

HW HOME NOMINATED FOR INNOVATION AWARD 2007 BY THE COLORADO BUSINESS COMMITTEE FOR THE ARTS FOR ART+COMFORT SHOW

Denver CO | For Immediate Release 12 08 06 | HW Home has been recognized for their *ART+COMFORT* art exhibition in support of the Louisville Art Association with their *Innovation Award* nomination by the Colorado Business Committee for the Arts. *ART+COMFORT* was exhibited at the HW Home Flatiron Crossing home store in Broomfield January 20th through February 9th, 2006. The CBCA's *Innovation Award* recognizes a strategic use of arts to propel company success. The awards ceremony will be held Thursday March 8th, 2007, at the Seawell Grand Ballroom, Denver Center for Performing Arts.

ART+COMFORT was the first annual juried art show by HW Home. Supporting the Louisville Art Association to increase awareness and build membership, HW Home invited local artists to express how they find comfort in their own lives. More than 75 art pieces were submitted for the show. 20 artists were selected from which one was chosen *Best In Show*. The show was juried by an HW Home panel consisting of owner Jim Hering, designer Tammy Hanna, Flatiron manager Lynn Wooton, and director of sales + marketing David Sumrak.

"Our goal was to bring comfort and design to our clients," said Lynn Wooton, fellow artist specializing in oils and watercolors. *"What better way to do this than to invite our community's artists to express comfort through their own eye and experience."*

HW Home teamed up with the Louisville Art Association to increase awareness, build membership, and support community artists. *"We were thrilled to invite these artists into our 'home' to support their wonderful artistry",* states Jim. *"The response had been overwhelming and was a beautiful addition to our interior design aesthetic."*

About HW Home

Founded in Boulder in 1999, HW Home was fashioned by Jim Hering then general manager for Holly Hunt's flagship Chicago Merchandise Mart showroom coupled with Ron Werner as senior vice president with Smith Barney's Chicago office. HW Home has quickly grown as a forerunner in bringing unique



PEARL STREET EAST | 1941 PEARL STREET | BOULDER | P 303 545 0320 F 303 545 0944

THE VILLAGE AT FLATIRON CROSSING | BROOMFIELD | P 720 887 1223 F 720 887 1343

CHERRY CREEK NORTH | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

THE LANDMARK | GREENWOOD VILLAGE | OPENING SPRING 2007!

COLORADO'S OWN | HWHOME.COM

fashion forward interior design elements and services to Colorado. With locations in Boulder, Flatiron Crossing, and Cherry Creek North, the HW Home Design Team provides dynamic interior design services to the front range and beyond.

“We set out to build a great business based on classic American business values that focus on quality, style, and value. Most importantly, we measure our success by our customer’s satisfaction alone”, says Ron. “We merged textbook entrepreneurship with Jim’s exceptional eye for interior design. Our initial plan was for one great shop in Boulder.”

Ron and Jim keep their eye on the future. Outgrowing their first store within the first year, they moved next door almost doubling their size. They converted the original location to HW Design ~ a cottage business offering high-end floral design along with architectural design services and European antiques. *“With HW Design as part of our team,” states Jim, “it’s our way of operating our business in the ‘yes’. There’s truly no project we can’t support.”*

This attention to their client’s needs brought their Flatiron Crossing store in Broomfield into the fold in August, 2000. With the Fall 2004 opening of their third location in the new Clayton Lane development of Denver’s prestigious Cherry Creek North as the flagship, HW Home again more than doubled their size. The fourth home store location in Greenwood Village is slated to open Spring 2007.

“One of the many things that sets us apart from other retailers and big box chains is our large warehouse operation in Boulder”, says Ron. “Over 90% of what we show on our retail floors can be delivered in a day’s notice. Need a complete dining room before the holidays? We can make that happen with our white-glove delivery team. Again it’s our way of living in the ‘yes’ and continually striving to satisfy our customer”.

In the midst of large national chains, one local Colorado company stands alone. HW Home brings unique interior design accessories from around the globe, the best furniture manufacturers in the states, personalized interior design services, and old-fashioned customer service to our clients.

HW Home is strongly committed to showcasing local designers such as Linea Vita Bedding, Zents Aromatherapy, and national brands such as Thomas O’Brien, Mariette Himes Gomes, and Alexa Hampton for Hickory Chair, Michael Weiss for Vanguard, Mitchell Gold + Bob Williams, Bernhardt, Cisco Brothers, Jan Barboglio, Jamie Young, Bonjour, Diptyque, and Salviati amongst others.

#



PEARL STREET EAST | 1941 PEARL STREET | BOULDER | P 303 545 0320 F 303 545 0944

THE VILLAGE AT FLATIRON CROSSING | BROOMFIELD | P 720 887 1223 F 720 887 1343

CHERRY CREEK NORTH | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

THE LANDMARK | GREENWOOD VILLAGE | OPENING SPRING 2007!

COLORADO'S OWN | HWHOME.COM



Chautauqua's Dining Hall

Cheryl Whitehall

pastel

20 x 26

*“On a warm Summer’s
eve I enjoyed dining in
Chautauqua’s dining hall.
Its charm makes me hear
the voices of grandparents
past dining at the turn of the
century.”*



PEARL STREET EAST | 1941 PEARL STREET | BOULDER | P 303 545 0320 F 303 545 0944

THE VILLAGE AT FLATIRON CROSSING | BROOMFIELD | P 720 887 1223 F 720 887 1343

CHERRY CREEK NORTH | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

THE LANDMARK | GREENWOOD VILLAGE | OPENING SPRING 2007!

