



MEDIA RELEASE

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NOA Living selects Burlington for new headquarters

Company to renovate 19th century mill for design studio, prototyping and production

Burlington, NC — [NOA Living](#), a luxury home goods designer and manufacturer, announced on April 16th, 2021 that the company will bring their corporate headquarters to a renovated historic mill in Burlington (see attached photos).

The company plans extensive renovations to the vacant Lakeside Mill complex at 423 Lakeside Avenue, Burlington, investing \$3,747,492 and creating 24 jobs with an average annual wage of \$51,350.

[NOA Living](#) is a global company focused on sustainable and regenerative processes. The company upcycles discarded materials into beautifully designed and crafted furniture, hand-knotted carpets, and hand-woven home accessories. A regular exhibitor at the High Point Furniture Market, NOA Living operates a retail showroom at Triangle Town Center in Raleigh and an e-commerce site, [NOALiving.com](#).

Built in 1893, Lakeside Mill is one of the last remaining intact mills from a time when Burlington was fast becoming the center of textile production in North Carolina. Listed on the National Register of Historic Places and vacant for almost 10 years, [NOA Living](#) is eager to reinvigorate the property.

“This building symbolizes the birth of the industrial revolution in America and is full of history. It’s a special place — and we want to bring it back to life! As designers and makers, we think it’s the perfect place for our company headquarters,” said Fida Nehme, design principal and partner for [NOA Living](#).

“North Carolina, and Burlington in particular, have a long history of making beautiful and useful things. We’d like to tap into that culture of craftsmanship to make good things happen,” added Eva Sutton, partner and creative director for NOA Living.

This project was made possible in part by a Building Reuse Grant awarded to the City of Burlington of \$200,000 from the North Carolina Department of Commerce, Rural Economic Development Division.

The Building Reuse Program provides grants to local governments to renovate vacant buildings, renovate and/or expand buildings occupied by existing North Carolina companies, and renovate, expand or construct health care facilities that will lead to the creation of new jobs in Tier 1 and Tier 2 counties and in rural census tracts of Tier 3 counties.

The City of Burlington Economic Development office has now been successful with three Building Reuse Program grants since 2018, directly leading to the creation of 114 jobs and over \$8 million in new capital investment by the private sector. In each case, long-vacant properties targeted by City economic development staff have been renovated to create modern workspaces and add long term value to the community.

Sam Nehme, NOA Living CEO, praised the City for their partnership and effort to make the project happen. “Through their support of this project, the City of Burlington has created a win/win situation. Manufacturing in the US will make our products more competitive on price and we’ll have full control of our production process. In turn, we are committed to being a creative economic partner and responsible neighbor as part of the Burlington community.”

The funding will be granted to the company upon the completion of rehabilitation work and meeting job creation goals. NOA Living plans to begin operations at the Burlington headquarters by spring of 2022.

Burlington Economic Development Director Peter Bishop stated, “We’re thrilled that NOA living chose Burlington and the historic Lakeside Mill for their new headquarters. This project brings the city good jobs in design and manufacturing with a focus on sustainability and hand-crafted quality. Moreover, this investment will inject new life into the neighborhood, activating dormant space with a vibrant company and new job opportunities for community residents.”

“The City worked closely with the Economic Development Partnership of North Carolina and NC Commerce’s Rural Economic Development Division to ensure Burlington could secure this headquarters project. We’re grateful their support and flexibility,” Bishop added.

Media inquiries should be directed to Burlington Economic Development Director Peter Bishop at pbishop@BurlingtonNC.gov or at (336) 222-5147.



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“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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