

# Division Twelve opens new Chicago showroom, designed by Figure3

April 30th, 2021 / Toronto, ON

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After formal introductions to the contact furniture industry earlier this year, **Division Twelve** is excited to make this relationship a little more...personable. The company is thrilled to announce the opening of its dedicated showrooms in Chicago, Toronto and New York.

Located on the third floor of Chicago's famous **Merchandise Mart**, the new Division Twelve showroom is designed by best-in-class firm **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+ color offering. The unexpected use of dimension, space, and scale softly 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," says **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," says **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."

"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," says Sherwin.

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 located at 200 Lexington Avenue #1100. In Toronto, the products are available for viewing at the Keilhauer Headquarters at 1450 Birchmount Avenue via rotating Division Twelve vignettes, intended for work and show, which are interspersed throughout the office.

## ABOUT DIVISION TWELVE

Division Twelve makes things. Things that make people happy. From tables, to chairs, to stools, our bent metal furniture is built to last. Bent right here in North America, everything we make is the product of durable materials, trend-forward design, and careful craftsmanship. Our incredible selection of colors makes each piece versatile, customizable and ready to help you do you. Division Twelve, a subsidiary of Keilhauer, was founded in 2017 and is headquartered in Toronto, Ontario. For more information, please visit [Division12.com](https://www.division12.com).

## ABOUT FIGURE3

Figure3 is an award-winning, independently-owned interior design firm with an entrepreneurial team of creative thought leaders in workplace, residential, hospitality and retail. Leveraging design-based research and brand strategy, Figure3 helps its clients realize environments which achieve the best connection between people and place. Based in Toronto, Canada, Figure3 has a studio of 60+ design professionals and has established itself as a trusted partner for 25 years. Notable clients for retail projects include Virgin Mobile, TELUS and Penguin Random House Canada. For more information, please visit [figure3.com](https://www.figure3.com).

