



**Three H Furniture Systems Limited**  
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## **Craft Culture by Three H**

*An initiative to showcase emerging and unique North American design.*

### **FOR IMMEDIATE RELEASE**

(June 15, 2015) Chicago - This year at NeoCon, Three H, along with the launch of Rescape™ Tile Office Program, will feature several emerging and unique North American designers in its showroom under the theme: Three H Craft Culture.

Celebrating and showcasing the talent and achievements of North American designers, Three H wanted to demonstrate its confidence and support of creative work in North America. A large and highly qualified design community exists here, one that reflects our own aesthetic and originality.

Three H hopes that Craft Culture will become a regular feature not only in its showroom design, but also in partnership possibilities either in product development or distribution opportunities. This first year begins with providing selected designers with a significant platform on the NeoCon world stage in Three H's prominent showroom on the third floor of the Merchandise Mart (Suite 345).

Choosing Craft Culture as a name is more than a reflection of the Three H brand itself (Three H's brand represents a boutique, crafted approach in the contract furniture industry), it is a counter point to the volume of European imports and sameness in mass manufacturing.

There is so much richness in North American talent. Three H is very impressed with the designers and engineers involved with the selection this year and how nicely their creations work with Three H furniture.

"We are happy to support North American talent, to help nurture their ideas and encourage their energy." Says Roy Dittmann, President of Three H.

### **Craft Culture Selected Designers:**

**M-S-D-S STUDIO**

Jonathan Sabine  
Jessica Nakanishi  
msds-studio.ca

**MPGMB**

Maud Beauchamp  
Marie-Pier Guilmain  
mpgmb.com

**LOÏC BARD**

Loïc Bard  
loicbard.com

**AERELIGHT DESIGN**

Michael Helander  
Ray Kwa  
Colin Merkel  
aerelight.com

**AMULETTE**

Annie Legault  
annielegault.com

**DESIGNLUMP**

Chifen Cheng  
designlump.com

**COUPLE D'IDÉES**

Arto Dokouzian  
Diane Parenteau  
coupledeides.com



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***About Three H Office Furniture***

Built on a tradition of European craftsmanship combined with innovative technology, Three H has been crafting office furniture that bridges the gap between custom and mass for more than 35 years. Three H's unique design process gives clients the advantage of a tailored solution, but without the delays and high costs typically associated with going custom.

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