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KEILHAUER'S REIMAGINED NYC SHOWROOM INVITES CO-WORKING, COLLABORATION, AND CELEBRATION

The fully renovated showroom is a haven for creativity and conversation in the New York Design Center



February 15, 2024 (New York City) – Keilhauer, a leading manufacturer of finely-crafted sustainable contract furniture, is unveiling their flagship New York showroom following an extensive renovation.

Located in the New York Design Center at 200 Lexington Ave, the showroom is Keilhauer's largest in North America. The revitalized space reflects Keilhauer's commitment to innovative design and creating environments that inspire. The redesigned showroom captures the essence of Keilhauer's brand while providing a dynamic and immersive experience for visitors.

“Keilhauer's reimaged New York showroom is a testament to our unwavering commitment to innovation and excellent design,” says Meghan Sherwin, President of Keilhauer. “This is a space that showcases our wide range of high-quality, handcrafted furniture and also provides a functional, accommodating workspace for our team and their A&D clientele.”

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The showroom features a variety of flexible workspaces intended to facilitate sales appointments, inspire creative co-working sessions and host industry events. From warm lounges and a sleek luxury hospitality kitchen for entertaining, to collaborative workspaces and private offices, visitors can experience for themselves how Keilhauer products can enhance any workspace environment.

“Our main focus was to craft an open-concept layout that not only serves as a warm and inviting backdrop aligned with Keilhauer's brand ethos but also takes showroom visitors on a journey founded in intentional interactions,” explains Mardi Najafi, VP of Retail Strategy and Design at Figure3. “We strategically positioned a social hub and bar at the center of the showroom to foster a more hospitable environment, encouraging guest and staff connectivity. Additionally, this space is versatile and can be activated for hosting various events, including new product launches and industry celebrations.”



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Figure3 worked with Keilhauer's brand palette, incorporating charcoals, alabasters, deep blues, and accents of golden orange to create an aspirational and inviting aesthetic. The showroom radiates timeless elegance and sophistication through the use of materials, such as Keope wood-effect porcelain tiles arranged in a herringbone pattern. Strategic placement of Mohawk and Interface carpeting sections not only help to define specific areas within the open-concept design, but also allow visitors to test products across different surfaces. Both the tile and carpeting are carbon neutral in keeping with Keilhauer's commitment to sustainability.

"For this project, we wanted to stray away from the typical 'art gallery' style of the white backdrops [you often see] in many furniture and lighting showrooms," adds Najafi.

Large windows bathe the space with natural light, enhancing the overall showroom experience. Two back-lit panels feature Keilhauer's rich and captivating product photography, which function as interchangeable art pieces. Keilhauer's own photography is accompanied by original art pieces curated by Keilhauer and celebrates both new and renowned artists from around the world, with a focus on women artists.

"Displaying the art in our flagship NYC showroom alongside our furniture aligns to our commitment of celebrating design and creativity," says Meghan Sherwin. "Held to the highest standards of curatorial excellence, we strive to create a space that inspires designers."



One of the design highlights of the renovated space is the entryway's impressive large-scale limestone feature wall and neighboring linear ridged wall paneling, which evoke the texture and craftsmanship of a tailored suit. This unique branded installation exudes confidence and can be seen through the outer glass walls of the showroom, allowing visitors to easily locate Keilhauer as they walk down the 11th floor hallway.

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Located beside the large windows to allow for natural light, the Design Center section of the showroom features a large power-enabled table from Keilhauer's GSD collection to accommodate group design sessions. The Design Center is equipped with a Smart TV for presentations, and Keilhauer's wide-ranging textile and finishes library is within reach for quick reference.

This 7,000-square-foot showroom has been seamlessly outfitted with state-of-the-art digital connectivity features, including Smart TVs and ultra-modern virtual meeting devices, supported by wide-ranging Wi-Fi and strategically-placed power sources located throughout the showroom. To set the appropriate mood no matter the occasion, traditional lighting was upgraded to the energy-efficient Lutron LED lighting system that offers four preset lighting temperatures, and Sonos speakers to provide ambient music.



Keilhauer's subsidiary brand [Division Twelve](#) also has a presence in the NY showroom, through a shop-in-shop section designed by Mardi Najafi and his team. The aesthetics and joyful feeling of this playful space juxtapose beautifully against the Keilhauer showroom's sophisticated-yet-approachable sensibilities.

The New York showroom is now open for business and is by appointment only. To schedule an appointment, please contact Showroom Manager Denise Petratos at denise@primasonsymchik.com.

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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 70+ creative thought leaders in the workplace, residential, hospitality and retail, Figure3 has established itself as a trusted partner for over 28 years. Notable retail clients include Virgin Mobile, Telus, Chanel, Miele and Penguin Random House. For more information, please visit figure3.com.

For more information, images or to request an interview, please contact:

Emma Hamilton
Public Relations Coordinator
(437) 235-4507
emma.hamilton@keilhauer.com