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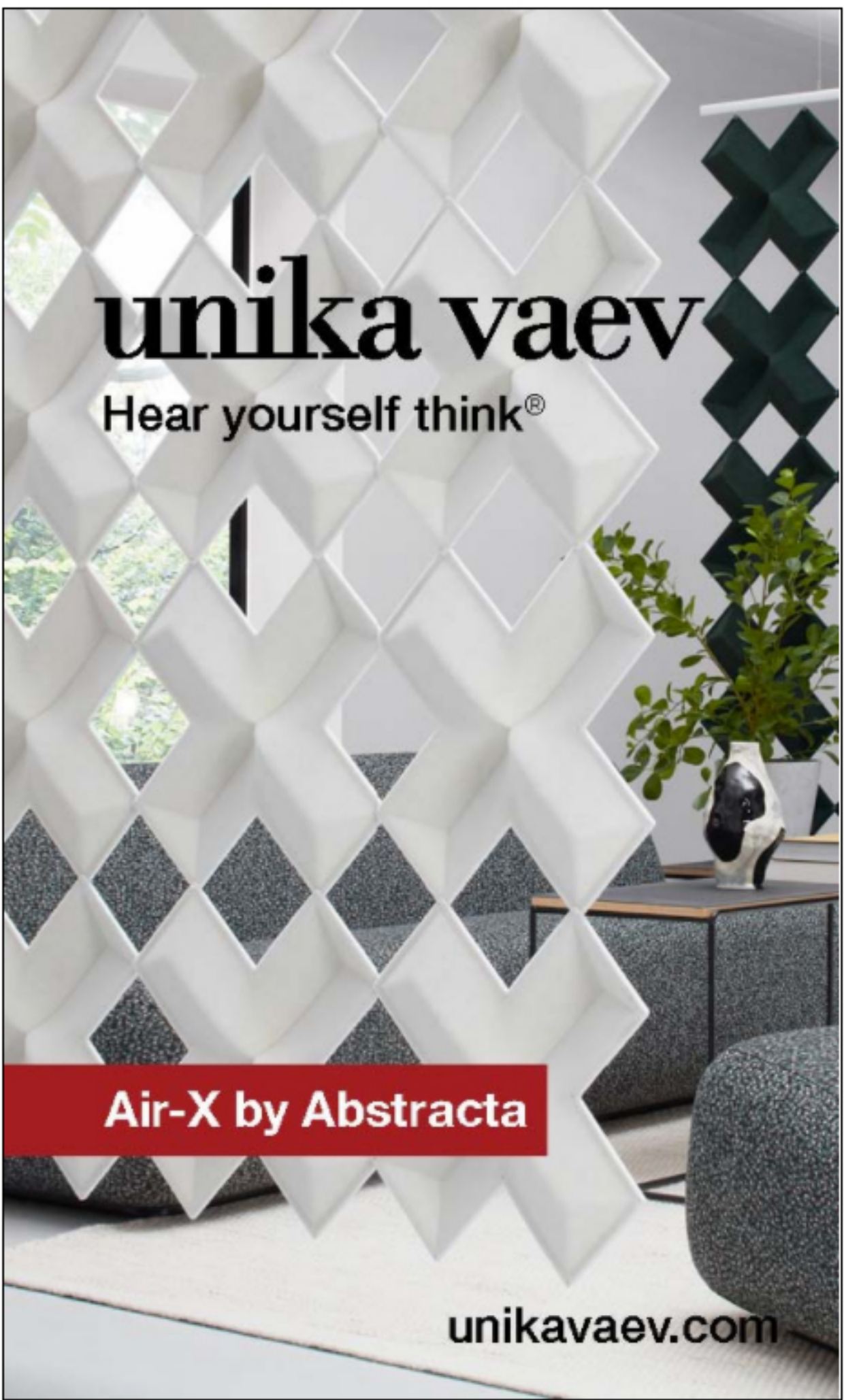
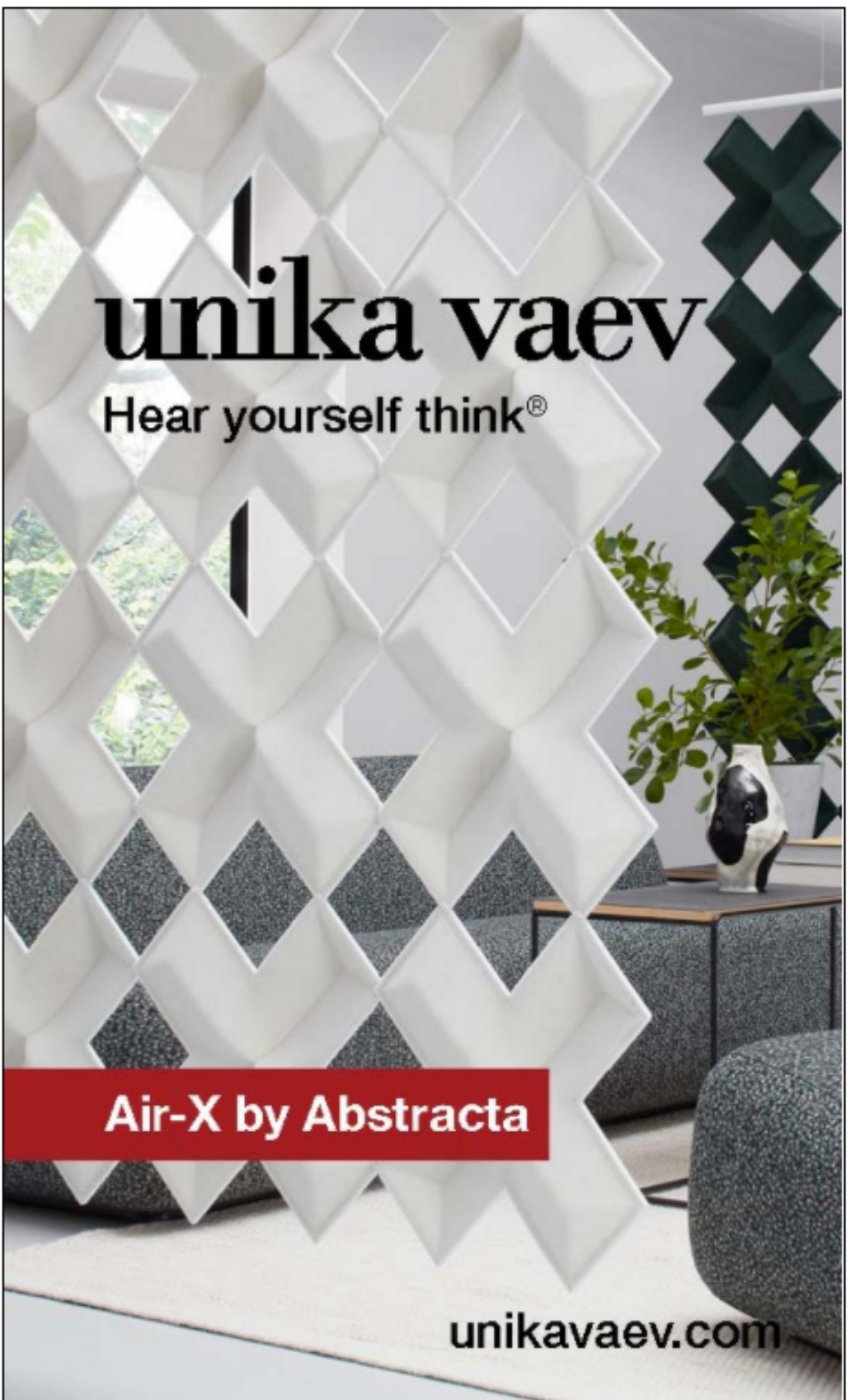
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## Upcoming Events

There are no events scheduled.



There are no events scheduled.

