

DIVISION TWELVE

INTRODUCING SPINNI BY DIVISION TWELVE

THE BENT METAL FURNITURE BRAND TAKES ON THE CLASSIC DRAFTING STOOL, WITH A TWIST



January 19, 2023 (Toronto) – Division Twelve is excited to announce the launch of Spinni, the latest product in the company’s ever-growing collection of bent metal furniture. Take one spin and you’ll feel like a kid again – minus the strict bedtimes and constant dirt on your face, of course. A playful twist on the practical drafting stool, Spinni is supportive, stylish, and takes sitting to a whole new level.

This marks a first for the brand: Spinni is the first Division Twelve product to feature a seat that swivels a full 360°. Plus, it’s carbon neutral. So not only can you spin around and around if you want to, you can also feel really good about your minimal environmental impact while you do it.

“With Spinni, we wanted to create a unique swivel barstool that provides a warm, residential-feeling to contract and hospitality spaces,” says Mike Keilhauer, president of Division Twelve. “Spinni is simple yet beautiful, providing big comfort with minimalist design elements.”

Like all past launches, Spinni is a collaboration between Division Twelve and an innovative, exciting designer in the industry – this time, the partnership is with celebrated Canadian designer Thom Fougere. When designing Spinni, Fougere was inspired by the work of the American artist Ellsworth Kelly, which informed the geometric shapes of the chair. Take one look at this modern chair and you’ll see it immediately – Spinni’s backrest is a rectangle, the footrest and seat are circles, and the angle of the legs mimic the shape of a triangle. Division

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Twelve's vibrant color palette of 20+ powder coats allows you to play with color just like an influential artist when designing your own Spinni.

"The soft geometric forms [in Kelly's work] and their relationship to one another informed the shape of Spinni's seat and backrest, as well as their gentle relationship to each other," says Fougere. "My intention behind this point of inspiration was to bring a new form to the common stool seating typology that visually communicates both comfort and elegance."

Spinni is available in two standard heights, barstool and counter. Spinni features a unique T-back detail that both showcases the bent metal construction while also providing support. All Spinni models come with an upholstered seat and back, available in any Division Twelve textile.

EARTH APPROVED

We like the Earth. So we use materials it approves of and that last a lifetime. Our steel and textiles are fully recyclable, our seat foam contains bio-based ingredients, and our seating is BIFMA LEVEL® 2 certified and Indoor Air Quality certified at the Indoor Advantage Gold level. But we don't just stop there. We also use an eco-friendly powder coating process that limits VOC emissions in our metal frames. Plus, we're a zero-waste-to-landfill facility – all to deliver sustainable furniture we can humblebrag about.

ABOUT THOM FOUGERE

Thom Fougere studied architecture at the University of Manitoba before working in furniture, product design, and architecture. In 2010, he was appointed Creative Director at Canadian design house EQ3. In 2015, Thom Fougere established his studio offering full design services in furniture design, product design, architecture, and creative direction. His work has been exhibited internationally at design fairs in Milan, Stockholm, New York, Montréal, and Toronto. For more information, please visit thomfougere.com.

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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