



# DEVELOPMENT PRESS RELEASE

## Indianapolis Manufacturer, Foamcraft, Inc. to launch new Retail Development in Fort Ben

Named "**The Corner at Fort Ben**," the project strives to continue the momentum in a growing area within the City of Lawrence and aims to add high-end dining and unique retail options inside of a distinctive architectural concept.



**ABOVE:** The view from 56th street shows up to six tenants inside almost 15,000 SF of retail and restaurant space, all centered around unique common areas such as rooftop patio seating.

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Family owned and operated, Foamcraft, Inc. has grown substantially since its inception in 1952. Through it's first two generations of leadership, Foamcraft built its name as a reliable business to business manufacturer and a standard in the foam fabricating industry. Now, as the third generation begins to take the reigns they have branched out once again. Back in 2010, Foamcraft began an investment into direct-to-consumer proprietary brands, such as [Comfort Option](#), which makes customized, rebuildable mattresses, a statement that no other mattress provider in the country can make. Now, Foamcraft sets its sights into the world of Retail Development.

"It's actually not as much of a reach as it seems," says Nathan Elliott, Foamcraft's Chief Marketing Officer and one of six family Shareholders. "Our vision as a company has always been to produce goods and services that positively impact our community, along with providing meaningful work for people. The concept of The Corner accomplishes that, just not exclusively through foam products."

Foamcraft has been headquartered in the Fort Ben area since 2001, so along with the initiatives for company growth, there's also a strong partnership developing with the City of Lawrence.

"We love this area, and are excited for the growth that's already happening," said Elliott. "We moved our headquarters into the Fort in 2001. My brother (Joe Elliott, current President and COO of Foamcraft) and I both graduated from Lawrence North right around that same time, and both of our families are moving back into Lawrence. The chance to launch The Corner and be a part of the positive movement in this area is really exciting, both professionally and personally."

The Corner at Fort Ben is currently scheduled to break ground on April 23 with a projected open date in the summer of 2026. Along with a high level dining option, the development also is targeting additional local tenants and owners, such as an ice cream shop, coffee shop and bakery, and more.

Foamcraft is hosting its Ground-Breaking Ceremony on Tuesday, April 22 at 11:00am on-site at 9440 E 56<sup>th</sup> Street.

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— Nathan Elliott, Foamcraft, Inc.

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The view from 56th Street and Lee Road, revealing a large amount of green space, the shared rooftop patio, and a robust outdoor seating area for a restaurant.



The “back” view coming from Otis Avenue, further highlighting the restaurant space along with a large walkway between the two buildings of the development.

# Leasing and Media Enquiries

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