

delve

MAY 2021 V14

Cover Photo: Homecrest Elements Air lounge seating, and Dockside dining tables with Sutton dining chairs.

Delving Into Vertical Markets

Why Every Designer Should Know Hospitality

Back With a Bang: Hospitality

Trends & Challenges For The

Hospitality Industry

In a Post-Covid World





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MAY 2021 V.14

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HOSPITALITY DESIGN
Susan Mulholland discusses why every designer should be paying attention to trends in Hospitality and take inspiration from them.



HOSPITALITY TRENDS & CHALLENGES
Homecrest Outdoor Living discusses the unique challenges and trends faced by the Hospitality Design Industry in a post-Covid world.



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editor's note

Dear Reader,

Hospitality Design has taken an especially hard hit over the last year as the industry grappled with Covid. Now, with the world reopening, the Hospitality Design community is helping the industry come back bigger than ever!

In this issue we have highlighted stories that feature the unique challenges facing the industry and how this innovative community of designers, manufacturers and more are coming together through innovation.

We invite you to dive into the future of Hospitality Design!

Enjoy!

Do you have an idea for an article in Delve? We want to hear from you! Send us and email at...

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May is usually a big month in the world of hospitality design. The main reason is that the biggest hospitality design conference and vendor show usually happens in Las Vegas every year at this time. Because of COVID, last year's conference was virtual; but this year, it is planned as an in-person conference in August.

If you have never been, I encourage you to go. Even if you are not a hospitality designer, simple hospitality design affects all types of interior design!

It doesn't matter if you work in healthcare, education, government, retail, workplace, institutional or residential design; Interior design aesthetics and design trends across all areas benefit from what hospitality design brings to the design world.

By its very definition, hospitality is the friendly and generous reception and entertainment of guests, visitors, or strangers. To design with this definition in mind, designers need to put people first. Think about the last time you were in a resort or hotel; what did you notice right away? Was it the reception desk or the grand entry? Was it the beautiful view emphasized by an oversized window with a welcoming outdoor space? Hospitality design is all about your first impression and how it sets the tone for your stay.

It should be noted that great design does not equal great experiences in hospitality. People are what make great experiences. Hospitality designers know that what you don't see is just as important as what you do see. Back-of-the-house design is the key to having a smooth-running hotel, restaurant, entertainment venue, casino, cruise ship, or nightclub. Efficiency and structure are intentionally built into the design of the overall space plan, from the



By Susan Mulholland

Susan Mulholland studied interior design at Northern Arizona University and is an NCIDQ certificate holder. She has 30 years of interior design experience in commercial design. Her experience in the industry covers a large variety of projects that focus on workplace, healthcare, and hospitality. Her design studio Mulholland Art & Design Commercial Interiors is in Tucson, Arizona, where she has been helping clients for the past 20 years. [Connect with Susan Mulholland on her website.](#)

beginning to the end of the design process. The programming design phase needs to answer all of the logistical questions more so than what color or artwork to use. Design themes and ambiance help set the mood, but good sound space planning is key to a successful “working” environment. It takes lots of people to make a hotel or any hospitality venue work smoothly. Understanding these adjacencies and how each space needs to flow is key to having a well-designed project that ultimately makes the hospitality business successful.

When we experience a well-designed hospitality environment, it seems different than other environments. Hospitality design is all about engaging the human senses. As humans, our brains are intuitively programmed for enjoyment. We know it when we see, hear, touch, taste, or smell it! Hospitality design exploits this to the extent that we can't get enough of it. This is why hospitality designers are always looking for something new. They challenge our ideas of conventionality and bring those ideas to the environment. They create a sense of wonder that adds to the immediate experience and helps us create valuable memories that last us a lifetime.

Other design markets such as is healthcare and senior living have embraced this idea of creating a hospitality type experience in their design concepts. Both of these markets took the best hospitality elements and retooled them to fit their unique design challenges and needs. Recently, workplace and residential designers started to see the value of using certain design elements and décor from hospitality design by incorporating them into their design plans. The value of this design thinking is to create new design concepts that are more engaging and interesting for the human experience.

Design is about evolution and change. Hospitality design embraces this more than any other design market segment. Hospitality hates stagnation—design is about creating new and exciting experiences; no other design market does this better than hospitality. The hospitality design industry understands that with change comes opportunity.

