

Technology touches all aspects of the industry

### Report from Milan



Mutation: Seafish is a comfortable armchair but used to be a bathtub. For Korean designers Baobbi and Hae-won Kim objects must adapt to the mood and needs of the users.

a focus on people, product, facilities and transportation.

"We're extremely proud to share these results and look forward to sharing more improvements on top of these next year," said Kevin McCoy, General Manager, National Office Furniture.

### Residential Furniture Orders Climb 13%

Consumers continue to show confidence in the recovery as U.S. residential furniture orders were up 13% in February from the same month a year earlier, the fourth month in a row of positive comparisons, Smith Leonard reported.

"Admittedly, all these months were comparing to poor results in the previous year. But the good news is that we seem to have stopped the downward flow," Ken Smith, managing partner of the accounting and consulting firm, wrote in his monthly Furniture Insights newsletter.

For the first two months of the year, orders were up 9%. Of the participants in Smith Leonard's factory survey, 68% reported order increases for the two-month period.

Factory shipments in February were up 4% from February 2009 and the order backlog was much higher - up 34% from a year earlier. "We believe the lag of shipment increases versus orders was the result of imported products taking longer to be delivered, as well as some impact of supplies, such as fabrics and frames, being imported as well," Smith said.

"Based on all we heard at the High Point Market, it does appear that business is getting better at retail," he added. "Maybe not where it once was, or even where we would like for it to be - but at least improving."

### Five Finalists Selected to Compete Live at the First Annual F3 Awards

The first annual F3 Awards - Student Furniture Design Competition today announced its selection of five finalists who will compete live for cash scholarships of \$1,000, \$2,000 and \$3,500 on May 21, 2010. The main spon-

sor of the competition, F3 Foundation, also announced today the addition of the Audience Challenge Award. That winner will receive an all-expenses paid trip to the 2011 International Contemporary Furniture Fair in New York City.

F3 Foundation - for "Form, Function and Furniture" - is a private foundation created by Reto Eberle, CEO of dTank, with the aim of bringing furniture design back into the realm of interior designers and architects, and inspiring architecture and interior design programs to incorporate furniture design as part of their core curricula. The F3 Student Furniture Design Competition provides a launching pad for college undergraduates to explore furniture design as an integral part of design practice.

The five finalists in the F3 Awards competition, selected by a preliminary jury from among 126 registrants representing 17 schools, 17 cities, and five states, are: Jamison Hammers, California State University, Long Beach; Jason Hanley, California State University, Long Beach; Lauren Montgomery, California State University, Long Beach; Alexander Nevarrez, Art Center College of Design; and Minh Nguyen, Art Center College of Design.

### ODDS & ENDS

**PROMOTED:** Erica Donnell to Territory Manager for the Illinois market for AIS.



Donnell

Donnell will be responsible for implementing selling strategies, generating opportunities, and leading business development activities within this market effective immediately. Donnell began her career with AIS two years ago.

**JOINED:** Steve Williams as Berco's Vice President of Sales & Marketing. Steve comes to Berco with 35 years of experience in the Office Furniture Industry. He spent 10 years with Haworth in Seattle, St. Louis, and Kuala Lumpur, Malaysia. Seven years of his experience was with Kimball Inter-

### Noted:



Momentum Textiles presented Corinne Wetten - a designer for Target Commercial Interiors - with a new MacBook Pro as the winner of Momentum's '6 Clicks' sweepstakes. '6 Clicks' provides pre-approved, in-grade and in-stock textile solutions in 6 simple clicks.

Momentum Textiles sales representative, Allison Ferraro, announced the contest winner at the Target Commercial Interiors Tempe, AZ office. Corinne accepted the prize with surprise and excitement. Corinne has utilized the '6 Clicks' search numerous times and remarked on its simplicity and ability to provide quick, easy solutions for customers.

Momentum Textiles devised the '6 Clicks' program linking pre-approved and grade-in information to real time inventory data in response to customer feedback.

national as a Territory Representative for the Northwest United States. Steve will be responsible for Berco's National Sales, Product Development and Marketing Initiatives.

**JOINED:** David Millstein as a Business Development Manager in the Northeast region for Allsteel. Millstein will be responsible for generating sales opportunities within the corporate, government and post-secondary markets in the New England area. Millstein joins Allsteel from Knoll Inc., where he worked for three years in sales and dealer services.

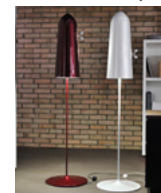
**NAMED:** Mike Collins, LEED AP, has been named Business Development Manager for Architectural Products for the Southeastern United States for Trendway. Mike joins Trendway with extensive experience in architectural products. His most recent position was exclusively focused on the growth of architectural product sales with a major contract office furniture dealer in Atlanta. In his new role Mike will team with Trendway representatives and dealers to develop new business opportunities

for Trendway Architectural Products, which have recently expanded to include TrendWall Flooring Solution and the TrendWall Clear custom architectural storefront product.

**JOINED:** Erin Dalbey to the western sales division team of Arc-Com Fabrics as a sales representative, responsible for assigned accounts in Los Angeles. Erin has earned nearly 10 years of sales experience calling on the A&D community and working to increase sales for assigned territories. Erin was most recently employed by Karndean, Inc.

### UNDO

In last week's issue we misidentified this photo. The caption should read:



Boy's lamp, designed by Nika Zupanc for Slovenian brand Vertigo Bird. The shade is height adjustable which allows the regulation of the beam width. ☹