

Hoom Collection | Designed by Gower + Woolf





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## The Hoom Collection by Encore Illustrates the Beauty of Curves

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With a free-flowing form and lively, curvilinear silhouette, the Hoom collection from Encore brings a sense of harmony to commercial spaces of all kinds.

Utilizing an initial approach that integrated softer, more inviting seating options that leaned toward a residential aesthetic, the design team of Gower + Woolf then translated the concept into guest, lounge and stool variations to easily meet the needs for collaboration, quiet focus or quick touch-down moments while maintaining a consistent look from room-to-room.

Hoom guest sets the tone for the collection with a perfectly proportioned frame, subtle stitching details and base options that include wood and metal legs, a metal swivel base with a self-return feature, and a caster model suitable for reception, workstation or other casual meeting applications.

Lounge chairs are more generous in size and feature plush cushions set inside a sculptural frame, offering abundant comfort for extended periods of time. Base options include tapered wood legs or a metal swivel base with optional rocker feature that encourages movement and further highlights the series' overall appeal. Ash wood species is utilized throughout the offering and available in an array of finishes, as are the metal frames, which are offered in a spectrum of standard and premium colors.

Companion to the guest and lounge chairs are the accompanying stools, which are available in both bar and counter heights, with a metal wire frame or wood legs. A built-in footrest is standard and stylized differently for each base to complement the shape while providing additional structural integrity and added comfort-enhancing support.

“The design intent behind Hoom was, first and foremost, to create a collection that offered wide-ranging appeal for a broad audience,” says Tammie Alciatore, Encore’s Director of Marketing. “Its compound curved shape works well in so many forms and when combined with nuanced stitching details and the functionality of all the different base options, we knew we had something special.”

Providing a sense of warmth and versatility across a variety of settings, Hoom is beautifully crafted and lays the groundwork for cultivating vibrant spaces limited only by the imagination.

Marking Encore's second collaboration with Gower + Woolf, the collection is currently on display in Encore's permanent showroom at Chicago's Merchandise Mart as well as their corporate offices in La Palma, California.

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About Encore:

Located in Southern California, Encore provides innovative seating and table products for today's ever-changing environments, from corporate offices and educational institutions, to hospitality spaces, healthcare facilities and beyond. What began as a small task and guest seating company in 1999, quickly evolved to encompass a broader range of products from lounge and modular seating to tables, benches and more.

As part of the Arcadia family-owned and operated business, the Encore brand signifies modern styling with light-scale, on-trend designs. We share in the commitment to uphold intelligent environmental policies and practices, ensuring all our products are held to the highest standards, in-step with California's progressive sustainability objectives. And together, our mission is to provide value beyond furniture, through customized solutions, responsiveness to customer needs and demonstrating high levels of care to reflect our appreciation for those we serve.

With a corporate and manufacturing facility located in Southern California, a permanent showroom in the Merchandise Mart, Chicago, as well as representation in independently run showrooms across most major metropolitan areas, Encore Seating is well-positioned to support dealers and designers throughout the country.

[www.encoreseating.com](http://www.encoreseating.com)

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