



NEWS RELEASE

## **Thayer Coggin Reintroduces Milo Baughman's Iconic Scoop Chair at Spring High Point Furniture Market**

HIGH POINT, NC – Thayer Coggin announces the reintroduction of the iconic Scoop Chair by Milo Baughman, debuting at the Spring High Point Furniture Market. Originally designed in the early 1970s, the Scoop Chair returns with the same effortless modern spirit that first made it a standout, now presented for a new generation of interiors.

Defined by its light-scale silhouette and sculptural lines, the Scoop Chair pairs a polished stainless steel exterior frame with a gently curved upholstered shell that appears to float within it. The composition reflects Baughman's enduring philosophy: that comfort and form should work seamlessly together.

"The Scoop Chair captures a sense of ease and clarity that feels just as relevant today as it did when it was first introduced," says Phil Miller, vice president of marketing at Thayer Coggin. "Its balance of structure and softness speaks to the timeless nature of Baughman's work and our ongoing commitment to preserving that legacy."

Inside the frame, a curved plywood structure supports tightly upholstered foam-and-fiber seating, creating a supportive yet relaxed sit. Signature "tootsie" roll arms and tailored welting along the outside back reinforce the chair's refined midcentury character, while its open, airy profile lends itself to a wide range of modern environments.

To mark its reintroduction, the Scoop Chair is shown in Ultrasuede® Malibu, a high-performance upholstery developed by Toray Industries. Known for its exceptionally soft hand, durability, and ease of care, Ultrasuede offers a contemporary material expression that complements the chair's original design intent. The material is breathable, water-resistant, and incorporates plant-based components, aligning with evolving expectations for both performance and sustainability.

"The pairing of Scoop with Ultrasuede reflects a thoughtful dialogue between past and present," adds Miller. "It honors the chair's origins while introducing it to today's standards of comfort and performance."

The Scoop Chair will be on display in the Thayer Coggin showroom, located at 230 South Road in High Point, during Spring Furniture Market.

For showroom appointments, interviews, or additional press materials, please contact:  
Todd Nabors, [todd@thayercoggin.com](mailto:todd@thayercoggin.com), 336-841-6000

**Thayer Coggin**  
230 South Road  
High Point, NC 27262  
[thayercoggin.com](http://thayercoggin.com)



**Scoop Chair**

designed by Milo Baughman for Thayer Coggin

[Click here to download hi-resolution images of the Scoop Chair.](#)