



## News

### Press Release

Spring Lake, MI – January 2010

#### **Looking for your place in the world? Harter's got just the ticket.**

Where do you belong? Sometimes we can expand our own view of the world from an unexpected direction... perhaps with the help of some amazingly open-minded furniture.

Hot off the press, "The Adventures of Olivia & Truman" is a page-turning tale of a chair who discovers her versatility and a lounge who explains the lobby. A souvenir hardcover book designed for izzy+ by New York branding and design firm [Team Pro-Am](#), the story chronicles the journey of Olivia, a curious lounge/side chair (with a rich Modernist design heritage) and Truman, her loungy second cousin from the worldly side of the [Harter](#) by [izzy+](#) family.

The adventures of these engaging new Harter by izzy+ products, found at [www.oliviaandtruman.com](http://www.oliviaandtruman.com), are designed to capture the hearts of 4,500 designers during the sixth annual Harter Valentine's Day blitz, February 2010.

For five fortunate fans of Olivia and Truman, the story comes alive when their unique Golden Ticket numbers on page 31 of the book are redeemed by izzy+ for travel anywhere in the world. As part of the happy ending, izzy+ will also donate \$1 for every participant to support [Reading Is Fundamental](#), the nation's oldest and largest children's literacy organization.

The 2010 Harter Valentine's Day campaign includes these new products. Photos and descriptions are featured within the story at [www.oliviaandtruman.com](http://www.oliviaandtruman.com):

- Olivia: All poise, simplicity and grace, Olivia is the perfect lounge/side chair hybrid - equal parts comfort, function and style. Choose from three basic color options for the molded bucket form and from six translucent colors carefully developed by stylist Kerry Rowe for the back. Designers: Bryan Marshall and David Granger, [bangdesign](#)
- Truman: Embodying the modernist ethic of simple elegance, Truman looks great from any angle. With its airy cast aluminum framework and signature ply-form seat base, Truman is designed to do a bit of everything - from helping CEOs make decisions and MBA students study, to welcoming hotel guests and making all types of waiting more bearable. Designers: Matt Duncan, [Morphix Design](#), and Joe Ricchio, [Ricchio Design](#)

•Harter Textile Collection: Curated by accomplished textile designer, weaver and colorist Louise Russell, this refreshed collection comprised of selections from Momentum Textiles, KnollTextiles and Ultrafabrics offers a return to simplicity without sacrificing choice or style. Nearly 200 solid options are available, with a focus on surface interest, stitch and dimension. Patterns are crisp and modern as well as warm and approachable.

"What's really special about The Adventures of Olivia and Truman is how they help explain the story of how the brands of izzy+ work better together," says Debbie Goode, director of marketing communications for izzy+. "We started that conversation in Chicago for visitors at NeoCon last year, by physically showing how our different products can work better together to create solutions for people in working and learning spaces. The story of Olivia and Truman is a fun way to show how our Harter products are finding their place in the family of izzy+."

#### About Reading Is Fundamental

Reading Is Fundamental, Inc. (RIF), founded in 1966, motivates children to read by working with them, their parents, and community members to make reading a fun and beneficial part of everyday life. RIF's highest priority is reaching underserved children from birth to age 8. Through community volunteers in every state and U.S. territory, RIF provided 4.4 million children with 15 million new, free books and literacy resources last year. For more information and to access reading resources, visit RIF's website at [www.rif.org](http://www.rif.org).

#### About izzy+

The employees of izzy+ ([www.izzyplus.com](http://www.izzyplus.com)) design, manufacture and market office furniture and seating that solve real problems for real people. The focus is to provide designers with the tools to create inspiring work spaces for forward-thinking customers in home offices and small businesses, in executive offices and board rooms, in hospitals and classrooms. Its award-winning products are marketed under the brand names [izzy](#), [HÅG](#), [Harter](#), [Fixtures Furniture](#), [Zoom Seating](#) and [ABCO Office Furniture](#). Based in Spring Lake, Mich., U.S., izzy+ is a business of JSJ Corporation of Grand Haven, Michigan.

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