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Press Contact
Joseph Namyst, Creative Director
JNamyst@davisfurniture.com
www.davisfurniture.com
828.292.1801

Davis Furniture Industries Opens New Corporate Headquarters

Davis Furniture is excited to announce the grand opening of its new corporate headquarters in High Point, NC. Centrally located within the manufacturer's nine-building campus, this new hybrid office and manufacturing facility rises as a symbol of the company's lasting devotion to modern design and the local community. This stunning, state-of-the-art building includes 16,000 sq ft of office space that will house Davis' corporate and executive staff. Serving as the centerpiece of Davis' campus, it will also function as a working showroom, hosting designers and clients alike. Since 1944, Davis Furniture has forged lasting and strategic bonds between modern design and high-quality manufacturing. Therefore, when the company began planning this new facility, Davis chose to include an adjacent 35,000 sq ft manufacturing space. This attached facility will allow the company to expand its manufacturing practices further while growing the connection between the design and the final product.

www.DavisFurniture.com

Under the leadership of the President and CEO of Davis Furniture, Danny Davis, the company has seen steady growth. For this latest endeavor, Mr. Davis worked alongside his son, Brian Davis, and daughter, Ashley Davis Williams, to bring the project to fruition. *"Our goal with this new facility was to prioritize a strong focus on a modern and evolved corporate headquarters,"* stated Mr. Davis. *"This new facility embodies the Davis brand and our values, bringing together our top-tier manufacturing and our unwavering focus on design."*

This family-owned and operated company has strived to modernize and update the Davis campus located in south High Point. Situated in "North Carolina's International City," Davis Furniture has grown within the furniture community of High Point. The company now employs 250 people and occupies nearly 400,000 square feet of office and manufacturing facilities. To realize the lofty goal of this new facility, Davis brought in designer and long-time collaborator Bob Bazemore to work with the Davis Design Team. Bazemore has had a lasting relationship with Davis, having been familiar with the company's approach to design and taking point on showroom updates and many major campus projects through the years. Working closely with Mercer Architecture Inc., Bazemore and the Davis Design team established a vocabulary that epitomizes the Davis brand through seamless integration of architecture and high design with a driving focus on the collaboration, comfort and overall benefit of the staff and visitors who will utilize the facility.

The Davis Design Team, led by Bazemore and Davis' VP of Development and Design, Rob Easton, began the interior design process by conducting interviews at the Davis campus, focusing on physical and virtual employee workplace experiences. These interviews explored what privacy and ownership of space meant for Davis, capitalizing on what would work best with the employees who will utilize it while also considering clients and other visitors. *"The workplace ecosystem is complex where most physical and service components are intricately intertwined,"* stated Mr. Bazemore. *"We believe that the workplace experience is shaped through the support of three distinct action clusters: Doing, Seeing and Feeling. An outstanding workplace experience delivers on all three, and failure on one will almost certainly limit or undermine overall sentiment. Therefore, we carefully considered each of these three key elements for every aspect of this building's design."*

During the design process, Bazemore and the Davis team explored the depth of a proper working office and what constitutes focus spaces, community areas and the elusive "in-between" zones. Following the mantra of "Doing, Seeing and Feeling," areas were designed to support the employees' abilities to get things done, reinforce Davis' brand and image and further galvanize the employee's pride about working at the company and in the space.

"With this latest addition, Davis was proud to continue moving forward, focusing on design and providing the highest quality products and experiences for employees and customers alike. This new facility shows how Davis products continue to promote and benefit the evolution of the workplace," said Rob Easton.

Maintaining a welcoming atmosphere was essential to the new headquarters while calibrating the design to represent the innovative and decidedly modern Davis brand. Starting with the striking façade, large twelve-foot-high windows allow natural light to stream deep into the workspace. Throughout the building, private offices feature glass walls and partial glass dividers, continuing the espousal of natural light and visual access to the exterior. The facility also utilizes passive solar design, with the façade featuring a distinct 4'

deep sunshade, keeping direct sunlight out of the spaces. This design, coupled with automatic shades, helps to promote climate control throughout the year.

Several other intentional aspects of the building improve the energy efficiency and sustainability of the expansive interior. For example, the concrete floors feature a thermal mass flooring system that enhances temperature stability and reduces energy strain. While many design features were integrated and concealed within the building, other industrial inner workings were intentionally embraced. For example, the exposed steel used to create the facility's framework was kept visually evident within the space.

Taking a step inside the front doors, the main gallery greets visitors with a twenty-foot-high entrance hall featuring a blend of glass curtain walls and clerestory windows that fill the center of the headquarters with natural light. Running the length of the building, this space anchors the public gathering areas of the building while providing a bridge between the manufacturing facility and the corporate office. A grand stairway connects the public corridor with the manufacturing facility, while a glass wall dividing the two spaces further encourages engagement between both manufacturing and the design process.

Flanking one side of the main gallery, the lobby boasts award-winning lounge designs and serves as a welcoming area for guests to relax and feel at home. An extensive training and conference room is another essential aspect of this area within the headquarters. Concluding with an open-plan café, this main corridor serves as a focal point for the company's international design heritage, featuring furnishings by prominent and long-time European collaborators, jehs+laub and Jonathan Prestwich. Other international designers are also represented with pieces by Mario Ferrarini, Dante Bonuccelli and Poul Henningsen.

A crescendo of the main gallery, the café area and adjacent outdoor terrace denote Davis' southern heritage and hospitality. An anchoring aspect of this interactive space, these communal areas are open to visitors and employees alike. A grand 24' long community Tix table further enhances the public space. Sustainably sourced and constructed of a single oak tree, this table graciously celebrates Davis' solid-wood story. Having been built in Switzerland by Mobimex, this table grounds the space while simultaneously highlighting Davis's strong partnerships with European manufacturers and suppliers. Furnished with Davis' indoor/outdoor collections, the expansive outdoor terrace provides an outdoor arena for further gathering and connects to a walking path surrounding the building's perimeter.

"While designing our new headquarters, we felt it was an opportunity for us to showcase not only our international design culture but also our southern hospitality. By creating a space that was welcoming and engaging for our employees, our clients and the High Point Community, our headquarters became something much more than an office space," said Brian Davis, Product Development.

Moving past the main gallery, the less public areas of the corporate headquarters feature casual gathering spaces alongside small and medium conference rooms for employees. Furnished with working lounge collections, these "in-between" interactive zones encourage informal meetings and gatherings within a facility designed for collaboration and community. Private offices feature solid wood desks combined with unique complementary seating choices, highlighting the variety of options Davis offers for guest and pull-up seating. Meanwhile, the open office space is anchored by the use of custom desking designed by the Davis Design team and Mr. Bazemore,

including custom privacy screens and sideboards for storage. Throughout the facility, spaces are punctuated using the Davis Elements collection, with distinctive, colorful additions to each area. From the café chairs and conference tables to the coat hooks, this new facility is distinctly Davis.

President Danny Davis summed up the intent and execution of the new headquarters by stating, "*In the wake of an unprecedented time, our strong focus on a modern and evolved corporate headquarters proves itself a manifestation of the Davis brand and the values that will push our ideals and business forward for years to come.*"
