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## Women-Led Hightower Debuts Chicago Showroom at NeoCon 2019 Showroom design partnership with Casey Keasler presents a fresh approach to the workplace

SEATTLE, WA May 2019—Award-winning furnishings provider, [Hightower](#) is excited to unveil their newest showroom, located at #1110 in Chicago's theMART with official launch events scheduled throughout NeoCon 2019.

In planning the experiential space, Co-founder and CEO, Natalie Hartkopf assembled a creative team including Hightower Director of Marketing, Jessica Ahlering (formerly Nordstrom, Starbucks), and contracted Art Director, Mark Beard (formerly Herman Miller). Hartkopf's choice for showroom design partner, Casey Keasler, offered a portfolio of past work showing up in spaces such as Nordstrom and the Denver Art Museum Shop. "I liked that Casey's team focuses on how interiors are experienced," said Hartkopf. "Our goals for the showroom included it being an intimate brand experience, something that stays with visitors long after they leave. Casey's authenticity and intentionality in approaching our project impressed me right from the start." Keasler is Founder and Creative Director of Casework, a Portland, OR interior design studio for both residential and commercial spaces.

"We were inspired by the new direction of interiors; blurred lines of commercial and the most comfortable elements of domestic and hospitality, which play out uniquely in our new space," said Ahlering. "Workspaces are evolving with more of a hospitality feel and we're showing how that aesthetic can be relevant and valuable for modern office environments."

Hartkopf shared what she believes will be one of the top takeaways for visitors to the space: "'Scale' is on display here in a big way; some of our pieces are very large and audiences used to seeing our collection on social media might not realize the true size of some of our designs. Now, they can fully appreciate the impact these designs will have in workspaces as our square footage at theMART allows us to showcase some of our bigger, space-making pieces."

Some recognizable favorites and some new, here are a few examples of 60 designs included in Hightower's new, permanent showroom as well as this year's installation space at theMART:

- **From Scandinavian-based Four Design:** In a notably large installation, Hightower's new FourLikes® Family will draw visitors into their showroom to experience the latest in alternative seating/working. An extensive range of modules which optimize space, the FourLikes design has the ability to activate underused areas. Based on cubes, the pieces are styled to create curvy and organic shapes which can be integrated into larger arrangements of different seating options. Acoustic and visual privacy are improved with accessories available for the FourLikes system, making it an ideal seating solution for either focused work or collaboration.
- **From Denmark's +Halle/Form Us With Love:** Exciting additions have been added to the Nest Series, a popular collection of seating and tables in varying heights designed by Swedish powerhouse team Form Us With Love. Nest Easy High XL Lounge and Nest System Tables have been brought to North American clients swiftly through Hightower's exclusive partnership.

- **From Hightower’s own US-designed and manufactured collection:** The Gimbal Low Back Rocker was created to help users who have difficulty sitting still for longer periods. Gimbal’s design offers just enough motion to expel that little bit of energy needed to increase attention and focus. Not only does Gimbal provide the perfect pivot, it rocks and swivels as well thanks to an additive cap in the base that adds an integrated swivel movement with no mechanism. It mirrors the geometry of the chair and is engineered to be rigid and support movement on a range of floor types, while protecting the chair’s upholstery from direct contact with the floor. The Rocker also features the comfort of down-filled pillows with the support of a foam insert that hugs the inside of the frame; a layer of softness that cradles the body.

Keasler, whose projects have been featured in publications such as Dwell, Design Sponge, Domino, the New York Times, Sunset, and Harper’s Bazaar, shared more details of what visitors to #1110 can expect: “For each section we’ve included living room-type niches so people can stop, sit, look through a coffee table book. We want guests to feel warm and welcomed, without the traditional corporate vibe. Hightower’s collections are for commercial spaces but these pieces look like ones you’d select for your home, or see in a hotel—this is a space people will want to linger and spend some time.”

“Through Casey, we were able to develop our space with ‘layers’ of fresh, intentional details,” expressed Ahlering, who worked closely with Keasler. “Beyond our own furniture collections, we’ve curated remarkable pieces from exciting artisans: family-founded, female operated Concrete Collaborative (terrazzo and tiles), North Carolina-based Haand (porcelain pottery), and JuJu Papers (hand printed wallpaper designs) to name a few. Casey [Keasler] and her team spent a great deal of time searching, finally deciding upon pieces not just for their beauty but based on the inspiring stories of the artists.”

Hightower is introduced at NeoCon on the main floor of theMART by way of a unique installation space entitled “a blank canvas.” According to Hartkopf, “We love the all-white concept Mark (Beard) created. He leveraged a building block design, pairing it with the latest offerings from Hightower, illustrating the freedom we give designers to put their individual touch on a space.”

Hightower’s permanent space at theMART gives visitors many opportunities to engage with the brand’s seating, tables, lighting, and accessories. Since starting in 2003, the family-founded and operated company has developed a proprietary collection of domestically produced products while also working with a wide network of global design partners including: Four Design, +Halle, Swedese, Ondarreta, Erik Jorgensen, Most Modest, Frost, and Fritz Hansen Lighting. Camira, Carnegie, and Knoll Textiles are among Hightower’s fabric partners. “All our collections are simple yet thoughtful and, to me, that is Hightower,” said Hartkopf.

#### **About Hightower:**

Hightower is a US-based provider of furnishings. Bold, beautiful pieces aimed at improving workspace functionality have fueled the company's growth since its inception in 2003. Family-founded and operated, Hightower's young, female leadership includes an award-winning CEO who is committed to offering seamless access to fresh, international designs for the workplace. The company's innovative design solutions empower architects and designers to stand out in their field.

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