

SUNPAN

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FOR IMMEDIATE RELEASE

SUNPAN Sponsors The Kaleidoscope Project for a Second Year in a Row

BIPOC designers receive product donations and subsidies from SUNPAN to redesign the historic 1906 Tyler Street Firehouse in Pittsfield, MA, and scholarships to pursue a career in arts and design



*The Lorelei counter stools by SUNPAN, as seen in The Cornell Inn bar area from The Kaleidoscope Project in 2021.
Design by David Santiago / Photography by Frank Frances Studio*

Toronto, Canada, [August 18, 2022] - SUNPAN is pleased to announce its partnership with The Kaleidoscope Project as a Sapphire sponsor for a second consecutive year. The Kaleidoscope Project is a designer showhouse venture to showcase the diverse talent within the creative design industry.

"The Kaleidoscope Project does a magnificent job in showcasing the creative talents of BIPOC interior designers within our industry," said SUNPAN President and CEO Sundeep Bagga. "We are proud to support this initiative again as our company strongly believes in the importance of diversity and representation in the field of interior design."

With the Sapphire sponsorship, BIPOC designers taking part in The Kaleidoscope Project received product donations and subsidies, granting them access to SUNPAN's expansive catalogue. An additional monetary donation was also granted to The Kaleidoscope Project to provide scholarships to members of the Black, Indigenous and People of Colour (BIPOC) community interested in pursuing a career in the arts and design industry.

For the 2022 installation, The Kaleidoscope Project has enrolled 11 accomplished interior designers/design teams to reimagine four residential units in the historic 1906 Tyler Street

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Firehouse in Pittsfield, Massachusetts. The redesigned spaces will also feature pieces of artwork created by BIPOC artists.

“We are proud to be a part of a new era in Pittsfield, and to introduce our mission, designs and sourced products, which will remain intact in these spaces for future residents, long after these creations are closed to the public,” said Amy Lynn Schwartzbard, founder of The Kaleidoscope Project. “This further aligns with our mission of sustainability and is unique to the Showhouse paradigm.”

Last year, The Kaleidoscope Project completed a revamp of the Cornell Inn in Lenox, Massachusetts, where 23 BIPOC designers transformed 21 different rooms in the hotel.

The opening night for this year’s project will be on Friday, August 19, 2022, from 5:30 p.m. to 10:00 p.m. Tickets can be purchased [here](#).

The daily Showhouse touring will commence on August 20, 2022 until September 5, 2022 during the hours of 10:00 a.m. to 5:00 p.m. Tickets can be purchased [here](#).

Proceeds from ticket sales will go towards The Kaleidoscope Project’s goal of providing scholarships and inspiring internships to those in the BIPOC community interested in careers in a creative field - through partnerships with educational programs and other non-profit organizations.

To learn more about this year’s project and to view the designers participating in the 2022 edition, please visit The Kaleidoscope Project’s [website](#).

ABOUT SUNPAN:

SUNPAN is a fast-growing global furniture company specializing in transitional and contemporary furnishings. At SUNPAN we are committed to understanding fashion and design in order to offer a diverse selection of high-end looks at affordable prices. Our products are thoughtfully designed and crafted with renowned international designers to create modern and transitional styles for interior and exterior spaces. For more information, please visit www.sunpan.com.

ABOUT THE KALEIDOSCOPE PROJECT:

Founded in 2020 by designer Amy Lynn Schwartzbard, The Kaleidoscope Project was created to show the true colors of under-acknowledged talent within the BIPOC creative design industry. The Kaleidoscope Project aims to amplify their voices, to create a more representational view of our design trades and the world in which we live and create. The Kaleidoscope Project aims to foster welcoming and inclusive spaces that reflect a broader design narrative.

The Kaleidoscope Project combines design and opportunity with art, style, culture, sustainability, restoration, and media to engage the interests of a wide range of community groups, consumers, and furnishings industry manufacturers. To learn more, visit: www.thekaleidoscopeproject.com.