

Spike TV To Debut First-Ever Competitive Furniture Design Series On January 6

"Framework" Hosted By COMMON Features the Country's Top Aspiring Furniture Designers Competing for \$100,000

NEW YORK, Nov. 5, 2014 /PRNewswire/ -- Spike TV is building a new original non-scripted franchise with the first-ever furniture design competition series, "Framework," hosted by renowned hip-hop artist, actor, and author, Common. Premiering Tuesday, January 6 at 10:00 PM, ET/PT, "Framework" will showcase the nation's best emerging furniture designers as they compete for a \$100,000 cash prize and the opportunity for their work to be sold by a major manufacturer.

Over the course of ten weeks, 13 of these innovative and inspiring builders will put their artistry and skill to the test in a series of challenges. The competitors will be pushed to the brink of their physical and creative limits with challenges that ask them to reconsider everything they know about designing and building furniture. The builders will use unconventional materials, rethink classic furniture pieces, and incorporate a variety of techniques and disciplines to demonstrate their mastery of furniture creation. In each episode, a contestant will be eliminated by a panel of judges led by host Common. Throughout his career as an artist, Common has been on the cutting edge of trends and brings his keen eye for style and understanding of consumer desire to the competition. He will be joined by two of the most influential names in the furniture world today; Nolen Niu and Brandon Gore.

Niu, whose award-winning designs have been featured in over 300 publications worldwide and whose varied client list includes Andaz hotels, MGM Mirage properties and Esquire Magazine will speak to the contestants' designs. Gore, internationally acknowledged as an artisan who has revolutionized the use of concrete in furniture, will critique the builders on their ability to execute their designs. Gore's furniture line, Hard Goods, has been featured in Dwell, Vogue, Wired and many other design publications and won "Best Furniture Design" at Dwell on Design 2012. As judges, Niu and Gore possess a critical eye for creativity and quality - along with constructive yet brutal honesty. They will also serve to inspire and counsel the builders in an effort to bring out their best work.

No stranger to outstanding work, Common has inspired audiences through music, movies, television, books and his philanthropy. Common is one of hip-hop's most poetic and respected lyricists having garnered multiple Grammy Awards throughout his career. His tenth studio album Nobody's Smiling debuted at #1 on Billboard's Top R&B/Hip Hop Chart in July 2014. In addition to his award-winning music career - Common's work in film ("American Gangster," "Wanted," "Terminator Salvation"), television (acclaimed AMC series "Hell On Wheels"), and his multiple written works (*The MIRROR and ME*, *I Like You But I Love ME*, and New York Times Best Seller, *One Day It'll All Make Sense*) have proven his status as a true entertainment multi-hyphenate. In addition to his music, film, and literary pursuits, Common has been the face, voice and inspiration behind some of the largest consumer brands in the country including SPRITE, Gatorade's G Series, Diesel's fragrance for men, "Only the Brave," and Microsoft's "Softwear" clothing t-shirt line.

"Framework" is a ten one-hour episode series created by Dwight D. Smith and Michael Agbabian of Mission Control Media ("Hollywood Game Night," "Face Off") who serve as Executive Producers. Andrea Richter ("Ink Master") and Common also serve as Executive Producers.

Sharon Levy is Executive Vice President, Original Series, Spike TV and Chris Rantamaki is Spike TV's Senior Vice President, Original Series. Kevin Bartel, Vice President, Original Series, Spike TV will serve as the Executive in Charge of Production.

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