Before the pandemic began, wellness and wellbeing were becoming the next big thing in all areas of design. Remember, hospitality is about taking what is trending in the overall marketplace and infusing it into a controlled environment to be more aware of its existence.

We have seen wellness and wellbeing starting to impact every market segment. Hospitality is one of the few industries that are on the lookout for what we as consumers want. Good design isn't based on fads. Good design starts with looking at those fads and seeing the trends that are driving consumer choices. It's taking what is already a market-ready idea and expanding it so that it touches all areas of our lives in the best way possible.

Hospitality takes risks that other design markets don't. This is why it's such a highly charged atmosphere to work in. When other design markets take on a hospitality mindset, they too take risks. Of course, the risks they take may not be as bold as those in hospitality. Still, they know that by being aware of what these trends are driving hospitality design, they will eventually spill over into other aspects of our design world.

Who doesn't want to take the spa-like feeling they had on a vacation home or the cool way a hotel lobby looks and use it for their office space? These are just a few examples of how hospitality design has affected other design disciplines. There are many more examples that show just how versatile hospitality design can be if you are aware of it.

The idea of “borrowing or using” design ideas from other design markets is another reason to keep your eye on what is happening in hospitality design. Think business centers, retail venues, and guest rooms. These are spaces designed in hotels with trends that can be traced back to other design markets. The difference is when hospitality designers see what is popular in other design areas take it to a new level.

This is why we all need to keep our eyes and ears on what designers are doing in other design specialties. Our clients are exposed to lots of things that we may not know about. Suppose we can include the best elements of each design market—hospitality, healthcare, workplace, retail, education, and residential design. In that case, we will be better able to know what our clients are looking for when they are hiring us.

Interior design is all about the human experience and how it relates to the world that surrounds us. Hospitality design is about that experience. It is a human-centric design in a nutshell. Our profession is all about the human relationship with the built environment and what we, as designers, can do to make that experience better.

Our goal as designers should always be the human focus regardless of what we are asked to design, even if that design is not about creating a memorable experience. Our profession is based on this need for human comfort, enjoyment, and safety. We cannot lose that thought no matter what type of design discipline we are working in.

Think more about hospitality when you start your next design project because when we incorporate the ideas and concepts of hospitality design, we can be sure our design projects will have just the right spark that will provide the best human experience possible, no matter what type of interior space it is!



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Homecrest Elements Air lounge seating, and Dockside dining tables with Sutton dining chairs.



Trends and Challenges for the Hospitality Industry

IN A POST-COVID WORLD

WITH HOMECREST OUTDOOR LIVING

As citizens and businesses alike reopen their doors to the world after over a year of isolation, we find ourselves collectively wondering, “What comes next?” Try though we might to return to “normal,” there are aspects of our society that will remain forever altered. Our daily lives and perspectives, business practices and habits have all shifted—perhaps some for the better.

One of the most notable changes has occurred in the hospitality industry. These businesses felt the effects of the pandemic more swiftly and intensely than any others. Travel came to a halt. Dining out became a distant memory. The industry was forced to act quickly to ensure that, when the time came to reopen, guests would feel comfortable, welcome, and safe in the face of our “new normal.”

The post-pandemic era is promising to be a new age and period of reinvention for the hospitality industry. Hospitality spaces are inherently social spaces, as the critical hubs where we gather,

connect, and spend time with one another. As such, the hospitality industry has been challenged to design spaces that will welcome their communities and guests in environments that are both safe and healthy, but also to provide vibrant and engaging experiences.

Outdoor spaces will be a central component of these experiences and guest expectations. As Gensler published in their article *How Will COVID-19 Shape Hospitality Architecture and Design?*, hospitality guests are “looking for increased connections to the outdoors—from outdoor amenities and dining to public spaces.” Additionally, health and wellbeing, hygienic materials, and American craftsmanship are at the forefront of the evolution for hospitality design. At Homecrest Outdoor Living, we have a nearly 70-year heritage of craftsmanship and innovation in designing and producing outdoor furniture for hospitality environments and beyond.



Homecrest Elements Air Lounge Seating

Outdoor Spaces

Outdoor spaces became a safe haven for social gatherings and workplaces alike in 2020. With indoor closures and regulations enforced, creating outdoor spaces that were comfortable and stylish provided a safe alternative for work, dining, recreation, and more. Whether it was revamping an existing space or making room for a new one, businesses throughout the country found ways to embrace outdoor living.

