

**For Immediate Release**

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High Point Furniture Market  
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## A New Collaboration with Aspiring Designers

After over 38 years creating contemporary furniture, we recognize the need to innovate and reinvent ourselves. With that mindset we also wanted to begin new relationships with young, aspiring designers. Over a year ago we reached out to Dr. Richard Prisco, Furniture Design Program Director at Appalachian State University, to start a new program that helps young design students gain experience and shape their builds into commercial pieces. We organized the program to function like a competition, where winning designers would have their best designs built and offered in our line.

The collaboration proved more fruitful than we could have imagined. Their inquisitive minds and youthful creativity led to many fresh, unorthodox proposals. After rounds of models, critiques and mockups... winners were chosen. The final choice was difficult as many designs contended. The four winning designs included an all metal chair with no fabric, a chair reminiscent of the classic Breuer chair with “racing striped” cushions, a maneuverable little café chair perfect for an ice cream set, and a modern ladderback chair with a monumentally tall seat that extends further below. These four designs are available for purchase and re-sell in our showroom.

All Johnston Casuals products are proudly designed and fabricated in North Carolina, USA in an environmentally aware manufacturing facility by talented artisans and craftspeople. You can visit us at [JohnstonCasuals.com](http://JohnstonCasuals.com) for more information on our extensive product line of dining sets, occasional furniture, etageres and beds.

Members of the press are enthusiastically welcomed into our showroom at 220 Elm, Room 330, on the third floor.