

# Geiger Offers Meaningful Surroundings at NeoCon 2016

At NeoCon 2016, Geiger elevates the experience of people at work. The showroom, designed for Geiger by EOOS, demonstrates how Geiger helps organizations create meaningful surroundings—places where everyone from executives to guests feels valued. New product introductions, by a global cast of noted designers, highlight the warmth of wood, the honesty of craft, and the fastidious execution of problem-solving design. By addressing the needs of people at work today, Geiger helps organizations create an experience of place that is both highly functional and richly meaningful—communicating a sense of welcome, inspiration, even beauty.

A key component of Geiger's NeoCon 2016 presentation is Geiger Rhythm, a new system of wood casegoods also designed by Vienna-based EOOS. This focused system excels at creating environments that exude a sense of welcome—an important character trait for many organizations. The design concept was inspired by the complex rituals of the personal office; places that are asked to support many activities, from quiet contemplation, content creation, and private conversations, to sharing content and hosting guests. EOOS designed Geiger Rhythm to support the creation and curation of different places within the office—each capable of supporting different functions and expressing different meanings.

While Geiger Rhythm is a major introduction at NeoCon this year, Geiger is also launching noteworthy seating products, suitable for contract, hospitality, and in some cases, even residential use. Tokyo-based Naoto Fukasawa has applied his signature sculptural minimalism to the elegant new Saiba Lounge Chair and Ottoman, as well as coordinating Saiba Occasional Tables, for an impeccably detailed new lounge collection. Wood Base Seating is a clean and casual new soft seating group designed by BassamFellows for Geiger, and displays the relaxed sophistication for which designers Craig Bassam and Scott Fellows are known. EOOS expands upon the success of their first design for Geiger, the Crosshatch Lounge Chair, with new Crosshatch Stools in bar- or counter-heights as well as a side chair, both featuring the lightness of form and fine craft of the original.

Throughout the showroom, selections from Geiger Textiles are applied to upholstered pieces, and demonstrate the breadth of expression possible with this steadily growing line, launched just three years ago. At NeoCon, Geiger introduces the new Sartorial Collection, the latest textile range by BassamFellows for Geiger Textiles. The collection is comprised of five patterns: Mini Plaid, Micro Houndstooth, True Herringbone, Corded Stripe, and Double Beam Redux, all inspired by fine, high-end menswear and bringing new patterns, constructions, and textures to Geiger's textile offer.

## About Geiger

At Geiger, why and how things are done are inexorably one—achieving quality through craft, celebrating materiality through elegant simplicity, improving the work environment for individuals through design that endures. Standards of craftsmanship and customer satisfaction set more than 50 years ago by founder John Geiger have driven the company's growth and continue to inspire people today. Founded in Toronto and headquartered in Atlanta since 1979, Geiger is a wholly owned subsidiary of publicly held Herman Miller, Inc.

