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2024 Marks 40th Anniversary for Modern Furniture Leader BDI

Milestone Commemorates BDI's Commitment to Furniture Designed with Innovation, Functionality and Timeless Style

CHANTILLY, Va. — March 10, 2024 — **BDI** marks a major milestone this year as it **celebrates 40 years** creating architecturally inspired, modern furniture that elevates our spaces and enhances our lives.

Founded in 1984 by industrial designer Bill Becker, the company was created by Becker with a belief that great design should be more accessible. In a time when high-end design could only be found in designer showrooms, Becker sought to bring thoughtfully designed, timeless style to a greater audience. Forty years later, BDI continues to design furniture that innovates, captivates and fundamentally improves the way we live.

“Since our inception, we’ve believed in the transformative power of design,” said Becker, who serves as CEO and Design Director of BDI. “Our mission goes beyond simply furnishing spaces, we strive to elevate them to new heights. With each creation, we push the boundaries of what’s possible, holding the belief that great design is where function, innovation and style converge.”

PIONEERING INNOVATIVE, MODERN FURNITURE DESIGN

From the launch of Becker’s first design to the company’s expansion and growth into new categories, one tenet has remained true: a passion for functional design that enhances the quality of everyday life. Over its four decades, BDI’s design evolution shows a history of innovation:

1984: Tables

BDI's journey began with the Perimeter table, a pioneering design sold through Roche Bobois stores nationwide. Over the years, tables have remained a cornerstone of BDI's collection, evolving to integrate storage solutions and unique motion capabilities. Recent innovations include **multifunctional solutions** tailored for remote work environments.



1987: Mirrors

Throughout the '90s, BDI's contemporary mirrors captivated consumers with their unique blend of style, whimsy, and functionality. From those initial designs, BDI's **mirror collections** continue to transform environments, leaving a lasting impression.



1996: Home Theater

In 1996, BDI entered the home theater furniture space, pioneering industry "firsts" such as TV stands with integrated wheels and cabinetry designed for flat panel TVs and soundbars. BDI quickly became a leader in modern home entertainment solutions, introducing **thoughtful features** like flow-through ventilation, adjustable shelves, and acoustically transparent doors.



2009: Office Furniture

With the launch of **Sequel Office** in 2009, BDI ventured into the office category, catering to the needs of tech-focused workspaces. Modular designs and innovative features like removable wire access panels set BDI apart as a leader in office furniture design.



2012: Mobile Tabletop

With more people working from home, the need for adaptable work surfaces that could be used anywhere became necessary. BDI introduced multi-use, mobile laptop solutions like the **Bink** collection in 2012, which were light enough to be moved where needed. This versatile design has been a staple of the BDI collection and has influenced additional mobile office and occasional table designs.



2013: Storage

In response to evolving storage needs, BDI introduced multi-purpose solutions like the **Corridor Media + Storage** collection in 2013. Versatile designs provided flexibility for AV equipment, sideboards, buffets, or general storage needs, reflecting BDI's commitment to functionality and style.



2023: Bedroom

BDI expanded into the bedroom category with **LINQ** in 2023, revolutionizing the bedroom experience with a focus on connectivity. Power features integrated into headboard and side table designs catered to modern consumers' needs, showcasing BDI's ongoing commitment to innovation and functionality.



"Through the years, our intro into new categories was always a carefully researched, deliberate venture into providing consumers with furniture solutions that support their increasingly connected lifestyles," said Becker. "We evolved as consumer needs evolved, and we always believed in pushing the envelope for what consumers can expect from great design, built to last."

THE FUTURE OF DESIGN

With Becker's industrial design eye, every BDI piece is built with timeless style, designed to last a lifetime. The company has also meticulously engineered its design and production process—from conception to delivery—to ensure everything is crafted with passion and packaged with care, once again reflecting the company's dedication to engineering and sustainable design.

Becker adds that BDI's 40th anniversary celebrates not only the years gone by but also the enduring partnerships and relationships that have shaped the company.

"The consistent support of our employees and partners has been the cornerstone of our achievements. From our early beginnings to the diverse range of collections we've developed together, their dedication has been fundamental to our shared success," said Becker. "From customer service to operations, each element of the company reflects the unwavering dedication to excellence integrated into the brand. Looking forward, I am genuinely excited about the opportunities that the future holds."

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About BDI

BDI is a premier designer and manufacturer of innovative home furnishings. Guided by the philosophy that everything has its place, BDI furniture combines original design with innovative function to seamlessly integrate technology into the home and office environments. Collections include media furniture, home entertaining, office solutions, bedroom collections and more. BDI products are available through leading furniture and electronic retailers throughout the United States, Canada, and abroad. To learn more, visit www.bdiusa.com, or follow BDI on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and [YouTube](#).