

HURTADO®

Media Release

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FOR IMMEDIATE RELEASE

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HURTADO presents new introductions for contemporary living and executive interiors at High Point Market

High Point, NC - This October at High Point Market, **HURTADO** presents a carefully curated selection of new introductions that reflect the continued evolution of its residential and executive furniture collections.

Leading this year's presentation is the debut of **Atelier**, a new contemporary collection that introduces a refined design language to the HURTADO portfolio. Alongside Atelier, the company expands its executive office offering through the **Connect Collection** and introduces new dining seating that extends the versatility of its **Evolution** collections.

Designed and manufactured in **Valencia, Spain** for more than 85 years, HURTADO continues to combine generations of craftsmanship with contemporary design, creating furniture distinguished by refined proportions, premium materials and meticulous attention to detail.

Visitors are invited to experience these latest introductions inside the **free-standing HURTADO Building**, located at **208 W. English Road, High Point, North Carolina**, where residential and executive collections are presented in carefully curated environments that reflect the brand's contemporary design philosophy.

Introducing Atelier

Making its debut at High Point Market, **Atelier** introduces a new contemporary design language within the HURTADO collection.

Defined by architectural simplicity, sculptural forms and carefully balanced proportions, Atelier reflects a refined approach to contemporary living where every line has purpose and every material contributes to a sense of harmony.

The collection makes its debut through **two signature pieces** that establish its identity.



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The **Atelier Sideboard** combines porcelain stoneware or marble tops with sculptural solid wood bases, creating a composition that feels architectural, elegant and timeless.

Joining the sideboard, the new **Atelier High Cabinet** extends the collection into a versatile storage piece designed for both residential and executive interiors.

Crafted in natural walnut veneer, the cabinet features softly curved side panels, integrated illuminated display niches and custom-designed metal handles that reinforce its architectural character. The balance between open display and concealed storage reflects HURTADO's commitment to purposeful functionality and understated elegance.

Together, these first introductions establish Atelier as a refined contemporary collection defined by sculptural simplicity, premium materials and timeless design.



Expanding the Connect Collection

As today's workplace continues to evolve, HURTADO expands its executive office offering with new pieces developed to complement the **Connect Collection**.

Maintaining the collection's clean architectural language, refined proportions and integrated functionality, these additions create greater flexibility for contemporary executive environments while preserving the elegance and craftsmanship that define Connect.

Among the highlights is the new **Connect Executive Desk with Return (CN7009)**, combining generous proportions with integrated storage, premium materials and built-in connectivity to create a workspace designed for today's executive offices.

The presentation also includes conference table solutions with discreetly integrated electrical connections, USB and HDMI ports, allowing technology to support collaboration while maintaining a clean, sophisticated aesthetic.



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Expanding the Evolution Collection

HURTADO also introduces new dining seating designed to complement the **Evolution collections**.

Designed with elegant proportions, exceptional comfort and extensive customization possibilities, the new seating completes contemporary dining environments while offering even greater flexibility across the Evolution collections.

Available in a broad selection of wood finishes, fabrics and leathers, these additions further expand the versatility of the Evolution collections across residential interiors.

Designed Around Customization

Customization is not simply an option at HURTADO—it has always been an integral part of the design process.

An extensive selection of natural wood veneers, porcelain stoneware, marble, decorative metals, premium leathers, fabrics and an extensive **RAL lacquer colour palette** allows every piece to be tailored to the identity of each project.

This level of customization allows every HURTADO piece to be tailored to the unique identity of each project while preserving the refined proportions, material integrity and timeless character that define the collection.

Crafted in Valencia

Every HURTADO collection is designed and manufactured in **Valencia, Spain**, where more than 85 years of furniture-making tradition continue to shape the company's identity.

Combining generations of craftsmanship with contemporary manufacturing technologies, HURTADO creates furniture recognized for exceptional quality, meticulous attention to detail and enduring design.

Today, HURTADO collections are specified for residential, hospitality and executive office projects in more than fifty countries around the world.

Together, **Atelier, Connect and Evolution** reflect HURTADO's vision of contemporary interiors—where thoughtful design, exceptional craftsmanship and meaningful customization come together to create spaces that remain relevant beyond changing trends.

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Visit HURTADO at High Point Market

HURTADO Building

208 W. English Road
High Point, North Carolina

October 17–21, 2026

Discover **Atelier**, the latest additions to the **Connect Collection** and new dining seating from the **Evolution collections**.

High Resolution Images Here:

https://drive.google.com/drive/folders/1_UYvTDQdnYUweSepa-DXpXvTLy5hBPLz?usp=sharing

About HURTADO

Founded in **1940**, HURTADO is a **third-generation Spanish furniture manufacturer** based in **Valencia, Spain**, where every collection is designed and manufactured.

Combining heritage craftsmanship with contemporary design, HURTADO creates furniture for residential and executive interiors, offering extensive customization through natural wood veneers, marble, porcelain stoneware, decorative metals, fabrics and premium finishes.

Today, HURTADO partners with architects, interior designers and luxury retailers in more than **50 countries** worldwide and operates a permanent showroom and distribution center in **High Point, North Carolina**.

For more information

Residential Collections

www.hurtadofurniture.com

Executive Collections

www.hurtadooffice.com

Instagram

@hurtadofurniture | @hurtado_office

LinkedIn

[linkedin.com/company/hurtadomuebles](https://www.linkedin.com/company/hurtadomuebles)

Facebook

facebook.com/HURTADOMUEBLES