

GOING FOR GOLDI: DIVISION TWELVE PRODUCT RECEIVES WINS AT NEOCON

The bent steel furniture manufacturer's Goldi chair receives prestigious recognition



June 21, 2022 (Toronto) – Now that the dust has settled after another lively and inspiring NeoCon, Division Twelve is thrilled to announce that the latest product added to their bright, bold line of bent steel furniture, Goldi, was a recipient of a Metropolis Likes award during the 2022 edition of NeoCon, the world's leading platform event for the commercial design industry.

Goldi won in the Workplace Seating category of the Metropolis Likes Awards, a program that recognizes NeoCon-launched products that embody the best in manufacturing strategies that meet the needs of healthy, climate-ready interiors. Selected by Metropolis editors, the chosen products represent the very best in responsible innovation: products that foreground a positive experience for all people, while being sensitive to the impact on the planet and its ecologies.

“We always have a fun time introducing the design community to a new Division Twelve product,” says Mike Keilhauer, President. “We are so honored that Goldi, the latest member of the Division Twelve family, has been recognized by Metropolis Magazine with this wonderful award.”

While dreaming up Goldi, designer Giancarlo Stefani sought to create an elevated, unique version of the plywood chair for Division Twelve. Inspired by the classic Goldilocks fairy tale, the solution became clear: one chair, three different ways – Thin, Chunky and Classic. Much like the three bears, each style has its own standout personality, allowing for Goldi to possess a versatility that can be dressed up or down.

Goldi was also an honoree at the HiP Awards, which were presented by Interior Design's Editor-in-Chief, Cindy Allen, during an exciting, music-pumping cocktail reception held at Marshall's Landing in the iconic Merchandise Mart. Goldi was an honoree in the Guest Seating category.

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.

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