

events

officeinsight



NEMO TRELLIS

izzy+: Valentine's Day 2013

For **izzy+**, Valentine's Day 2013 is a "heart-shaped ode to inspiration, the spark that fires the imagination and stokes the soul." Well, I can always use a little extra soul stoking, so when the company announced its **8th annual Valentine's Day** promotion, I perked up, especially with the offering of designer chocolates. For the more sensible, there is also a new design competition centered on the recently introduced **izzy Nemo Bar** and **Trellis**. **izzy+** is also celebrating "inspired giving" by sponsoring another humanitarian trip to Nicaragua in November of 2013, following up on a successful inaugural sojourn to that Latin American country last year.

The **izzy+** Valentine's Day observance is not a local event, but involves dozens of local and regional gatherings throughout North America in February. The company expects that as many as 5,000 architects and designers will help **izzy+** leaders and representatives to choreographed an array of presentations.

"Inspiration has been at the core of **izzy+** from the beginning," said **Chuck Saylor**, the company's founder and CEO. "This Valentine's Day, we're seeking inspiring ideas from our friends in the architecture and design community with a new competition. And we're hoping to be agents of inspiration by giving ourselves away in another humanitarian project in Nicaragua."



NEMO BAR AND TRELLIS

“Seeking out and sharing inspiration is a way of life at izzy+,” added **Rick Glasser**, the Vice President of Marketing and Product Management. “It’s what our ‘Better Together’ tagline is all about. We don’t do product design in a void or vacuum. We are always looking for inspiration from the people who will specify our products, as well as from the people who buy and love our furniture.”

The izzy **Nemo Bar and Trellis** won the **2012 Best of NeoCon Gold Award** in the Furniture Systems category, and will be featured during the Valentine’s Day promotion. A design competition will solicit decorative concepts for the new Nemo Trellis, and the top two entries will be fabricated and displayed in the izzy+ Chicago showroom during NeoCon 2013. The winning designers also will be invited to participate in the November trip to Nicaragua, if they are interested, joining with a team from izzy+ and a total of six designers for a four-day service and adventure trip. Pretty nice.

Full details for design competition and the Nicaragua trip giveaway can be found online at <http://izzy-plusinspire.com>, along with a special Valentine’s video that captures the spirit of inspiration at izzy+. Designers who participate in the Valentine’s Day promotion events also are eligible to enter a drawing for one of 200 Amazon gift cards, and they will receive a specially fabricated smart phone case and a beverage cozy crafted out of izzy+ flavors Camira felt.

The video showcases the kinds of places and spaces that inspire, and includes a vignette about a tree fort that Mr. Saylor helped build some decades ago with several of his childhood buddies. “All the guys in the neighborhood hung out there – it was a gathering place,” Mr. Saylor recalled, adding that the tree fort helped inspire the Nemo Trellis. “Trellis gives you that sense of going outdoors while you’re indoors.... And when you see it, in the midst of this sea of sameness, all of a

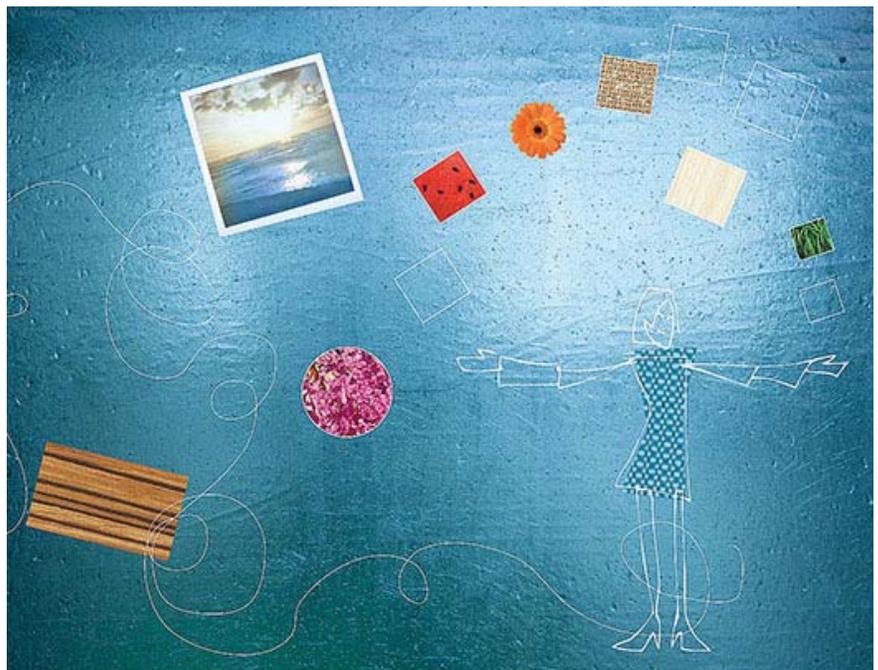
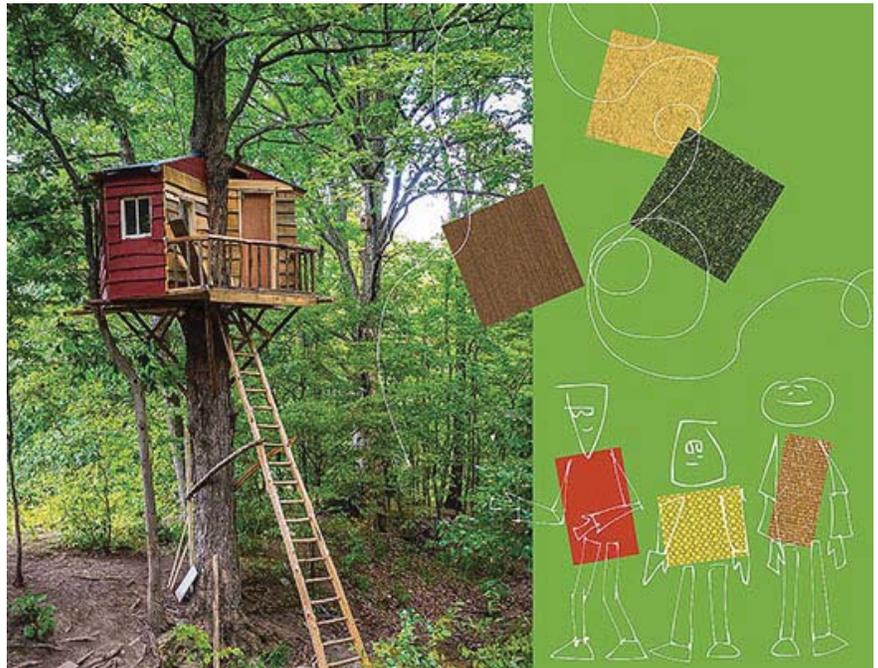
sudden you’re attracted to it and your tendency is to immediately go and explore, and hopefully to be inspired.” Come to think of it, after all of these years indoors, that’s where we are headed: outdoors ... with out the bugs and uncomfortable climates, of course.

“It’s always exciting to make this

journey every Valentine’s Day into the heart of the design and dealer communities,” said Mr. Glasser. “We love sharing our story – how we’re truly better together in the dynamic arenas of work and higher education.” ■

Websites

<http://izzyplusinspire.com>



events