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#### **4 Apps. 1 Platform.**

*Three H introduces **Create™**.*

#### **FOR IMMEDIATE RELEASE**

Chicago (May, 2011) - Boundaries are being broken down, simplicity is being sought and new categories of office furniture are being created. Three H is at the forefront of this new way forward with the introduction of **Create Office Platform™** - one simple, intelligent platform on which four practical and insightful applications are built; applications that are defined by the work activity and create a seamless integration of the work environment.

Imagine four conceptual applications; Club, Studio, Forum and Park. These words cleverly describe activities supported by **Create™**. Club is a modern spin on the traditional approach to the executive suite; higher elements, more storage, and the need for privacy.

Studio speaks to creativity in both the private office and open space. Lower profile, fewer elements, lighter in scale, and a new kind of privacy screen. The same screen that provides solitude in an open space also functions well as a backdrop in the private office.

Forum is for interaction, multiple people sharing ideas and storage space. The need for a dedicated workspace still exists but all the action is in the common area. Small groupings of 2 or large clusters of 8, all will benefit from the collaboration.

Park is, as the name suggests, a place to go for a temporary respite. Touch-down as you would on a park bench. Long surfaces abound and the storage is open. Come together for collaboration then go your separate ways.



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Strict design criteria demanded that **Create™** meet the visual rigour of an educated and discerning audience. “Our design challenge was to create a single platform from which designers could create a variety of designs for all applications in the complete office”, explains Jean Bourassa, award-winning industrial designer. “From the elegance of an executive suite to the spirited collective work areas, **Create™** is the new way forward in integrated office design.” Full integration includes seamless interaction with casegoods, panels and storage from existing Three H lines including the acclaimed MultiStations OS collection.

With **Create™** Three H and Bourassa worked on the very basics and established new standards on which to build. The design strategy was carefully mapped out. Much had been learned in the creation of MultiStations OS and this knowledge became foundational in the development of **Create™**. Now these two product lines integrate seamlessly contributing to the strength of the overall product offering from this company.

**Create Office Platform™** is defined by integration and layering. From the baseline of a single platform components are added to shape the environment spanning the classic layout to the contemporary landscape. Elements are not unique to applications but rather applications are formed by the creative combinations. Founded on a core strength of Three H, the product is engineered for stability and durability to hold all the storage and work area required.

Three H is also known for its 1” increment sizing. **Create™** is no exception. This product is designed with “stretchable” components. This product will ingeniously accommodate any size requirement and live up to the “made-to-order” design philosophy and production process at the heart of Three H.



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While the craft of the product is in the engineering, the art is in the details. The eye of the viewer is drawn along the optional knife edge of the surface. The symmetry of the legs and pulls, uniquely designed for **Create™**, are in perfect balance with the horizontal architecture of the product.

Not unique to **Create™** is the blending of laminate and wood. Difficult to identify which is which, the laminates in the Three H collection are a proven design alternative to wood veneer.

"To achieve success in this new economy, it is critical to stay in sync with the needs of the marketplace. That is why we continue our investment in product R & D. Our goal is to be at the forefront of design in office furniture in North America. **Create Office Platform™** is another example of our commitment to providing a beautifully and creatively designed product that is accessibly priced." *Brian Conlin, President Three H*

Ingenious? Yes. Out of reach? According to the case studies amassed on the Three H website, apparently not.

View **Create Office Platform™** at NeoCon 2011, 3rd floor, space #339.

## **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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