COLORADO'S OWN | HWHOME.COM



The Birds Never Get Tired

Dan Link
oil on canvas
18 x 24

“To me, owning a good dog is one of life’s great comforts. If you are blessed with a really great dog, you are indeed a very rich person. My painting depicts a yellow Labrador retriever relaxing after a busy day of duck hunting.”



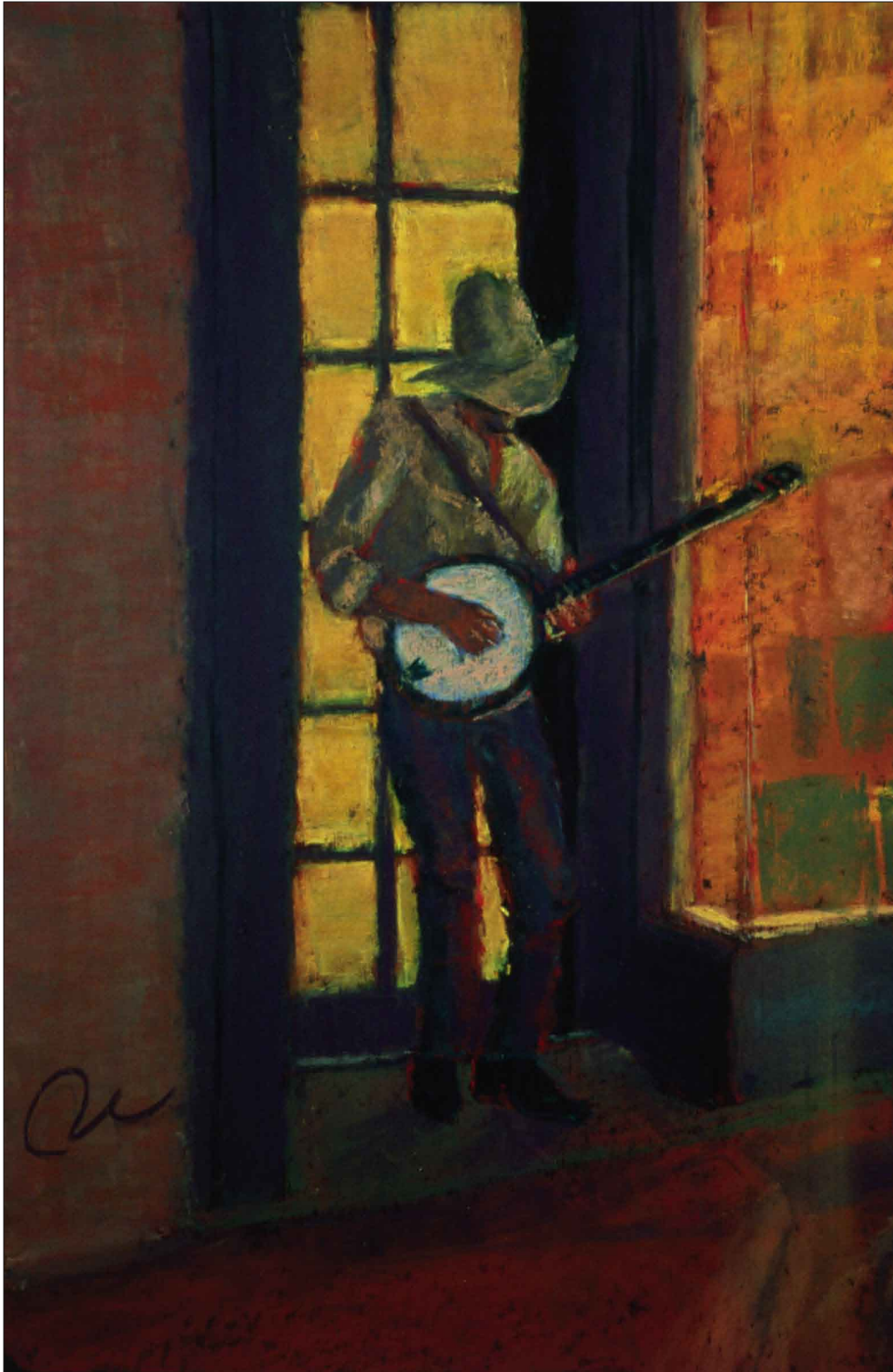
PEARL STREET EAST | 1941 PEARL STREET | BOULDER | P 303 545 0320 F 303 545 0944

THE VILLAGE AT FLATIRON CROSSING | BROOMFIELD | P 720 887 1223 F 720 887 1343

CHERRY CREEK NORTH | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

THE LANDMARK | GREENWOOD VILLAGE | OPENING SPRING 2007!

COLORADO'S OWN | HWHOME.COM



Slim Pickens
Cheryl Whitehall
pastel
20 x 26.5

“One Summer evening strolling on the Boulder Mall, I saw this tall skinny banjo player picking away. His cords gently wrapped around the night. He was happy, and so was I.”



PEARL STREET EAST | 1941 PEARL STREET | BOULDER | P 303 545 0320 F 303 545 0944

THE VILLAGE AT FLATIRON CROSSING | BROOMFIELD | P 720 887 1223 F 720 887 1343

CHERRY CREEK NORTH | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

THE LANDMARK | GREENWOOD VILLAGE | OPENING SPRING 2007!

COLORADO'S OWN | HWHOME.COM



Now A Time To Rest

Celeste Hogue

oil

20 x 24

“There is a certain comfort and joy in freedom of expression, especially when you’re inspired to paint our beautiful country side. My piece depicts a glorious sunset as seen from Hwy 287, that I have taken in and made my own. A comfort for always...”