

## Hawaii Custom Furnishings Manufacturer 87Zero Announces Luxury Furnishings Design Challenge

Source: 87Zero

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HONOLULU -- What is modern Hawaiian design? The first annual international Luxury Furnishings Design Challenge seeks to answer that question. Local custom furniture manufacturers 87Zero want to provide a platform to showcase the new look of modern Hawaiian luxury. The theme of this year's contest is "Luxury Applied to the Modern Hawaii Experience" and will find talented designers and connect them with those who are seeking a fresh approach to design, filling a growing need for modern luxury Hawaii furnishings and furniture.

87Zero is a local company that works with owners, contractors, designers and retailers to engineer and produce custom fixtures, furnishings, loose furniture, millwork and other interior finishes to custom design for the unique needs of their clients' needs. They fill the gap between the factory, designer and contractor by utilizing long-working relationships with select factories around the globe. Recent projects include the Vintage Wine Cave and the new Howard Hughes Sales showroom at the historic IBM building in Ward Village. 87Zero believes that luxury is custom that can be created with brand name or better quality.

Because so many of the designs currently used in residential and commercial spaces in Hawaii are imported, 87Zero seeks to discover new talent and fresh ideas to bring a truer representation of the Hawaii sense of place to modern Hawaiian design. "The explosion of new condominium and retail construction projects happening in our community signals that the global buyer has a heightened interest in purchasing homes and goods from Hawaii. This begs the question – why? What is Hawaii's appeal and how can it be translated into furnishings that reflect a new Hawaiian sense of place?" asked Hale Takazawa, director, 87Zero.

The international competition is open to professionals and students in the design industry, with categories of lighting, entertainment systems, furniture – indoor, furniture – outdoor and healthcare. Entrants can submit in no more than three categories. Registration is open now and closes December 10, 2014. The submissions will be evaluated by a panel of qualified professionals who will select the winners in each category in a blind judging process. Winners' work will be featured on at [www.87zerohi.com](http://www.87zerohi.com) for at least one year from the date of selection on January 21, 2015, where there will be a chance for the public to vote on their favorites. For more information visit <http://87zerohi.weebly.com/luxury-design-challenge.html>.

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