Though indoor spaces are once again becoming accessible, the revival of outdoor spaces in hospitality settings is only just beginning. The increase in remote working demands convenient access to amenities for business travelers, and many want to keep their connection with the outdoors. Similarly, restaurant patrons have gained an elevated appreciation for outdoor dining experiences. As the Nelson Worldwide architectural firm reported in their article *The Great Restaurant Reset: The Future of Engaging Food Experiences*, "While outdoor concepts have been a growing trend for years, the pandemic has greatly increased the consumer desire to spend more time outdoors and will continue to accelerate the need for experiential environments. The next steps in this evolution will be about activating a location's outdoor space to make it a functional and seamless part of the dining experience."

Easy maintenance and comfort in these outdoor spaces is vital, and Homecrest Outdoor Living offers both. For example, our exclusive Air seating collections provide the look and comfort

of traditional cushioned lounge seating, but are constructed with proprietary Sensation sling fabrics in a cushion-less design for virtually no maintenance and extremely fast drying. Plus, we offer a wide range of other customizable fabrics and frame finishes to easily design an outdoor area that coordinates with interior spaces.

Hygienic Materials

This past year, the focus on hygiene made us all hyperaware of how many public surfaces we touch. This was especially true in hospitality spaces where large groups of people gather on a regular basis. To address this concern, it was important to both improve cleaning practices and ensure commonly touched objects were easily cleanable and antimicrobial.

While the pandemic fueled an increased emphasis on these features, we don't see their importance fading any time soon. People are more focused now than ever on their health and wellbeing, and the effects of that will continue to shape the industry. With this in mind, the industry has become more selective of furniture and finishes. Manufacturers like Homecrest Outdoor Living have focused on antimicrobial-rated finish options.

Not only are Homecrest's powder-coated aluminum frames easily cleanable and bleachable, we also offer a wide array of bleach-cleanable, antimicrobial fabrics, including our Microban-infused double-layer sling fabrics and Ultraleather fabrics. These features make Homecrest an excellent choice for outdoor hospitality spaces in a post-Covid world.

HOSPITALITY DESIGN



Homecrest Elevate Cafe Seating

American Craftsmanship

The desire to buy locally and support American craftsmanship was a true standout in the country's response to the pandemic. People and businesses alike want to know where their products are coming from, and trust in the superior quality that can only be guaranteed by domestic manufacturing and monitoring. Though this movement was already on the rise, 2020 pushed it to new heights.

Furniture from American manufacturers like Homecrest Outdoor Living offers exceptional craftsmanship, which ensures a longer lifespan, fewer replacement expenses, and more enjoyment for guests. Homecrest furniture is also extremely customizable, with thousands of different fabric and finish combinations, and custom-built to individual project specifications. In the hospitality industry, this is crucial to maintaining a cohesive experience for guests between indoor and outdoor spaces. With our diverse collections, extensive fabrics options, and variety of frame finishes, Homecrest furniture will complement existing spaces while offering a unique experience to guests.

As unprepared as the world was for 2020 and all the challenges that arose from it, the hospitality industry found creative solutions that not only helped it survive the pandemic, but will help it thrive in years to come. While creating a comfortable environment for guests to visit and exist has always been a priority, this past year provided a new perspective on what exactly that means. Though we'll continue to return to some semblance of pre-pandemic normalcy, it's clear to see that some trends that surfaced as a result have already been happily accepted into our everyday lives.



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6 MRL FAVORITES PRODUCTS FROM ACROSS THE LIBRARY

The following products represent 6 of our favorite products currently on My Resource Library. The products are listed in no particular order. Can you guess the theme?

TENJAM

MIBSTER CHAIR

Mibster Chair is one-piece rotationally molded polyethylene material that withstands many years of outdoor use and has UV fade resistance. Bring on the sun, rain, snow, salt, and sand...this product can handle it. A strong design combined with heavy duty material gives Mibster a weight capacity of more than 750 lbs.



PRINCE SEATING

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ALLERMUIR

MAYZE

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EUROTREND

POLIFEMO

Polifemo is a bar cabinet designed by G. Azzarello for Porada. The frame is made in metal and the door in canaletta walnut. The key elements of Polifemo are a LED lighted storage with a pullout board, drawer, wooden tray, glass, and wooden shelves.

