

# MICHIGAN AVENUE

## ***Manhattan Forest Products Debut at Merchandise Mart***

**Fancy up your floors with wood that has lived former lives on famous boardwalks or New York water towers.**

June 29, 2012



Tranquil Vitality, Reclaimed Coney Island Boardwalk, Herringbone Pattern (Old Face Wood).



Crossroads, Mixed Red and White Oak, Cross Cut End Grain (New Face Wood).

This week, [Manhattan Forest Products](#) opens its only showroom outside New York City in the [Merchandise Mart](#)'s ground floor LuxeHome space. The unique flooring company brings a piece of New York history to Chicago—and to the home—with gorgeous reclaimed hardwoods.

Just as a tree's rings tell its age, the time-worn character of MFP's floors tell a story. The recycled antique lumber has a storied history—floors are comprised of everything from Brooklyn's famous Coney Island boardwalk to New York City's wooden water towers that must be replaced every 40 years. Two types of hardwood flooring are the end result:

“old face” or “new face.” The former preserves the original character of the woods, scratches, scuffs, burns, and all; whereas “new face” sands down beyond the worn surface to the pristine layer below. Aside from the reclaimed floors themselves being eco-friendly, the factories that finish them are also kept to Earth-conscious best standards.

More than just flooring, MFP’s vintage bespoke hardwood is a timeless conversation piece—a bit of New York’s past carried over to Chicago. *222 Merchandise Mart Plaza, Ste. 163-G, 212-595-0900*