

DIVISION TWELVE

DIVISION TWELVE OPENS NEW SHOWROOM IN NEW YORK CITY

The newly-designed showroom space sparks joy and conversation at the New York Design Center



January 5, 2022 (Toronto) – After formal introductions to the contract furniture industry and the successful April opening of the Chicago showroom in the famous Merchandise Mart, Division Twelve is excited to announce the official opening of its New York showroom at the New York Design Center, 200 Lexington Avenue.

Located adjacent to the Keilhauer showroom in the New York Design Center, the Division Twelve showroom space is designed by best-in-class design firm Figure3 and mirrors the brand's goals to spark joy and creativity. To capture this joyful energy, the design brings Division Twelve's playful products and bold branding to life in a memorable, highly Instagrammable shop-in-shop experience. Custom graphics that present the company's expansive 20+ color offerings are incorporated into the space, while the use of dimension and scale suggests the limitless possibilities available with the bent steel furniture line.

"We wanted the Division Twelve showrooms to be an opportunity to set ourselves apart," says Meghan Sherwin, Chief Marketing Officer. "The design Figure3 delivered does exactly that, while providing our clients with the opportunity to experience and engage with our products up close."

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Making the most of the showroom's small footprint, Figure3 efficiently utilized the space to display the Division Twelve furniture in a way that is both playful and engaging for the visitor, reflecting the brand character's edginess, quirky nature and vibrant colors. Inspired by the continuing evolution of the Division Twelve line and the stackability of the all-new Catty chair, Figure3 created a slotted feature wall that allows rows of Catty chairs to be showcased, highlighting the chair's unique, flowing lines and lightweight frame. As the Division Twelve line continues to expand, this feature wall will be able to display the latest designs as they come, making them the focal point of the showroom. Other Division Twelve products are displayed on platforms of varying heights at the center of the showroom, allowing visitors to experience the furniture from every angle.

"The goal of both the Chicago and New York showrooms was to bring the Division Twelve brand to life," says Mardi Najafi, Director of Retail Design for Figure3. "The New York showroom design is a continuation of the idea that the furniture should be celebrated, put on a pedestal, and treated like a gem."

Figure3 also designed Division Twelve's Chicago showroom, which is located in Suite 324A on the third floor of the Merchandise Mart.

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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.

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 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.

-30-

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