THE SEATING SHOPPE

LYON BANQUET CHAIR

This exceptionally durable, attractive restaurant chair offers comfort and is a true value to any restaurant. The elegant design adds beauty and grace befitting any setting. Constructed to withstand the rigorous conditions of the food industry, this ensures lasting value and performance.



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SADIE II OUTDOOR CHAIR

With striking angles and a sturdy steel frame, the Sadie II outdoor chair strikes a sweet spot between design and functionality. Designed by Joey Ruiter, the Sadie II outdoor was designed to work in both indoor or outdoor spaces.





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Tim O'Neil & Associates is a manufacturer's representative firm for commercial furniture and textiles. They represent over 20 different manufacturers and are equipped to handle all commercial furniture needs. From traditional to contemporary with a variety of price-points, Tim O'Neil & Associates make creative solutions! My Resource Library recently had an opportunity to chat with the great people that make up Tim O'Neil & Associates. We hope you enjoy getting to know this incredible team!

Q: Tell us a little bit about how Tim O'Neil & Associates got started?

A: We got started basically by accident, it was never planned but the circumstances at the time made it a necessity or I would have had to find something else to do.

Q: How has the company changed over the years?

A: Changes all the time. We're big believers in change, staying the same is boring not only for our clients but especially for us. We've grown to offering services to our clients and being resources whether it's our products or not or just ideas.

Q: What do you think is the secret to Tim O'Neil & Associates longevity and success?

A: Our ability to change with the times and our diversity not only in our products that we offer but also who we work with and call on.

Q: What makes you most excited about working in the contract design industry?

A: The industry is great because it also changes regularly, we're never doing the same thing. The basic idea is the same, create the best spaces for the end user, but how and what it looks like changes almost every year. Our industry is on the cutting edge of design and fashion.

Q: How do you think your group will evolve over the next 5-10 years?

A: We'll continue to change with the times constantly bringing in younger people and younger ideas. What we'll actually look in 5 to 10 years will really be determined by the times.

Q: If you could use just one word to describe TOA what would it be?

A: Adaptable.

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Delving into Vertical Markets: Tips & Tricks for Being Successful

by Michelle Warren

In a time of uncertainty in the commercial market, many manufacturers, dealers, and reps will be contemplating whether they should consider switching a focus or focusing on a new vertical market(s). When you read that, you probably had a strong reaction either way.

A reaction of “YES! I am all in”, “NO WAY that just seems like a lot of work for an unknown payoff!” or a reaction of plain uncertainty due to the unknown of what that looks like. This article is for those who fell in the category of uncertainty and possibly the ever-enthusiastic YES personality if you are not familiar with vertical markets.

As you are determining whether or not to focus on a vertical market, there are many things you should consider, but today I want to hone in on my top 3 considerations when deciding whether or not to and which vertical market you should pursue.

Wikipedia defines a vertical market as “a market in which vendors offer goods and services specific to an industry, trade, profession, or another group of customers with specialized needs.” With this definition, almost any non-commercial entity or focus could be considered a vertical market. However, for the purpose of our discussion, let’s agree vertical markets are Federal, State, Local, Education, or Healthcare.

Market Analysis

Start with an analysis of your geographic market. Does your location and/or customer access gravitate towards a particular vertical? While it is arguable that every market has some degree of every vertical market, not every market has a heavy concentration of every vertical. For example, are you in an area with numerous military bases such as Southern California or near a very large installation like Redstone Arsenal surrounded by prime contractors such as Huntsville, Alabama? Or are you in a city that has a lot of hospitals like Boston or Los Angeles? Or is there a college on every corner in your city like New York City, which has over 200 colleges and 1 million students in a 25-mile radius?

After you have identified which verticals are abundant in your area, follow the money. With COVID, many of the verticals we are discussing have an influx of extra money. Find out who received the money (this is all public information) and if they have already made plans to spend it. This money may need to be spent on specific COVID relief products, including quite a few products in our industry, such as anything that divides space, air purification, signage, and on and on. When it comes to State and Local, make sure to see if they have money to spend (or are they in a shortfall this year), and they will be spending it on FF&E- again, a lot of this is public information if you take the time to do the research.

