

## events

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## Knoll Atlanta Unveil's New Showroom

**Knoll** formally relocated its Atlanta showroom to the City's Westside Provision District. The showroom, opened last week to an excited Atlanta A&D community and will provide enhanced resources to the design community in Atlanta, including new product displays for office and residential furnishings, textiles and accessories.

Knoll Atlanta occupies space in a new mixed-use development that includes the renovation of the historic *White Provision* building. The space

features high double-height ceilings with a bright clerestory of light and original "Industrial Gothic" architectural details.

The new space, awaiting LEED-CI certification, reinforces the Knoll focus on environmental sustainability. "We are extremely pleased to be a part of the adaptive reuse of urban buildings in our community," said **Cherie Hoffman**, Knoll Architecture and Design Market Manager.

Located at the corner of 14th Street

and Howell Mill Road, *White Provision* is a landmarked industrial-era manufacturing facility that originally served as a meat packing plant. Its re-development will provide the neighborhood with new office space and condominium units as well as boutique retail, showroom and restaurant space.

The showroom will present a range of workplace and residential products from Knoll, KnollStudio, KnollTextiles and Knoll Luxe, including office systems, seating, files and storage, tables



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and desks, wood casegoods, textiles and accessories. Spinneybeck leathers will also be available.

The design of Knoll Atlanta will follow a set of principles established by **Florence Knoll** in the 1940s, when she designed the first Knoll showrooms. Her reductive aesthetic incorporates light, open spaces furnished with elegant woven fabrics, furniture grouped for informal conversation and brightly colored wall panels.

“We look forward to welcoming the Atlanta design community and our corporate, government, healthcare and academic customers to our new showroom and workplace,” said **Janet Miller**, Knoll Regional Manager, Atlanta. ■



KNOLL ATLANTA SEATING DISPLAY



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ROD CHITWOOD, HENDRICK; JANET MILLER AND ART GRAVES, KNOLL



THE NEXT GENERATION OF ATLANTA DESIGNERS