the products are available for viewing at the Keilhauer Headquarters at 1450 Birchmount Ave., via rotating Division Twelve vignettes, intended for work and show, which are interspersed throughout the office.