Partner/Sales Team Analysis

Once you have determined which verticals are potential targets for you based on your location and following the money, you'll want to look at your manufacturer/rep/dealer partners as well as your sales team. Do you have manufacturer partners that have products that meet the needs of the specific vertical you are considering? Do your reps and/or dealers have the knowledge and potential relationships in this vertical? Do your salespeople understand the vertical, find opportunities, research, and develop sales strategies for specific verticals? Or are they willing to invest the time and energy needed to learn enough to be dangerous and partner with those who do know to be successful?

Contract Analysis

Although not always, the verticals we are discussing typically tend to use a contract vehicle of some sort, whether that is a GSA contract, State/Local/Education contract, Cooperative Purchasing Agreement, or Group Purchasing Organization (GPO) Contract. Lack of access to contract vehicles may not automatically disqualify you from selling to the vertical markets. Still, it is a lot easier to get in the door and close the sale if you have access to and a basic understanding of contracts. An additional benefit

of understanding contracting vehicles and knowing how to position them is keeping opportunities from going to bid and reducing the amount of competition you must face. Many of these contracts are manufacturer-held, but some can be dealer-held. Determine if you have the proper manufacturer partners/dealer partners with contracts to sell into the vertical(s) you are considering. If you do, put together what that offering would look like and who your partners could be. If you do not, put that on your road map of things you need to develop as you create your vertical market sales plan.

Go/No Go and Develop Your Plan

Once you have done your market analysis, partner/sales team analysis, and your contract analysis, you are ready to make an informed decision as to whether or not you want to pursue vertical markets and which ones make the most sense for you. Then, if you choose to move forward, create a plan to focus on. Remember, like with all things that are worth it, this is a marathon, not a sprint. You may find some immediate success early on, but the bigger payoff will be down the road as you develop into someone who is known as a specialist in your particular vertical market.



MICHELLE WARREN

Michelle Warren is President of [Catalyst Consulting Group](#), a firm specializing in providing strategic solutions to the commercial furniture industry to enhance companies' sales and positioning within their industry and distribution. Michelle has been in the commercial furniture industry for over 25 years with experience on both the dealer and manufacturer side of the industry. She has experience at the EVP, VP and National Sales Manager level for large and small manufacturers.

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HOSPITALITY DESIGN



Borgo On Hospitality

It may be obvious from our name, Borgo, that our Italian roots emanate through the fibers of our company culture. Borgo, which means “Village” in Italian, is a reminder of the Italian way of life, including the intrinsic sense of community we feel with the people around us. In an Italian household, everyone who enters is treated like family. In fact, in Italy, the doors are left unlocked, and people can enter a home by simply saying, “Permessso,” meaning “Permit to enter.” Good hospitality is in our blood, and we feel that our designs reflect that. The European term for hospitality is “HoReCa,” which combines the first two letters of Hotel, Restaurant, and Café. Rest assured, Borgo has you covered for all of those spaces and more.

Since 1984, we have provided tailored upholstery solutions to the hospitality market and, for that, we could not be more proud. For over a year, this market has felt the full economic effects of COVID-19. Now, more than ever, it is important for us to invest in the revitalization of our hospitality industries. At Borgo, we offer a line of products that help breathe new life in places like hotels, restaurants, and bars.

With every chair we design and build, we imagine the space it will be in and the way it will serve the space. We consider and imagine how the staff will interact with the chairs, how the seating will make the visitors feel, and how the chair will age over time. We have recently introduced six new collections to our hospi-

tality portfolio, each of them created to bring Italian-designed bespoke seating to boutique hospitality spaces.

The slender, sleek design of our Triston Collection brings a minimalist, yet elegant approach to modern hospitality seating. The Chase Collection offers a residential aesthetic to contract spaces. Defined by soft curves, the Cori Collection is perfectly suited for casual environments or formal settings. Erlene is a mid-century modern collection, highlighted by beautiful lines and elegant upholstery options. Designed for multiple hospitality applications, the Kelle Collection is a modern spin on a tub chair. And lastly, Sharen’s high back and transitional lines create a more formal seating experience.

We recognize that sometimes, a space requires a chair that is entirely unique; therefore, we are thrilled to say that beyond our portfolio of hospitality seating, we also offer amazing custom options.

Ultimately, every restaurant, hotel, and bar has its own story to tell. It is our goal to create the seating solution that best expresses their narrative by working with designers, architects, and the user. We take pride in each project, as our seating is an extension and showcase of who we are at Borgo: Italian philosophy and design, North American ingenuity, and responsive customization.



