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**AMERICAN HOME FURNISHINGS HALL OF FAME OPENS NEW LANDMARK BUILDING
FILLED WITH FORM, FUNCTION AND FASHION**

HIGH POINT, N.C., April 21, 2023 — The American Home Furnishings Hall of Fame Foundation has unveiled its new permanent home – a spectacular space full of form, function and, of course, fashion.

Located at 311 S. Hamilton St. between Green and Russell streets, every inch of the 25,000-sq.-ft. space has been expanded, redesigned and renovated.

“I think the reason that people are stunned when they walk into the building is that they were expecting another showroom,” says Karen McNeill, CEO and president of the Board of Directors. “This is a state-of-the-art venue where the entire industry can come together to celebrate our successes, preserve our history and be inspired. The space is grand and energized by light flowing through the clerestory windows and atrium. It is welcoming and experiential not only for its galleries and exhibits, but also for its integration of the latest technology and its creative combination of large gathering areas and small private spaces that can be used for a wide range of activities.”

“One of the key design goals was to tell the powerful, evolving story of the home furnishings industry,” says Peter Freeman, AIA, of Freeman Kennett Architects. “Its concept is intentionally tied to the history and heritage of home furnishings in a way that is modern, relevant and able to adapt with ongoing new technology and design directions in the industry.”

The new building incorporates glass, steel, concrete and digital imagery to reinterpret the key elements of the types of masonry buildings that were common to early furniture manufacturing. A clerestory roof introduces day lighting and ventilation and looks decidedly current, while mimicking techniques used in early American factory construction.

The front entrance includes a glass curtain wall and structural steel system with a form that emulates a traditional masonry factory building, McNeill says. “The most striking design elements are the La-Z-Boy Grand Story Wall and the Loloi Dynamic Story Wall, which are digital matrixes of interlaced LED screens that will be used to tell the many stories of the home furnishings industry on a grand scale.” Visible from the street on one side and throughout the interior on the other, the two-story video walls are captivating and commanding as you walk into the Bill and Carolyn Hinks Celebration Hall.”

Another key design element is the Surya Presentation Staircase, which connects the building’s two levels while providing a platform for presentations, extra gathering space for the Celebration Hall or tiered seating with an enhanced view of the Loloi Dynamic Story Wall.

“This will be our White House, our symbol of leadership,” says Satya Tiwari, president of Surya, about the new building. “I am so honored to play a part in building a foundation that will inspire generations of future industry leaders, their families and their employees.”

As the primary event space, the Bill and Carolyn Hinks Celebration Hall will accommodate 400 for a large gathering or 150 for a seated dinner. Upper gallery balconies enhance gathering capabilities, and the glass boardroom, which is among the largest in High Point, has an operable glass garage door that opens for further expansion. Near the entrance, the Furniture of America Leader’s Bar is designed as a welcoming feature as well as for special events. The comprehensive Crypton Catering Kitchen is designed to offer hot food cooked on sight.

“We hope that this new home for the American Home Furnishings Hall of Fame helps us maintain the value of human connection, which is often lost in today’s fast-paced and distanced environment,” says Rocky Young, senior executive vice president of Furniture of America.

The International Market Centers Imagination Theater is a more intimate area, equipped with a wide range of audio and video presentation options and formats, as well as special lighting and acoustics to enhance the interactive experience. The Theater leads to the Hall of Fame Gallery, where a curved partition and other nearby displays will honor industry leaders across the generations who have been inducted into the Hall of Fame. This area also features the Raymour & Flanigan Tribute Wall, an interactive display highlighting the contributions of industry leaders.

Three lower-level and four upper-level museum quality gallery spaces provide flexible opportunities for a large single exhibit or multiple smaller exhibits. A Discovery Center and the Hughes Family History Center will include dedicated research of the Foundation’s valuable documents and artifacts. In 2018, the Foundation hired its first curator and historian as an important step in fulfilling the part of its mission involved in preserving the history of the home furnishings industry and telling its story. The new space will allow the Foundation to expand its collections and to preserve materials for future generations.

In addition, the new building provides room for hosting Traveling Exhibits, including three shows debuting as part of the April opening – “The Kings of Mod,” highlighting the collaboration of famed modernist designer Milo Baughman and furniture maker Thayer Coggin—and “Italian Ceramics – A Rich Story,” curated by David Gebhart of Global Views. A unique display features an historic rug that once graced the floor of the Kennedy White House, on loan from Nourison and the Peykar family.

Other highlights of the new Hall of Fame building include:

- **AICO Building Flame Symbol:** Centered on the face of the building over the Grand Story Wall, this mobile underscores our symbol, a flame that signifies we are an eternal industry at the center of lives around the world.
- **Best Home Furnishings Enterprise Reception Desk:** Every museum has a reception desk to greet and guide visitors, to answer questions and to help them get the most of their experience. The reception desk in the Hall reflects the unique nature of this industry, with an elegant mix of form and function.
- **Bill and Pat Child Vision Balcony Right:** This view looks South over the many new showroom buildings of the High Point Market and over the Grand Atrium near the entrance. It is a space for reflection and inspiration.

