

Product Highlights

Cisco Bros. revives old mill in 'green' style

By Gary Evans

HIGH POINT — When Cisco Pinedo went looking for showroom and warehouse space here, he didn't know he'd end up with an abandoned cotton mill that hadn't been used in 20 years for anything other than a possible drug hangout.

But two years ago Pinedo, founder of high-end, eco-friendly upholstery maker Cisco Bros., bought the building from the estate of the late Jake Froelich. After going through a long process of obtaining city permits, Cisco remodeled the building into what's now its flagship showroom, a large, airy, rustic lodge-type space.

In October, the building also will house CA Boom East, the East Coast version of a California design show featuring an eclectic group of exhibitors that cover everything from furniture to whole prefab homes. It will coincide with the fall High Point Mar-

ket, Oct. 20-26.

Opening for the first time during the spring market here, Cisco's 27-acre Mills Village complex included several buildings comprising 280,000 square feet.

The complex is the epitome of renewal. Buildings feature reclaimed partitions, ramps and staircases made 70% from metals and lumber reclaimed from the old structure and its surroundings. The only new concrete poured for the complex — described as the most significant LEED (Leadership in Energy and Environmental Design) project in High Point and North Carolina to date — was for government-mandated handicapped access.

California-based Cisco Bros. takes the same environmentally conscious approach to its furniture. It uses petroleum-free latex extract produced from rubber tree sap, legs from reclaimed wood, frames from sustainable forests, and fabrics from organic



cotton or hemp, washed in chemical-free vegetable de-

Cisco Pinedo stands in front of Cisco Bros.' new High Point showroom in a 100-year-old former cotton mill just south of downtown.

tergent.

"You're going to sell green products whether you want to or not if you buy from us," Pinedo quipped, standing at the entrance of the new showroom, once a loading dock in a 100-year old building that was once the centerpiece of a community of mill homes and churches.

CA Boom East will be housed in 30,000 square feet on the main building's second floor, with 20 to 30 exhibitors that have never shown in High Point before, according to Pinedo.

"Having been an exhibitor at CA Boom, I saw firsthand how this show can benefit the design community on the West Coast," he said. "In addition, the Cisco brand complements CA Boom's business values and we are excited to

grow our relationship with the show on both coasts."

Over the past five years, Southern California has been the home to the CA Boom Design Show, which has gained acclaim for promoting contemporary and nontraditional design and architecture in categories ranging from furnishings to surfaces and finishes to doors and windows to prefab. CA Boom East will focus on new, independent contemporary furnishing designers and manufacturers that have yet to be discovered by contemporary and transitional retailers, organizers said.

"We see High Point as the center and the future of where real furniture is made and sold, and we are very excited to be associated with such a prestigious event," said Charles M. Trotter, the show's manager.

CA Boom's California show was held earlier this year in Santa Monica with 130 exhibitors.

Colleagues salute Holliman

By Gary Evans

HIGH POINT — Can a secret be kept at the High Point Market?

Apparently, because it was a surprise and "a very appreciative shock" when Furniture Brands International Chairman Mickey Holliman walked into the Lane showroom Tuesday evening during market to discover a celebration in his honor.

"When I walked in I wondered why there were so many people in the showroom at this time of night," he quipped.

Holliman has been helping Furniture Brands build a new leadership team for several months and will officially retire at the manufacturer and importer's annual meeting May 1.

Ralph Scozzafava, vice chairman and CEO of FBI and Holliman's designated successor, welcomed a showroom full of industry heavyweights both at Furniture Brands companies and in retail who came to congratulate Holliman.

Scozzafava said the com-



Mickey Holliman, left foreground, outgoing Furniture Brands International chairman, receives congratulations from his designated successor, company CEO and Vice Chairman Ralph Scozzafava.

pany had trouble deciding on a going-away gift but settled on a selection of fine wines, each vintage representing a highlight in the chairman's life: 1937 for the year he was born, 1959 for his marriage, 1970 for the birth of his first child, and several later years for various industry awards including City of Hope, Furniture/Today Leadership and the American Furniture Hall of Fame.

Holliman's son, Skipper, president of FBI company Lane, noted how hard his dad had worked to grow the company and praised him for playing a strong role in his life and those of others.

"I look around and see so many faces that I've known and loved," Mickey Holliman told the crowd. "All of you are special in my life and I appreciate it very much."

Retailers want market spaces staffed all week

HIGH POINT — Retailer members of the High Point Market Authority board said during a market meeting that they'd like to see showrooms here staffed and open through Sunday, the official close of market.

Instead, they said that many executives desert the market before it's over, reducing the time retailers have to effectively work the show.

"It has become a four-day market. A lot of showrooms are closed after Thursday. That's just not enough time for us to shop," said David Price, president of Wheaton, Ill.-based Toms-Price.

The board's other retail member, Keith Koenig of Fort Lauderdale, Fla.-based City Furniture, agreed. He said he used to bring some of his staff to High Point late in the market, but now he doesn't bother.

Market Authority staff said they would look into the situation and may conduct marketing efforts to get exhibitors to keep showrooms staffed until the close of market.

In other business, Market Authority President Brian Casey said he thought the Authority's branding initiative "is starting to catch on." One goal is to attract more designers and small retailers.

Board member Art DeFehr, president of manufacturer Palliser and owner of the 220 Elm showroom building, said he believed traffic at 220 Elm this market would wind up slightly ahead of last spring.