

NOTEWORTHY

>Arcadia and Encore has partnered with BeyonDesign to expand its reach in Upper Midwest. BeyonDesign was appointed to represent Arcadia and Encore in the Minnesota, Northwest Wisconsin and North/South Dakota territories, succeeding rep firm The Shea Group, whose principal Mark Shea recently entered into retirement. The agency, which formed in 2016, is led by principal Tiffany Theis, who founded the group with the intention of bringing a fresh perspective to the commercial interiors community by providing a full suite of sales, consulting and marketing services. Her extensive background in design, sales and manufacturing representation paved the way for the successful launch and together with associate Shawn Pade – another industry veteran in her own regard – the pair focus on fulfilling their clients’ diverse spectrum of needs while cultivating relationships and enriching customer experiences. With their combined 37 years of industry experience, wide-ranging product knowledge and design expertise, the

BeyonDesign team has already established themselves as a highly recognized and valuable asset to the design community. “As a forward-thinking firm with a focus on building personal relationships, BeyonDesign was a natural fit for Arcadia and Encore,” said Zach McNally, Regional Director of Sales. “With our shared commitment to providing substantial value and unparalleled service, we’re confident that this partnership will be a tremendous success and look forward to what we’ll accomplish together.” [Read More](#)

>Be Original Americas begins its 11th year by announcing the formation of three committees. These committees will address the following key strategic areas: *-Advocacy & Education* – developed to increase visibility and develop new avenues for outreach and education. This committee will plan & support the Be Original Americas Fellowship and other programs surrounding education. They will also develop opportunities for outreach to architecture & design firms and universities, as well as update & promote

the current CEU accredited courses.

-Membership & Fundraising – as a non-profit organization, membership and fundraising are key to the success of the Be Original Americas’ mission. This committee will work to expand the membership base and encourage renewals, as well as develop fundraising ideas, special events and other opportunities. They will review and expand upon the current member categories and benefits.

-Community & Promotion – there is strength in numbers and cultivating a community. This committee will plan & support events including town halls, panel discussions, special exhibitions, happy hours & lectures. They will also help develop and plan the Annual Meeting, which will be held Feb. 6 in New York City. They will ideate additional public relations and social media opportunities.

Coming off the success of the 2022-2023 exhibition, *Originality Deconstructed*, held at Ace Hotel in New York, Palm Springs and Los Angeles as well as a lively auction by Wright/Toomey

& Co., Be Original Americas looks to increase its awareness and activities in support of our members and their authenticity & creativity. Please see the officenewswire post for the names of volunteer members on each of the new committees. [Read More](#)

>Haworth DesignLab will continue for a second year and kicked off Dec. 6 at Design Miami. This initiative highlights Haworth’s commitment to innovation and craftsmanship by partnering with talented designers as they lend their voice to the topic of circular design. The 2024 Haworth DesignLab participants are Bill Carrol, Justin Beitzel and Fernando Ramirez from Common Object, and Sam Klemick. Their experimental and future focused concepts will focus on sustainability and circular design with debut at NeoCon 2024. Studio Urquiola and Haworth design staff are mentoring the DesignLab concepts.

Haworth DesignLab launched in 2023 and current concepts are featured at Haworth global headquarters in Holland, MI. The initiative brings new perspectives together with exist-



Wolf-Gordon: Gossamer by Raylene Marasco

