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Trendway Explores ‘Work, Play, Home’ in Renovated Chicago Showroom

We’re mobile, collaborating, and no longer chained to a desk, or to an 8-hr day. Trendway’s renovated Chicago space reflects the ways we’re working differently today. "Our newly refreshed showroom this year was designed to reflect the different ways people are working today," explains Trendway Marketing Director Nancy Stryker. "We know that everyone wants to work in a place that makes them feel good, gives them some of the comforts of home and fun – but everything they need to get the job done. Life’s a blend: work, play, home. It's exciting to see how all of our products and new product introductions from Magnus Olesen came together to create a workplace that meets those needs." Visitors will find an array of products and layouts designed to meet the demands of workspaces and work styles that are changing faster than ever.

New applications for Architectural Walls are featured, including solutions for creating quiet zones in the open workplace. Trendway President Mark Kinsler notes the company’s near-50-year history of movable wall expertise. "We’re offering customers and designers great movable wall options to address a wide variety of needs: Volo[®], TrendWall[®] and Clear Wall," he says. "Together they offer a remarkable range of practical, design and aesthetic options for applications from private offices to community spaces."

The space prominently features a new collection of museum-quality Danish furniture for the North American market. **Magnus Olesen** has a rich history of elegant, iconic and functional seating and table designs. The firm collaborates with some of Denmark’s most celebrated designers and architects to produce furniture that embodies the Nordic design tradition of simplicity, beauty and utility. "We are thrilled to be the exclusive partner of Magnus Olesen products in North America", says Pete Phillips, Director of Product Commercialization at Trendway. Designs featured include Butterfly, Tonica and Inferno seating, the i-SIT chair, 8000 Series, Sputnik, Mix and Session tables as well as Flow modular seating.

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Also featured this year, an exciting new direction for Feek®. Industry-renowned furniture designer Tom Newhouse has developed **Feek 18** for Trendway's coated foam furniture collection. His new concept offers collaborative ergonomics to support "me" and "we" time – with a more refined aesthetic. The simple two-piece vocabulary with 18-degree geometry allows for curve and linear layouts. "Feek 18 is a bold step forward in collaborative seating that can be configured in hundreds of unique application layouts, with unlimited color capability," Phillips notes. "The design and scale blends seamlessly with today's group and community spaces and offers surprising ergonomic support for the user."

The riverfront showroom is located across from the Merchandise Mart at 325 N. Wells Street. Visitors will be hosted at an open house on June 13 from 3:00 p.m. to 7:00 p.m. Award-winning Danish designers Niels Gammelgaard and Lone Storgaard will be on hand for the event, along with Magnus Olesen Managing Director Nils Knudson. In addition to his work for Magnus Olesen, Gammelgaard has also produced many iconic designs during a long association with Ikea.

About Trendway

Trendway Corporation, an employee owned company in Holland, Michigan, helps customers create beautiful and effective work environments with a wide range of furniture and architectural products. A company with more than 45 years of exceptional performance, Trendway provides customers peace of mind through outstanding service, quality products, guaranteed delivery, and fast/flexible custom solutions. The company offers many products including panel systems, filing, storage, casegoods, seating, and architectural solutions with moveable walls, glass storefront and raised floor. Trendway has served government customers as a GSA Contractor for more than 20 years. A Zero Waste to Landfill facility, its products are tested for conformance to SCS Indoor Advantage™ or Indoor Advantage™ Gold requirements. Most Trendway product lines have been BIFMA e3 level® certified, please visit <http://levelcertified.org> for a current listing. For more information on Trendway, please call (616) 399-3900 or visit www.trendway.com.