APPROACH

Designed by Joey Ruiters

NUCRAFT



WITH CF GROUP

Most industries continue to face challenges in a pandemic environment, few more so than Hospitality. In mere weeks the entire industry went from the fast and furious to the breakdown lane. Restaurants had to change from in-house dining to either take-out only or closing, and hotels that thrived on meeting/convention business shuttered their doors. In recent weeks with the pandemic loosening its grip due to social responsibility and rapid vaccinations across the country, we are beginning to see positive changes to the industry.

While there may be questions about going back to work in an office setting, there is little question regarding when or if people will travel for leisure. A recent survey of over 8000 people conducted by VRBO predicts 65% of people plan to travel more in 2021 than they did pre-pandemic. As travel begins to increase, much is being done preparing hotels and restaurants to welcome guests back to their properties. Partnering with the design community, owners and developers has been a hallmark of Shelby Williams, our 70-year-old brand.

During the pandemic, we have focused on three key areas: Cleanability, Durability, and Design.

Furniture is one of the essential components of any hospitality space. It is the first handshake with a guest, helping them know what the mission of the property is. Furniture that lasts a long time is not enough today; it must look good and clean for its usable life. Like no time in the past, furniture must withstand the harsh, repetitive nature of cleaning agents used to combat the spread of viruses. Designers must take special note of fabrics, finishes, and materials used to construct all products. Our Shelby Williams Tufgrain metal dining seating has been very popular for this reason. Our Tufgrain chairs are designed to withstand even the most rigorous cleaning. Tufgrain provides the space for an authentic wood presence without cutting down a single tree. We manufacture Tufgrain chairs and stools from an aluminum alloy which are lightweight, structurally superior to wood because they are fully welded with a state-of-the-art powder coated surface. A Tufgrain chair begins

HOSPITALITY DESIGN

life as a polished aluminum component which is first powder coated with a durable three mil coating of paint baked onto the metal. Wood grain graphics are hand applied to simulate oak, walnut, cherry, or beech grain pattern. The chair is baked for a second time allowing the grain to adhere to the powder coated surface. Once complete, the chair is almost impervious to chipping or damage from most cleaning products.

Aside from the chair frame, Shelby Williams works with Industry partners such as Momentum, Guilford of Maine, and CF Stinson to offer durable and highly cleanable options, including affordable Crypton and INCASE options. After all, it does not matter how long the chair frame lasts if the fabric does not hold up similarly. Rosanne Veljkovic, VP of Marketing and A&D for Momentum states, "At Momentum Textiles creating performance products is just one of the ways we are partnering with our customer, Shelby Williams. On the Momentum website (memosamples.com) the cleaning tool makes it easy to choose the right textile for every environment - even the most demanding. We are constantly adding new cleaners to the robust list of CDC approved products." Lynne Willis, Creative Director with Guilford of Maine adds, "In today's world, deep cleaning is a major part of safety protocols in most environments. All surfaces-including fabrics- are subject to more frequent cleaning and disinfection. The use of bleach and other harsh cleaners can sometimes affect colorfastness. At Guilford of Maine, we understand the importance color plays in an environment. We offer several bleach cleanable options today and continue to investigate the latest dyes and yarns to expand our collection."

The design of the public space has also changed to meet new requirements. Most experts agree returning to work will create new demand for smaller group meetings which will

take place more frequently. Zoom is an excellent tool but it lacks in critical areas such as collaboration. Concepts like the office Hub and Spoke will require hotels to make their venues available for these smaller meetings. Current trends have hoteliers re-thinking hotel function spaces and meeting areas to be more flexible, easy to change, and are equally usable in a social or meeting event. Furniture for these spaces should be highly mobile. The more wheels, the better. Workers may quickly reconfigure a space that may be a corporate meeting at 2 pm followed by a dinner party at 6 pm. Shelby Williams offers training and banquet tables on wheels for easy reconfiguration. Most markets today struggle with labor shortages, so having wheels allows for faster, more manageable work using fewer staff members. Properties trying to attract these regional meetings must look more like a co-working environment found in a large urban center than a banquet facility. Meeting planners will be looking for something more sophisticated than the typical skirted banquet table.

