

For Immediate Release

Contact: Anne Nowicki, 312.404.8925 anowicki@garyleepartners.com
or Kristin Oian, 507-533-9127, kristin.oian@halconcorp.com

GARY LEE STUDIOS ANNOUNCES THE INTRODUCTION OF PROXIMUS BY HALCON

A new line marks an evolution in the ability of casegoods to support modern workstyles

Chicago, IL (02 June 2010) - "I am honored to unveil PROXIMUS for HALCON at NeoCon this year," announced Gary Lee on Tuesday. Designed by David Grout and Donna Corbat for Gary Lee Studios, the collection shifts the paradigm on how casegoods can support professionals in today's multi-tasking, multi-generational, technology dominated office environment.

PROXIMUS is an architecturally inspired furniture solution that departs from long held assumptions about the office and its organization. At its core, the collection redefines the workwall concept, making it work harder for people. "It's truly different, our market research convinced us there really is nothing new. Our concept turns the definition of a workwall upside down and truly makes the wall 'work'," says Grout. Components like files and storage traditionally hidden below the worksurface are relocated to eye level, allowing easy visual and physical access. Sliding panels and worksurfaces hide or expose elements to accommodate personal preferences and workstyles. Designed from the ground up, each layer was added one at a time to ensure every component had a place and function.

"Overstimulation is rampant, multi-tasking the norm. Our minds work best when there is a clear shift and break to a new activity. PROXIMUS allows the user to easily reveal or conceal storage and focus on the next activity. The benefit is a new versatility and efficiency in the office," says Grout. A single configuration can accommodate very different individuals- the paper piler and the organized filer; the solitary worker and the collaborative meeting holder; the fastidious minimalist and the avid collection displayer. Shaped by the user, the inherent design of PROXIMUS creates a natural relationship between worker and workspace.

Fully customizable, with an expansive array of stunning veneers and an even wider range of materials to be specified both inside and out, PROXIMUS allows the selection of finishes by the designer to compliment any interior. "Halcon has always been about customization and quality. Our selection and application of veneers brings the extraordinary to standard product." states Corbat.

"We have always been extremely proud of the success of MITRE, our first collaboration with HALCON" proclaimed Gary Lee. "The introduction of PROXIMUS into the marketplace is a bold demonstration of HALCON's vision and capabilities on



a new level; one we feel is unparalleled in the world of casegoods today. It is a testament to HALCON's dominance as the leader in casegoods manufacturing, engineering, and flexibility" added Lee.

PROXIMUS. It's what's next in the workplace.

HALCON is a leading manufacturer of executive office casegoods, conferencing, seating, and custom millwork solutions. Located in Southeastern Minnesota, the company manufactures 100% in-house with hand-selected wood veneers and solids. HALCON services clients through a national network of authorized Sales Representatives and established relationships with dealers throughout the United States. Visit HALCON at showrooms in Chicago and New York or at www.halconcorp.com

Gary Lee Studios is a venture devoted exclusively to the product design. A recent extension of the noted interiors firm Gary Lee Partners, Gary Lee Studios offers highly valued perspectives on cross-disciplinary, high performance commercial, residential, and hospitality designs; marketplace trends; current demands of designers and end-users; comprehensive market research and analysis, as well as familiarity with the manufacturing process. For more information, visit Gary Lee Partners at www.garyleepartners.com, Gary Lee Studios' soon-to-be launched site at www.garyleestudios.com, or contact Anne Nowicki at 312.640.837 or anowicki@garyleepartners.com.

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Designed by David Grout and Donna Corbat for Gary Lee Studios



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