

DIVISION TWELVE

DIVISION TWELVE LAUNCHES TWIGZ AT NEOCON

The North American bent metal furniture brand introduces the carbon neutral Twigz café collection in Chicago



June 12, 2023 (Chicago) – Division Twelve is excited to announce the launch of Twigz, a lightweight café collection created by design duo Jones & de Leval. With its minimal frame, Twigz proves that you don't need a lot to make a big impact. Think of this collection like blue eyeshadow – less is definitely more. Comprised of a chair, a two-seater bench, a rectangular dining table and a round café table, Twigz is a standout collection that will make everyone stop and say, “Ooh la la.”

Launching today at NeoCon, June 12-14 in Chicago, Twigz is the first collaboration between Division Twelve and designers Andrew Jones and Nathalie de Leval. As with all Division Twelve products, Twigz is a certified carbon neutral furniture collection – something you can definitely brag about at your next garden party.

“We are excited to introduce a multi-piece café collection into the Division Twelve product line,” says Mike Keilhauer, Division Twelve CEO. “With Twigz, Division Twelve’s signature style of playfulness is present, but there is also a strong sense of sophistication within the pieces, which provides a different spin on the brand.”

The Twigz collection combines minimal-yet-striking silhouettes with soft curving elements that create products that are classic while remaining infused with Division Twelve’s signature fun, playful personality. Twigz is modestly scaled with a light footprint, allowing the pieces to fit within smaller spaces like bustling summer patios or the tiniest of chic French bistros, designed with the purpose of bringing people together.

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The Twigz café table, designed by Jones & de Leval

“When designing this collection, comfort was very important to us,” says Jones & de Leval. “The products needed to feel right, but also maintain this aspect of joy – it needed to be something practical, something comfortable, and something joyful. That’s the sweet spot we were trying to hit.”

The hero of the collection, the Twigz chair has a charming, elegant silhouette and a curved backrest that supports and comforts the user through its simple frame. The chair’s back legs are also slightly curved, further highlighting that bent metal furniture does not always have to be so rigid – it still has the ability to be refined and subtle, echoing the human curves of the user.

The Twigz collection’s signature detail is the construction illusion that the products are created from one seamless piece of metal. This is achieved through blended welds between the rails and the tubular legs of the pieces. This design detail provides strength to each item, while also adding to the overall beautiful design aesthetic of the collection. This blending construction detail is also present within the Twigz bench and tables.

“This blending detail gives the collection a crafted, human quality,” adds Jones & de Leval. “It shows that these pieces have been made by hand; someone has taken some real care to craft these elements.”

Twigz is intended for both indoor and outdoor use, and its pieces come in café height. The Twigz chair and bench are available in white oak, steel or upholstered models, and the chair’s backrest is constructed from aluminium. For convenience and storage ability, the chair is stackable. All Twigz product frames come with a standard glide or a heavy duty option for more heavy-use indoor spaces. The rectangular Twigz table is available in three sizes – 8 seater, 6 seater and 4 seater. The circular Twigz table was designed to be used with 3-4 Twigz chairs.

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EARTH APPROVED

We like the Earth. So we use materials it approves of and that last a lifetime. Our steel and textiles are fully recyclable, our seat foam contains bio-based ingredients, and our seating is BIFMA LEVEL® 2 certified and Indoor Air Quality certified at the Indoor Advantage Gold level. But we don't just stop there. We use an eco-friendly powder coating process that limits VOC emissions in our metal frames. Plus, we're a zero-waste-to-landfill facility – all to deliver sustainable furniture we can humblebrag about.

Like all Division Twelve products, Twigz is officially certified as carbon neutral. To achieve this carbon-neutral status, Division Twelve reduced carbon emissions at every stage of their processes – from design and the materials they used in production, distribution, and end-of-life. Of course, throughout the life cycle of each product, there is inevitable carbon that cannot be eliminated. Division Twelve completely offsets this remaining carbon with investments in third-party verified carbon offset projects through Bluesource, such as the Francis Biedler Forest Improvement Project.

ABOUT DIVISION TWELVE

Division Twelve makes things. Things that make people happy. From tables, to chairs, to stools, our bent metal furniture is built to last. Bent right here in North America, everything we make is the product of durable materials, trend-forward design, and careful craftsmanship. Our incredible selection of colors makes each piece versatile, customizable and ready to help you do you. Division Twelve, a subsidiary of Keilhauer, was founded in 2017 and is headquartered in Toronto, Ontario. For more information, please visit division12.com

ABOUT JONES & DE LEVAL

Nathalie de Leval and Andrew Jones are award-winning furniture designers who develop products for international manufacturers and work collaboratively with architects and landscape architects on custom designs for site specific projects. Whether for interiors or outdoor space, they approach furniture design as a fundamentally important opportunity to create a personal and emotional moment for people.

Through their hands-on process of design and prototyping they create timeless designs which have the right human scale, warmth and softness, and subtle details with a thoughtful attention to making. Their elegant designs are pared down to the essence, but without removing the poetry.

The two met while studying furniture design at the Royal College of Art, and before that Nathalie trained as a cabinet-maker and sculptor and Andrew worked as an architect. With design practices in London and Toronto, they have worked for over 20 years for clients such as Barlow Tyrie, Gloster, Benchmark Furniture, Paul Smith, Battery Park NYC, Rosewood Hotel and Keilhauer. For more information, please visit jonesanddeleval.com.

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