

FOR IMMEDIATE RELEASE
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SIXINCH USA PARTNERS WITH INDUSTRY LEADER POPULOUS TO BOLSTER PORTFOLIO

INDIANA - SIXINCH® USA, the leader in unique environment solutions, today announced a product enhancing partnership with Populous, the global sports architecture firm behind Tottenham Hotspur Stadium, Allianz Field, and countless other venues across the globe. Their first product design collection together will debut this year, combining Populous' breadth of experience with SIXINCH's desire to chart a new path for its brand.

"The SIXINCH portfolio was at a point where it needed to diversify. Our industry was looking for more options with our unique vibe outside of FlexPlus coated products" said Josh Taylor, Brand Director for SIXINCH. "As we explored the next steps for the brand, we met with the interiors team at Populous and were blown away by their commitment to forward-thinking design and evolution of interior environments."

As an industry leader, Populous approaches projects from the macro scale – site selection, architecture, and urban planning – all the way down to the micro scale of materials, finishes and furnishings, providing a unified experience and an interwoven story.

"Our product design efforts begin with the discovery of holes in the marketplace and our desire to provide our clients with the best possible solutions," said Adam Stover, Senior Principal at Populous. "We're looking forward to collaborating with SIXINCH to create flexible and functional products that tell an authentic story and give our clients the power of choice."

Over the next few years, SIXINCH plans to create and introduce a wide variety of products to bolster their already strong coated foam offering. Product categories of focus will be lounge, café, modular sectionals, and occasional tables. Populous will assist SIXINCH on multiple soft seating projects as well as suggestions for current portfolio improvements.

"Introducing products designed by the top sports architecture firm in the world is incredibly exciting," said Taylor. "SIXINCH looks forward to creating a new line of innovative products with Populous that will help our brand evolve and grow."

Other collections from Populous' product design studio include the [Pleat Collection](#) with Tuohy Furniture in 2020, the [Persona Collection](#) with Neinkamper and the [Canyon Collection](#) with

Bright Furniture in 2019, the [Steve Collection](#) with David Edward in 2018, and [Lutta Collection](#) in collaboration with Martin Bratrud in 2017. Populous' latest collections will debut at this year's NeoCon in October.

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About SIXINCH® USA

Founded in Belgium in 2003, SIXINCH was born from a passion for innovative materials and progressive design. In 2013, [Wieland Designs](#), a well-respected company in the furniture industry, expanded the footprint for one of the most talked-about furniture brands. Across the globe, SIXINCH has offered extreme flexibility and customization with FlexPlus™ coated foam furniture. Now, SIXINCH is poised to claim more interior and exterior space through innovation, collaboration, and strategic partnerships. The name SIXINCH comes from the space between our ears, a mere 150 mm wide, or six inches. Learn more at sixinchusa.com or follow @sixinchusa on social platforms.

About POPULOUS

Populous is a global architecture and design firm that designs the places where people love to be together, like Yankee Stadium, the London Olympics, and the Super Bowl. Over the last 40 years, the firm has designed more than 3,000 projects worth \$40 billion across emerging and established markets. Populous' comprehensive services include architecture, interior design, event planning and overlay, branded environments, wayfinding and graphics, planning and urban design, landscape architecture, aviation and transport design, hotels and hospitality, and sustainable design consulting. Populous has 14 offices on four continents with regional centers in Kansas City, London and Brisbane. For more information visit www.populous.com or follow @Populous on Twitter.

Media Kit

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