

Haptor Barrett showroom breaks new ground with inventive concept environments.

LOS ANGELES Debuting in February to much fanfare, two parallel yet uniquely distinctive 16,000 square foot showrooms, will open to architect and design professionals as the all-new Haptor Barrett is unveiled at L.A. Mart® Design Center in downtown Los Angeles. Set side-by-side, separated by a 200 foot long corridor, the awe-inspiring Haptor Barrett showrooms are 21st century re-inventions of the company's first showroom, which opened at the L.A. Mart Design Center three decades ago, and will continue to add to the caliber of high-end design resources available at the Design Center.

As one of L.A.'s leading multi-line design trade showrooms, Haptor Barrett serves designers with a wide range of furniture, furnishings, lighting, and fabric from leading domestic and international manufacturers. The showroom's existing 16,000 square foot space, re-named Haptor Barrett Modern, has been completely re-imagined as a high-tech, loft-like environment that pays homage to 20th and 21st century modern and contemporary pieces by acclaimed designers including Vladimir Kagan, Ted Boerner, Karim Rashid and Milo Baughman, to name a few. The airy, open space is distinguished by architectural elements clad in perforated stainless steel and French limestone mosaic tile, and linked by an expansive, arching passage of natural maple wood.

In graceful contrast, Haptor Barrett Traditional will present transitional through traditional collections in a sophisticated, grand manner. This nearly 16,000 square foot showroom, with its raised wood paneled millwork, will house the country's largest Hickory Chair Gallery. It will feature collections from some of the design industry's most celebrated designers: Thomas O'Brien, Mariette Himes Gomez and Alexa Hampton. Fine furniture from other nationally respected companies like Drexel Heritage, American Leather, Pearson, Thayer Coggin, Barcalounger and others will be staged in dramatic room-like settings, including the "Grand Salon," "Grand Dining Room," and "Grand Foyer" to name but a few.

"As designers and their clients walk each showroom, they will experience the furniture and furnishings in settings as elegant and inspiring as any home environment," said Penny Haptor of Haptor Barrett. "Each highly stylized showroom is wired for sound, light and technology, offering a multi-sensory experience rarely seen in design trade showrooms. It's a new way to shop. These sister showrooms realize my dream of presenting product in a manner that makes it easy and enjoyable for designers to shop with their clients, especially across the wide range of aesthetics required to fulfill the diverse tastes of southern Californians."

The architectural signatures for each environment were the brainchild of L.A. - based interior architect, Deborah Forbes, whose diverse body of work ranges from church sanctuaries to Wolfgang Puck restaurants to private residences. Working in concert with owners Penny and Stan Haptor, Forbes created exciting interior architectures unlike any found in other trade showrooms. Skilled craftsmen implemented the Forbes designed interiors, transforming the potentially cavernous spaces into inviting settings that perfectly support her vision.

Even acclaimed designer Thomas O'Brien, whose style of "warm modernism" filters through every piece he designs for Hickory Chair, went above and beyond. He personally designed the dedicated 5,000 square foot area that houses his collections, including his favorite picks for fabrics and finishes. "I'm really thrilled to be represented by Haptor Barrett in this special way," says O'Brien. "And, I think the showroom's commitment to downtown L.A. is admirable. California in general to me is both elegant and completely casual, and that's a major thematic core to the things I make. Now you see that heritage and glamour being revived downtown, and it fits with all the things Haptor Barrett showcases - this great mix of modern and historical styles."

"Their groundbreaking imagination, industry know-how, perseverance and an incredible sense of style are all reasons The L.A. Mart Design Center welcomed Penny and Stan Haptor's plans for the showrooms," said Gerry Seibel, vice president and general manager, L.A. Mart and L.A. Mart Design Center. "The all-new Haptor Barrett Modern and Haptor Barrett Traditional showrooms will further solidify the L.A. Mart Design Center's presence as an important design destination and help us continue to attract a broad range of design professionals working across different genres in Southern California."



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