

lighting & decor

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FORWARD SPACE OPENS NEW SHOWROOM IN THE MERCHANDISE MART DESIGN CENTER

The new 4,100-square-foot space opened today on the sixth floor of theMART in Chicago.

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Forward Space, an office furniture distributor and leading authorized Steelcase dealer, opened a new showroom in the Design Center at the Merchandise Mart (theMART) today.

Forward Space President, CEO and Owner Jenny Niemann said, “Our industry is trending toward residential, and we felt there was no better place to be than the heart of the design community — the Design Center at the Merchandise Mart. Our commercial partner, Steelcase, has been in theMART for years, and the addition of our showroom will help serve designers with projects of all kinds.”

The 4,100-square-foot showroom features an extensive portfolio of products, ranging from seating and tables to storage solutions and surface materials. The portfolio includes lines from newly formed Steelcase partnerships with BluDot, Mitchell Gold + Bob Williams and FLOS. The location in the Design Center will serve as an interactive space for designers to view and select products, giving them the opportunity to explore design possibilities and discover creative solutions.

“We are delighted to welcome Forward Space to the Design Center,” said Beth Hicks, Managing Director, Marketing for the Design Center and Casual Market Chicago. “As the company continues to expand the possibilities of home office environments, we’re excited that the team has chosen the Design Center to help carry those residential initiatives forward.”

The new showroom is located at 222 W. Merchandise Mart Plaza, Suite 614.

[Forward Space](#), [Steelcase](#), [Casual Market Chicago](#), [Merchandise Mart](#), [theMART](#), [Jenny Niemann](#), [BluDot](#), [FLOS](#), [Mitchell Gold + Bob Williams](#), [The Design Center](#), [Beth Hicks](#)