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Press Contact
Joseph Namyst, Creative Director
JNamyst@davisfurniture.com
www.davisfurniture.com
828.292.1801

Subtle Luxury, Elevated Design: Davis Unveils New Showroom at THE MART During NeoCon

Link to Press Kit including additional images.

Davis Furniture proudly announces the debut of its newly expanded showroom at THE MART in Chicago. Located on the third floor in Suite 3-115, the reimagined space made its public debut during NeoCon 2025, introducing a compelling new environment that captures Davis' showroom design philosophy: subtle luxury, architectural clarity, and material sophistication.

The project was envisioned and executed through a collaboration between the Chicago-based design studio Kuchar and Davis Furniture's in-house showroom design team, led by fourth-generation Davis family member Brian Davis, alongside Rob Easton, VP of Design & Development, and Joseph Namyst, Creative Director. Known for crafting impactful, emotionally resonant interiors, Kuchar partnered with Davis' team – whose expertise lies in shaping narrative-driven environments aligned with product and brand identity – to form a cross-disciplinary synergy that seamlessly integrated spatial strategy, product storytelling, and elevated hospitality into a single, cohesive experience.

"We approached this showroom as both an architectural experience and a brand statement. Every line, material, and proportion was considered to create a space that feels both elevated and approachable – an extension of the thoughtful design behind every Davis

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product. We wanted the space to reflect the same quality of detailing and design as the products we produce.” – Rob Easton, VP of Design & Development.



One of the most visible changes is the expanded entrance, which now reaches into the third-floor corridor of THE MART, drawing visitors into the space through a wide, welcoming threshold. In addition to this forward-facing extension, the showroom was also expanded into previously unoccupied space located behind Davis’ former footprint – allowing for a more spacious, immersive layout. A newly poured, troweled concrete floor grounds the showroom with sculptural texture and visual depth, while walls painted in a deep grey amplify the sense of mood and modernity — adding a sophisticated tonal backdrop for the furniture and finishes throughout.

A newly introduced materiality wall provides a tactile, immersive exploration of Davis Furniture’s finish capabilities. From richly grained wood veneers and soft touch FENIX™ Innovative Materials to an extensive powder coat palette and Davis’ exclusive Aurora Leather Program, the display celebrates the brand’s commitment to material integrity and customization.

“The new materiality wall allows visitors to fully immerse themselves in our finish story. It’s not just about showing options – it’s about revealing the richness of Davis’ palette and empowering designers to shape meaningful, tactile environments.” – Joseph

Namyst, Creative Director

Positioned just beyond, the hospitality zone offers a moment of pause and presence. Café tables frame a dramatic sculptural marble bar that serves as the crescendo of the showroom experience — anchoring the space with refined form and social intent. Warm and welcoming, the area invites guests to connect and recharge in a setting that embodies Davis’ approach to comfort and craft while maintaining the highest level of design.



Throughout the showroom, Davis’ latest product introductions are presented in meticulously curated vignettes that emphasize form, comfort, and versatility. The 2025 collection includes multiple Best of NeoCon winners and a HiP Award recipient, reinforcing the company’s continued leadership in contemporary contract furniture. The showroom also features an integrated QR code system, allowing visitors to easily access detailed product specifications for each vignette — seamlessly bridging the physical experience with digital exploration.

“NeoCon has always been an important moment for us to connect with the design community, and this year marks our 51st appearance at the show. We’re proud to continue that legacy by presenting our latest introductions in a space that reflects where we are today and where we’re going next.” – Brian Davis

The newly renovated showroom stands as a refined expression of Davis Furniture’s evolving identity – designed to welcome, inspire, and engage the architecture and design community for years to come.

The showroom is operated by Stack Brogan Representative Group and is open by appointment only.

For more information or to schedule a showroom visit, contact: Stephanie Stack – stephanie@stackbrogan.com

About Davis Furniture

Founded in 1944, Davis Furniture is a leading voice in the contract furniture industry focused on placing Design at the center of every initiative while looking to the future of the workplace. Davis offers cutting-edge, innovative and aesthetically pleasing products designed and manufactured to benefit the functionality of the user and the interior. This fourth-generation, family-operated company continues to maintain the highest corporate integrity, a devoted loyalty to its customers and a never-ending dedication to design.


