



PRESS RELEASE - UNDER EMBARGO UNTIL MARCH 23, 2022

The CRAVEN Co launches for spaces in Texas and Arkansas

March 23, 2022 – [The CRAVEN Co](#), an Austin-based architecture and design resource company, has launched for spaces in Texas and Arkansas.

Founded by Robert Craven and representing a curated portfolio of products and brand partners, The CRAVEN Co provides inspiration and solutions for A+D and the built environment.

The CRAVEN Co's brand partners – manufacturers selected not only for their captivating architectural and interior products but also for their commitment to quality, sustainability and wellbeing – include HAT Collective, Schiavello, Soelberg, tambient® and Wilkhahn.

“Our mission is to make spaces extraordinary,” Craven said. “The common thread of our distinguished partners is their incredible sense of design and purpose. Together, we'll apply our expertise to create solutions with thoughtfully designed products that support where people gather.”

Craven's career in A+D and contract furniture spans more than 20 years. Before forming The CRAVEN Co, Craven served as vice president of global accounts and president of North America for Netherlands-based Maars Living Walls, a MillerKnoll company. Prior to his role at Maars, he worked for industry-leading brands Knoll, Interface and Wilkhahn.

Marshaling his years of experience and passion for design, CRAVEN brings innovative and productive ways to meet the evolving needs of those who create, transform and sustain the built environment. The CRAVEN Co collaborates with commercial and residential architects, interior designers, general contractors and facilities managers through the entire design-build-renovation process. Spaces served include commercial, residential, office, hospitality, healthcare education, government and entertainment.

In addition to his work with The CRAVEN Co, Craven is an ambassador for the [International Living Future Institute](#), a Seattle-based organization with global impact. Its mission is to lead the transformation toward a civilization that is socially just, culturally rich and ecologically restorative.

The CRAVEN Co's brand partners

The CRAVEN Co honors its commitment to the International Living Furniture Institute through a curated portfolio of brands that support the Living Future philosophy. Each brand partner has been selected for product quality, sustainability and an unwavering dedication to creating healthy workplaces and thriving communities.

HAT Collective's Danish and American manufacturing teams create aesthetically impactful contract furniture solutions with quick shipping and customizable options.

"Rob brings a great level of sophistication and knowledge to HAT Collective. We're looking forward to a successful partnership and expanding our growth through Rob's expertise," HAT Collective Chief Marketing Officer Libby Ferin said.

Added Andrew Cicisly, vice president of sales: "Rob has vast industry experience, along with a detail-oriented and hard-working mindset. He is a dealer advocate and we're excited to be partnering with him."

Schiavello, a top 100 Australian private company, creates and services work and living environments. With a 55-year history, the company is dedicated to workplace innovation and brings a research-led design approach to clients.

"Aligning with The CRAVEN Co was a natural step for Schiavello. We share a vision of creating quality spaces that respond to modern needs and provide true longevity – supporting wellbeing and sustainability by design," Schiavello Vice President of North America Jeff Thompson said. "Values-driven business has been key to Schiavello's success, and we have no doubt the same will follow for The CRAVEN Co."

Utah-based **Soelberg** specializes in textured architectural surfaces in selective core materials, including acoustic PET solutions, Baltic Birch plywood, textured MDF and sculptural solid surfaces. All products are made in the USA.

"Rob's professionalism, instant likability and highly regarded reputation in our industry made partnering with The CRAVEN Co an easy decision. Our reps are an extension of our brand in the market and finding the right team to carry our story forward is crucial to our growth. With Rob, we are looking forward to a very successful and long-term partnership," Soelberg Vice President of Sales Jodi Odell said.

A sustainable alternative for lighting the workplace, **tambient®** offers highly adaptable furniture-based solutions for creating personal and collaborative environments that are user-oriented, visually comfortable and energy efficient.

“Rob is unique in his focus on lighting as integral to solving the new workplace challenges. The CRAVEN Co will help owners, designers, contractors and facilities managers provide functionality and satisfaction with safety and wellbeing. We are excited to offer tambient® alongside Rob’s strong portfolio of brands,” said Allison Schieffelin, CEO, The Lighting Quotient, parent company of tambient®.

Wilkhahn, headquartered in Germany and with locations worldwide, offers premium office and conferencing furniture, including expertly designed tables and chairs.

“We’re excited to welcome Rob and The CRAVEN Co to our group of amazing independent representatives, with The CRAVEN Co representing Wilkhahn in Texas. When Rob worked directly for Wilkhahn as vice president of sales, he was the driving force to set up Wilkhahn’s successful independent rep network. Rob’s time at Wilkhahn gives him an amazingly intimate knowledge of Wilkhahn’s extensive heritage, commitment to sustainability and products,” Wilkhahn Regional Manager Alistair Simpson said.

Craven added: “I’m proud to represent some of the most innovative and sustainable manufacturers of architectural and interior solutions globally. Together with our brand partners, we transform spaces and elevate environments with solutions that delight and transcend.”

Explore the possibilities at <https://www.theCRAVENco.com/welcome>.

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About The CRAVEN Co

The CRAVEN Co is an Austin-based architecture + design resource company collaborating with clients in Texas and Arkansas. We work with commercial and residential architects, interior designers, general contractors and facilities managers through the entire design / build / renovation process, providing products and solutions thoughtfully tailored to the built environment. Our mission is to make spaces extraordinary. Learn more at <https://www.theCRAVENco.com/>.

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