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Hightower™ in first-time partnership with Australia, introduces 'Adapt' *5 simple elements, limitless configurations*

SEATTLE, WA May 2021—In a first-ever partnership, Hightower celebrates public spaces with the US launch of the Adapt collection. Designed in Australia, Adapt seating gives commercial spaces nearly limitless options for the interior requirements of today plus the ability to configure for future needs in the long term.

"The definition of adapt is 'to fit' and that's exactly what these pieces do, providing so many ways to create, configure, or evolve the design for changing spaces, which is especially relevant now," shared Shawn Sowers, Design Director for Hightower. "The casual and familiar feel we've experienced working from home has become more meaningful than ever for the future of public interiors. The Adapt collection is a fresh, evolved design that reflects our current state of being, offering that sense of belonging we've come to value," continued Sowers.

Australian Design

Adapt marks the first partnership of Hightower Studio and Ross Gardam, an Australian designer who "loves to elicit joy and defy convention." Designed in Melbourne, Adapt is made at Hightower's manufacturing facility in High Point, North Carolina. The aesthetic of Adapt is casually sophisticated, inspired by the open, genuine lifestyle of Australians. Designer Ross Gardam shared, "Adapt's design is Melbourne-influenced yet it can sit anywhere in the world so I'm especially excited to see how North American architects, interior designers, and specifiers will use this collection."

Configurable

The Adapt collection includes a Lounge, Settee, Sofa, Bench/Ottoman, and Sectional (straight or 60° curved), and a Table. The varying elevations and configurations of Adapt include three height levels plus a backless option. Low, mid, and highback Adapt seating can be included in one layout.

It's all in the comfortable (and need-anticipating) details

Adapt's features include lower back cushion support, a comfortably firm sit, and flexible privacy. Adapt is available with distinguished French seams, 'floating' ganged tables, detached side table, and an attached pivot table, plus the option to include power integration. Peekaboo metal nodes connecting the panels create an unexpected and unique detail.

Simple and easy to install

The simplicity of Adapt comes down to 5 key elements: the frame, seat cushion, back + arm cushions, privacy panels, and a table. Like many Hightower products, Adapt's installation and setup requires minimal onsite time and effort.

The newest collection from Hightower adapts anywhere, providing space definition as well as giving users a sense of privacy. Adapt's configuration and flexibility make it a perfect option for hospitality, workplace, airports, galleries, education; even mixed use retail with multi-family units. Adapt, from Hightower Studio x Ross Gardam is available now exclusively in North America through Hightower independent sales representatives and authorized dealers.

Learn more about Adapt by viewing the Lookbook: <https://adapt.hightoweraccess.com/>

About Hightower:

Since 2003, we've focused on setting our industry friends up for success. Fresh, simple designs aimed at improving the functionality of public spaces has fueled our growth since the beginning. Family-founded and female owned and operated, Hightower is led by Natalie Hartkopf, an award-winning CEO joined by a passionate, US-based team and global partners all design-driven and service-obsessed. Learn more at www.hightoweraccess.com or contact us at +1 (816) 286-1051. Hightower inspiration via Instagram or Pinterest [@hightowergroup](https://www.instagram.com/hightowergroup)

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