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**HIGH-TECH VIDEO SCREENS AND DIGITAL BANNERS BRING
HOME FURNISHINGS INDUSTRY'S RICH HISTORY TO LIFE**

HIGH POINT, N.C., April 21, 2023 — The dynamic, high-tech nature of the new American Home Furnishings Hall of Fame building in downtown High Point is on full display both inside and outside the building, as two high-tech Story Walls, along with a series of colorful digital “banners,” engage visitors with a steady stream of inspirational home furnishings-related imagery.

Located in the Grand Atrium at the front of the glass-encased entrance to the building, the La-Z-Boy Grand Story Wall is a 25- by 17-foot digital matrix of interlaced LED screens that can be programmed with an ever-changing assortment of photography, videos and messaging. The images are visible both inside as well as from the street, drawing visitors into the building with a compelling mix of content that celebrates the home furnishing industry’s past, present and future.

“The Hall of Fame is one of the preeminent organizations in the home furnishings industry, and the new building will serve as a center of inspiration and education for present and future industry leaders while honoring those individuals from the past who established the strong foundation of today,” says Melinda Whittington, president and CEO of La-Z-Boy Inc. “Throughout La-Z-Boy’s history, we’ve had an amazing group of executives associated with our company, with eight already inducted into the Hall of Fame. The Story Wall allows us to recognize their contributions as well as to honor all associates over our nearly 100 years of business.”

“Most people know us for the annual Induction Celebration, but we have long been building a treasury of information to capture our history and to tell our stories,” says Karen McNeill, CEO and president of the Hall of Fame Board of Directors. “The La-Z-Boy Inc. Story Wall will present the stories of our inductees, our industry and our emerging leaders. It makes a dramatic addition to the High Point Market landscape.”

A second wall of video screens, the Loloi Dynamic Story Wall, is located just beyond the building’s Grand Atrium, facing the Bill and Carolyn Hinks Celebration Hall. Created for drama, this story wall will tell the stories of the home furnishings industry and also will be used for presentations. Like the La-Z-Boy Grand Story Wall, this 25 by 13-foot matrix of interlaced LED screens is easily programmed for corporate events, announcements and social events such as weddings.

“We are passionate about the creative work we do as a company and also that we are a fashion industry,” says Amir Loloi, CEO of Loloi Rugs. “With my two sons now involved in the business as our next leaders, we want to share our legacy with the industry that we love. We are supporting the Hall of Fame because it is focused on the future of the industry and where we are going. This project will provide a

home that we have long needed to recognize the past and to celebrate the future. The best is yet to come, and Loloï wants to play a leading role in moving our industry forward.”

“The Loloï Dynamic Story Wall will enable us to host speakers and educational events in front of the big screen,” adds McNeill Pond. “It will raise the bar as the perfect backdrop for major announcements and presentations – one that this industry will come to appreciate and to wonder, ‘What did we do without it?’ ”

Another high-tech element designed to engage visitors is the series of Dufresne Spencer Group Celebration Banners positioned over the Grand Presentation Staircase. These digital banners span from gallery to gallery, enveloping the staircase in canopies of color. The banners are digitally programmed to reflect the current fashion trends each market, and they also can be tailored to match the colors of specific corporate, community and social events.

“These unique bands of color add a creative touch of drama and warmth to the space,” says McNeill.

The new 25,000-square-foot Hall of Fame building is on schedule to open April 22 as a place for the home furnishings industry to gather, honor and learn. It is located at 311 S. Hamilton St., just one block from the International Home Furnishings Center in the heart of the High Point Market.

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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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