Rebounding post-pandemic will not be easy for owners. The pandemic has created a tsunami of supply chain stressors that have impacted everyone, from the availability of raw materials for the products we make to shipping congestion for those materials and end products. The entire globe is feeling the strain. Everything related to upgrading the facility or building a new facility costs more and takes longer to execute today. We are working with our clients to value engineer products to meet tight budgets. Most of all, we encourage people to plan and order furniture early so that there is plenty of time to get the project purchased, manufactured, and installed in an organized manner. The best way to maximize a tight FF&E budget is to plan and order early, avoiding unexpected surprises.



Pictured - CZ Series Tables, Sedera Seating

KEEPING CONNECTED

With the challenges that 2020 brought, it is more important than ever to "Keep Connected" to our clients, friends and colleagues. We have been simply inspired by all of the innovative ways our Rep Group friends have found to do just that! The pandemic hasn't slowed them down one bit, and relationships are still at the center of their strategy.

In the "Keeping Connected" section of Delve Magazine, we will highlight inspirational snapshots of what our Rep Group partners are up to, and how they are finding innovative ways to stay connected to their clients.

We hope you enjoy this new feature, and are inspired as much as we are!



CRG + Interior Fusions

CRG conducted a meeting/training at the new Melbourne showroom of a Florida based dealer, Interior Fusions. A great meeting was had by all and it included the following from Interior Fusions and CRG:

- Peggy Dechard, VP Interior Design/Project Manager
- Tatsiana Zenchyk, Junior Designer
- Mikaela Benedict, Showroom Manager/Design Assistant
- Cheryl Hopkins, Furniture Account Manager

**KEEPING
CONNECTED**

Louie Rosado of **Marc Shore + Associates** co-hosted back-to-back Spring Fling events this month in Miami at the Wyn 317 Art Gallery and in Ft. Lauderdale at the Boat House Yacht Marina. SoFlo Syndicate members, MS+A, Momentum Textiles, and Patcraft co-hosted these outdoor events. Each event featured food (Outside the Box Food Truck!), drinks and lots of fun. Louie shared products by SitOnIt Seating, Source International, IOA Healthcare Furniture, Spec Furniture Inc., Three H Furniture, Segis-USA, Gressco, and MedViron.



Marc Shore & Associates Event



Marc Shore & Associates Event



*Sit On It Reps Rolling Showroom
Event in Arizona*

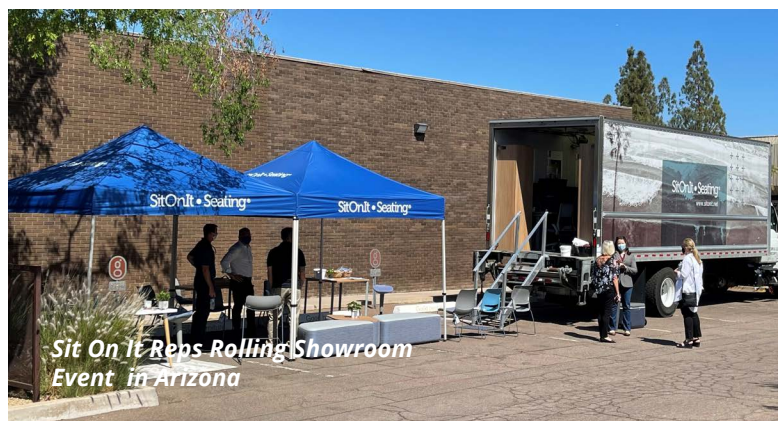
The **Sit On It** Reps in Arizona invited MRL to participate in the Sit on it rolling showroom event. This event is at Goodmans, the local Herman Miller dealer. Also in attendance was Kelly and Dee Calcaterra from Calcaterra (Rep Group).



*Sit On It Reps Rolling Showroom
Event in Arizona*



*Sit On It Reps Rolling Showroom
Event in Arizona*



*Sit On It Reps Rolling Showroom
Event in Arizona*

**KEEPING
CONNECTED**

Contract Source Group is an Independent Manufacturer's Rep Group that covers the state of Michigan. We have weathered the recession and traditional ebbs and flows of the contract furniture market, and we are currently navigating the effects of the pandemic on every aspect of business in our great state.

Our past shapes us and strengthens us for the future. We have a history of adapting to market changes – open office plans, sound dampening, height adjustable tables, providing the right products for our customers. We continually add value by expanding our product lines, utilizing advances in technology, and participating in local organizations and trade shows.



Contract Source Group Rolling Showroom



Contract Source Group



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Contract Source Group Rolling Showroom

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