

PRESS RELEASE
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fiVO Design Debuts at NYC's ICFF

New York, NY – fiVO Design (“fiVO”), an Andover, MA based furniture designer and manufacturer, debuted their innovative, modular furniture featuring their patent pending Infiniti Joinery at New York City’s International Contemporary Furniture Fair (“ICFF”) May 15-17, 2022 at the Jacob Javits Center. ICFF is North America’s leading platform for contemporary furnishing design. Together with WantedDesign Manhattan, 378 established and emerging design brands from 23 countries were showcased.

Family run and Veteran owned with husband-and-wife team Stewart and Deanna Junge at the helm, fiVO is providing a fresh perspective on an old concept, redefining modular furniture as we know it. fiVO’s innovative, patent pending joinery allows their furniture to be assembled with NO tools or hardware in just minutes, eliminating the hassle of typical modular furniture. “We are passionate about providing high quality pieces with multi-functional designs that easily adapt to life’s ever-changing needs,” states Deanna Junge, fiVO’s Director of Business Development.

Designers, architects, and media walking the show were delighted by fiVO’s novel designs, concurring that modular furniture is the wave of the future. “We were so excited to welcome fiVO as a new exhibitor to ICFF 2022. The company’s commitment to original and sustainable design aligns directly with the core values of the ICFF community,” said Phil Robinson, ICFF Show Director.

fiVO’s 200sqft booth showcased 3 vignettes that created the aesthetic of a small, city apartment: a work from home space, kitchenette/dining area, and living room/entertaining space complete with a bar cart. Even the dividing walls were constructed of their hook-and-slot joinery! Each space displayed fiVO’s multi-functional pieces including various configurations of their signature MOD 5, a 5-piece table (or desk) that is adjustable in height, flat stacks, and accepts accessories to customize it for consumers’ space and needs. Select occasional pieces were also showcased. Live demonstrations of the rapid assembly stopped those passing by in their tracks to watch and ask questions about the innovative design. “We attend shows like ICFF to educate the design world about the various features and benefits of our furniture – sustainable, lifetime furniture crafted of high-quality Birch plywood. This is not stereotypical modular furniture that is made of particle board and considered disposable,” shares Stewart Junge, fiVO’s Owner and President. “We are creating a new segment of the market; one where modular furniture is nice enough to be permanent.”

The inspiration for fiVO’s designs? Simplifying life. After 20+ years of designing and building one-of-a-kind and often complex cabinetry, millwork, and furniture, the Junge’s broke down joinery to its simplest form while thoughtfully crafting designs that are stylish and adaptable. Their pandemic pivot has shifted their business into high gear as they work tirelessly to bring their line of furniture to market in the US and abroad. This is furniture of the future!

fiVO DESIGN

fiVO Design is a veteran owned, family run, business located in Andover, MA. With 20+ years in business, they pivoted to design and launch a line of innovative, stylish modular furniture with a clear understanding of today’s consumers wants and needs - beautiful, functional furniture without the hassles of typical assembly. fiVO’s furniture is manufactured in Massachusetts, USA and can be purchased at the fiVO showroom in Andover and at www.fiVOdesign.com. For more information, visit www.fiVOdesign.com, Facebook and Instagram @fivo_design or call 978-470-2040.

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Left: fiVO Design's work from home vignette showcasing their signature MOD 5 at various heights.

Below: Deanna & Stewart Junge in their ICFF booth's living room/entertaining space vignette.



Left: fiVO Design's kitchenette vignette complete with butcher block top island and coffee bar cabinetry constructed of their NO tools Infiniti Joinery.