- **City Furniture Vision Balcony Left:** Here, visitors will be on the lookout with a view looking North over the Market and over the Grand Atrium. It also is a space for reflection and inspiration.
- **O. William Fenn, Jr. Leader's Boardroom:** The Leader's Boardroom is equipped with a robust array of audio and visual technology suitable for the meetings of changemakers, whether within the industry, corporate world or community. The room also includes the Leggett & Platt Leader's Media Wall for interactive presentations.
- **Karen E. McNeill Women's Center:** This space is designed to foster the advancement of women through the studies of women in the industry and to generate events for learning. It will serve as a more casual gathering space.
- **Stephen Knight Pond Library:** The Hall of Fame features a collection of books about the home furnishings industry as well as bound copies of each Furniture Today, Home Accents Today and Textiles Today that have been published along with collections of Furniture World and other leading trade publications.
- **C. William and Julia Wittenberg, Jr. Strategy Foyer:** From Celebration Hall, the Presentation Staircase leads up to the Bill and Julia Wittenberg Strategy Foyer, just outside the Leader's Boardroom. Everyone who attends a meeting or visits the Hall's Process and Product Galleries will gather here. It is perfect for cocktails or the gathering conversations that will precede every meeting.

Capital campaign donors include Affordable Furniture, AHFA Furniture Foundation, Michael Amini, AICO, American Furniture Warehouse, The Wanek Family and Ashley Furniture Industries, Inc., Baer's Furniture Co., Dixon Bartlett, Bassett Furniture Industries, Inc., Bear's Furniture and Mattress, Behold Home, Beiter's Furniture, Don Belgrad, Bernhardt Furniture Company, Bernie & Phyl's Furniture, Best Home Furnishings, Biltrite Furniture-Leather-Mattresses, Martha and Roger Bland, Bostic Sugg Furniture, Bowen Town & Country Furniture, Brown Squirrel Furniture, The Broyhill Family Foundation, Bobby and Jimmy Bush, C. S. Wo & Sons LLC, Callan Furniture, Carpenter Co., Patrick and Michelle Chapin, Bill and Pat Child, City Furniture, Classic Home, Coconis Furniture, Bruce and Kena Cohenour, J. Don and Toni Coleman, Connie Lineberry, Joseph P. Cory and the Cory Family, Crypton Fabric, Culp, Dallas Market Center, Davis Furniture, Dean Bosler's Furniture, Décor-Rest Furniture, Designer Furniture Gallery, The DRIVE Foundation, Dufresne Spencer Group, Durham Furniture Inc., El Dorado Furniture, Engles Furniture, Erickson Furniture, Fairmount Furniture & Rune's, Fashion Furniture, O. William and Candace Fenn, Jr., Fiesta Furnishings, W.G. Mickey Holliman, Jr., Flexsteel Industries Inc., Foundation Source, Four Hands, Franklin Corporation, Richard and Catherine Frinier, Furniture First Buying Group, Furniture Mall of Kansas, Furniture Marketing Group, Bill and Carolyn Hinks, Furniture Mart USA, Furniture of America, The Furniture Warehouse, Furniture Warehouse Design Gallery, Furniture World Magazine, Andrew Bernstein, FurnitureDealer.Net, FX Marcotte Furniture, Gardner-White Furniture, Gat Creek, Gill Bros. Furniture, Global Views, Grand Home Furnishings, The Great American Home Store, Guardian Protection, Haverty Furniture Company, Charles E. Hayworth Jr. Foundation, Heritage Home Group Charitable Trust, Hershel Alpert Family, Hickory Furniture Mart, HomeStretch, Hooker Furnishings, Howell Furniture, The Hughes Family, The Ina Mae Kaplan Historic Preservation Fund, Infinger Furniture, INTERIORSHOME, International Market Centers, Jofran, Inc., Jordan's Furniture Inc., Julius M. Feinblum Real Estate, Inc., Bill and Sue Kimbrell, Klaussner, Aminy Audi, L. & J.G. Stickley, Lacquer Craft USA, La-Z-Boy Incorporated, Leggett & Platt, Incorporated, Liberty Furniture Industries, Inc., Amir Loloi, Loloi Rugs, M. Jacobs Furniture, Mann, Armistead & Epperson, Ltd., Manwah Holdings, Bob and Ande Maricich Family, Markor, The Family of Michael Massood, Sr., Matter Brothers Furniture and Florida Leather Gallery, Karen McNeill and Stephen Pond, Merrill Furniture Company, Michael Alan Furnishings, Mike's Furniture, Miller Waldrop

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The American Home Furnishings Hall of Fame Foundation, Inc., is an industry-wide organization founded to preserve its history, to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry, to inspire the next generation of innovative leaders and to engage the community with the world of home furnishings. In 2019, the organization purchased a building at 311 S. Hamilton St. in High Point. Our new home will be a symbol of the Home Furnishings Capital of the World™ where the industry gathers, where we tell our story and learn from our past, and where we inspire future generations. As a 501(c)3 nonprofit organization, funds support our history and leadership programming. The organization is based in High Point, North Carolina, at 311 S. Hamilton St., and can be reached at 336.882.5900. Watch for ongoing developments and details about the grand opening of our new permanent home at www.homefurnishingshalloffame.com in April 2023.

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