

## Colors and materials that inspire experiences

Colors and materials are powerful forces in our spaces and stories. They set the tone, evoke moods, enrich experiences, bring people together, and give expression to the dreams and ideas inside each of us.

People aren't just impacted by color, they're hungry for color and texture that's authentic, expressive, fresh and vibrant. That's why we created a materials program called Flavors, to feed your design hunger and inspire your spaces and experiences.



## Driven by research, expertise, and plenty of fun

Our color and materials experts, Allison Roon and Kerry Rowe, spent more than two years developing izzy+ flavors. They traveled around the country doing research, listening to the A&D community, and building relationships with key vendors such as Momentum, Camira and Formica, who share our focus on great design and the environment.

They were also inspired by the energy and confidence of the izzy+ brand itself. Allison and Kerry built the flavors program around 15 plastic seating colors: eight bold, chromatic hues, along with a "very izzy+" approach to seven classics. Our Better Together approach to color and materials means everything works together—Classic and Core offerings can be combined and layered with Evolving colors in exciting ways, across our family of brands.

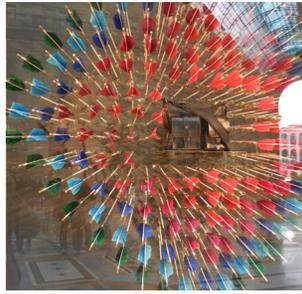


## Built on design principles, as a tool for designers

Color and texture are essential to izzy+'s understanding of human-centered design. In fact, we think it's impossible to talk about design without addressing the impact colors and materials have on the human psyche. They're the outward expression of what is inherently inside all of us.

As they curated the Flavors program, Allison and Kerry were guided by the izzy+ design philosophy—clean, modern lines; approachable, authentic colors





Allison and Kerry spent more than two years developing izzy+ flavors, traveling around the country doing research, listening to the A&D community, and evaluating outside influences.

and textures; and plenty of opportunities for layering and personal expression (elements we love about the fashion industry). Best of all, izzy+flavors will never get stuck in a rut. It's an evolving list of ingredients always ready to set the stage for what's next.

## Allison Roon + Kerry Rowe: A Better Together team

Allison Roon and Kerry Rowe, the core of our color and materials team, are independent contractors with longstanding izzy+ ties. Together, the collaboration yields a perfect balance.

Allison's background is in interior design—knowing how to most effectively apply color and materials to products and built environments. In addition to her work as a consultant on izzy+ product development and showroom design, she is an adjunct professor at Kendall College of Art & Design in Grand Rapids, Michigan.

Kerry's career is steeped in the nuances of color and materials, from philosophy and perception to design and manufacturing. Her varied industry experience includes textile styling and coloration, trend reporting and strategy, and product and project management.