

DAN CHONG, HBF president

With more than 35 years of industry expertise, HBF presented at NeoCon 2017 as a company reborn. Its statement-making introductions form a new portfolio of products, which encourage a feeling of home in the office and was conceived for how people work. Under the guidance of president Dan Chong, and strategic design advisor Todd Bracher, HBF is offering a new identity for the office. 'To us, this is a natural evolution,' declares HBF's Chong. 'We want to make a statement to the design industry that HBF has honed a thoughtful consideration of craft, and presents designs created with attention and intention.' Chong has been busy working hand in hand with Bracher, selecting new design partners and re-activating the tremendous craftsmanship and tradition of the Hickory-based company. 'We're approaching design from the perspective of how



Nau Kansa

Dan Chong, HBF president

people relate to products: how they feel when they sit in a chair or use a table. That emotional connection plays into our ideas just as much as the object itself.' HBF prides itself on its strong designer relationships and collaborations, like the one with Studio Gorm for the Studio Table that re-interprets classic Shaker design. Or the Ami Table, designed by Todd Bracher, bringing democracy to the workplace through design, and the Harmoni Table by Space Copenhagen, highlighting elements of craftsmanship in organic materials.



Gubi/Ami Conference



HBF Showroom

hbf.com

1. VIBIA

At La Parisienne Assurances offices in Paris, Studio Razavi Architects devised a playful, adaptive design to meet the versatile needs of the customer. Internal spaces are carved out of curved and straight-line partitions in unexpected materials like wood, carpet and glass. And perfectly paired with the daring design is Arik Levy's Wireflow free-form pendant for Vibia. Crafted of industrial black wire, the customisable fixture assumes myriad shapes in the space, scaling walls and ceilings in a reflection of the whimsical aesthetic. In one communal area, Wireflow's minimalist silhouette mirrors a mural outlining the Parisian skyline.

vibia.com



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2. MA/U STUDIO

Danish MA/U Studio is dedicated to designing and manufacturing functional, timeless and minimalistic furniture of ultimate quality. For its debut at the 2016 Interieur Biennale in Belgium, the studio introduced the R.I.G. Modules Office System. By joining simple principles, optimising the use of materials, enhancing functionality and a minimalistic style, this series possesses a clean, generic appearance that allows the structure and materials to perform and create an enduring and aesthetic workspace.

maustudio.net



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3. COSY KORNER

In 2016, after 15 years at a multinational company, Sébastien Alanon decided to launch the brand Cosy Korner. It offers chameleon desks for optimal working comfort, aiming for a warm professional style. After testing several production units in France, Cosy Korner turned to factories in Portugal, able to control all of its production. Utilising artisanal flexibility for sober and elegant pieces, like the desks and operational tables of the SNØ range, they are inspired by Scandinavian trends. Designed to be both living room and office furniture, they fit perfectly into an interior design while being functional in a workspace. Another series in its collection is Contraste by designer Jérôme Gauthier. Inspired by the rituals that mark the beginning or the stop of working moments, they call into question the superimposition of professional time on domestic time. Office elements are designed for living spaces, changing the setting from professional to that of the domestic and familiar.

cosykorner.com



SNØ, design: Geoffrey Destruel



Contraste, design: Jérôme Gauthier



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4. ADELE C

Writing desk in solid maple wood and desktop case in veneered pale and dark bamboo. With tray-shaped heat-curved shelves, Victor was born from the research of Mario Airò, and produced by Adele C. A 'humanist's study', a treasure-chest of culture and dreams, Victor embodies the memory of childhood and school desks. It is a reminder of concentration, an abstract dialogue with one's passions. At the centre of the table, there is a bit of magic: a kind of hologram that summons up an intuitive mood.

www.adele-c.it

THOMAS LIKKE AND ANNE-MARIE BUEMANN
Creative director and CEO of OEO Studio

Copenhagen-based design practice OEO Studio, established in 2003, has designed new office furniture collections for American brand HBF. The new collection combines Danish minimalism with American craftsmanship, culminating in a unified, contemporary and timeless look. Commenting on the design, Thomas Lykke, founder and creative director of OEO Studio said, 'Workplace design is shifting focus to better quality and more durable pieces. This is what we believe in and what we design for: furniture that ages beautifully and withstands the test of time. The Essens Stool and the Simple Writing Desk were designed with this mantra at their core.'

HBF and OEO Studio's dedication to using natural, high quality materials shines throughout all three of the furniture pieces, using solid wood, metal, leather and textile, which all age with grace. OEO Studio designed the desk to last for generations - not only because of its durability,



OEO Studio, portrait by Michael Rygaard



but also its everlasting design that evades the typical lifespan of trendiness.

hbf.com
oeo.dk

