

KEILHAUER

KEILHAUER OPENS NEW SHOWROOM IN DOWNTOWN TORONTO

The North American furniture manufacturer's first downtown Toronto brick-and-mortar showroom makes its King Street debut



April 12, 2023 (Toronto) – With showrooms already open and operating in the major American design centers of New York City and Chicago, Keilhauer is proud to officially announce that they have opened their first furniture showroom in downtown Toronto.

Keilhauer is a privately-owned furniture manufacturer recognized globally for its award-winning designs. Founded in 1981, the North American company manufactures seating and tables for office spaces, government buildings, universities and more.

Located at 150 King Street East, the company's beautiful new showroom is designed by Figure3, the world-class interior design firm behind the playful, innovative designs of the Division Twelve showrooms in NYC and Chicago, Keilhauer's subsidiary brand that was acquired in 2020.

"We are thrilled to provide our Canadian clients with this sophisticated showroom space on the iconic King Street in downtown Toronto," says Meghan Sherwin, Chief Marketing Officer at Keilhauer. "This has been a business goal of ours for a long time – it was a real labor of love between Keilhauer and the amazing design team at Figure3. We look forward to hosting our GTA-based clients in this exciting new space."

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The historical elements of this heritage building in the heart of Toronto's old town provided Figure3 with the perfect opportunity to visually elevate the classic space and align the design elements to Keilhauer's fresh new branding, which launched in Spring 2022.

"The Keilhauer brand has a very refined design aesthetic and attention to detail that we absolutely love," says Mardi Najafi, VP of Retail Strategy and Design at Figure3. "It was essential that we bring newness to the showroom, and to make this permanent retail experience feel exciting and fresh."



The showroom was designed to have a gallery-like feeling that provides a clean and streamlined backdrop for the beautiful furniture on display. The space features various furniture installations in a cohesive color story of charcoals, alabasters, deep blues and pops of golden orange. A balanced mixture of lounge and conference configurations effectively show off the furniture brand's curated iconic pieces and bestsellers. Added tones of wood make the space as warm as it is functional, providing sales reps with inspiration and the perfect stage for presenting the latest Keilhauer designs to their clients.

"We wanted to be respectful of each product line and really give them the space to shine," adds Najafi.

The Keilhauer showroom at 150 King Street East is by appointment only. To schedule an appointment, please contact your local sales representative by visiting keilhauer.com/showrooms.

To access the Toronto showroom photo gallery, click [here](#)

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Not coming to Toronto anytime soon? Visit Keilhauer's NYC showroom, located in Suite 1101 at the New York Design Center, or the Chicago showroom, located in Suite 373 on the third floor of the Merchandise Mart. These showrooms are also by appointment only.

ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design-focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit keilhauer.com.

ABOUT FIGURE3

Figure3 is one of Canada's most distinguished interior design firms. Leveraging design-based research and brand strategy, Figure3 helps its clients realize environments which achieve the best connection between people and place. Independently-owned and based in Toronto with an entrepreneurial team of 60+ creative thought leaders in the workplace, residential, hospitality and retail, Figure3 has established itself as a trusted partner for over 25 years. Notable clients for retail projects include Virgin Mobile, TELUS and Penguin Random House Canada. For more information, please visit figure3.com.

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