

**BERNHARDT DESIGN INTRODUCES GLOBAL EDITION
A NEW DESIGN COLLECTIVE**

NEW YORK, NY – What makes a design timeless? Is it a certain uniqueness of form? Is it about an originality of technology, material or function? Or is it something more difficult to define? All timeless designs seem to share a common sensibility of being somehow familiar to you, of resonating or communicating something to you. They are the ones that you connect with, the ones you keep, the ones that never seem to go out of style and that travel with you throughout your life.

Bernhardt Design's Global Edition was born out of the desire to create a collective of furniture that shares these characteristics by creating designs that are simple, pure, universal and, above all, timeless.

"I believe that the concept of creating things of permanence is often overlooked in our discussion about being responsible environmentally. The dialog often seems to focus more on recycling, rather than on creating products that will stand the test of time and not end up in the landfill. Perhaps we should also concentrate on creating things that will last and that we want to keep," states Jerry Helling, Creative Director of Bernhardt Design.

Bernhardt Design enlisted an accomplished roster of international design talents to create this collection including Shin Azumi, Jeffrey Bennett, Christian Biecher, CuldeSac, Yves Béhar, Arik Levy, Lievore Altherr Molina and PearsonLloyd. Their quest was to design individual pieces that transcend a specific category, time period or origin: pieces that have a sense of permanence and quality.

The designers represent a diverse demographic from Japan, England, France and Spain, to Israel and the United States. Their individual design studios work in an array of disciplines including product, furniture, graphics, architecture and interior design. Together their award-winning designs are shaping everything from aspirin bottles and airplane interiors to office towers and flower vases.

The concept for the collection was also an attempt to break the mold of the traditional notion of furniture collections being authored by a single designer and consisting of an array of coordinating product. Instead, Global Edition was created to reflect the relevance of individual choice in designing today's diverse commercial and residential interiors.

The making of the Global Edition was unique, as all of the designers were working with the common design brief, but each of them was assigned different pieces within the collection. Bernhardt Design wanted each designer to have the opportunity to focus on the perfect solution for their particular piece of furniture.

Additionally, the designers were not given the other participant's identities and were asked to design in a vacuum, knowing their work ultimately would be incorporated with that of the other seven, and, more importantly, should be suitable for any public or private space in the world at large. The furniture had to travel easily from a boardroom, hotel lobby, restaurant, or retail store to the bedroom.

"For a piece to truly have this sort of universal appeal, it has to have the appearance of effortless simplicity, which is one of the most difficult things to achieve. Creating 'simple' products requires vision from the designer, about what he or she deems essential, but also asks both the designer and the manufacturer to have the passion and patience to experiment until you get it just right. One piece required us to make 14 different versions in a 20 month period, until we could walk away and feel we were finished," says Helling.

The collection of 12 designs covers categories of product found in both the home and the office including lounge seating, tables, chairs, bar stools, lighting and textiles.

Although these designs represent a unified body of work, it is a collection in name only, as each design was created to be used individually and incorporated into your world. "This collection mirrors how people design, how architects specify furnishings and most importantly how we really live," says Helling.

Bernhardt Design presents Global Edition as a response to the notion that often great designs like great art are defined by what is left out. It is a story of reduction, of stripping away to what is essential.

DESIGNER QUOTATIONS AND BIOGRAPHIES

Shin Azumi

Halo Occasional Tables:

"I was interested in creating a rigid structure and an ephemeral image of a table using a purposeful combination of materials in the design for Halo. The glass top provides a hard surface that doesn't occupy space visually. The minimal wood cross holds the glass in a soft way without the use of another material like silicone. The top fits securely into the structure, and the legs which can be easily damaged

are made of steel because it is a robust and scratch-proof material. Also, I like the way the steel reflects the environment around the table and captures the colors."

Biography:

Japanese designer Shin Azumi founded a studio in London after working in a design partnership called Azumi for ten years. His work has been exhibited in museums around the world including the Vitra Design Museum in Germany, and his work was recently part of an exhibition entitled CRAFT at the Victoria and Albert Museum in London. He creates award-winning furniture and product designs for La Palma, Isokon Plus, Authentics, Muji and Guzzini. This is Azumi's first collaboration with an American company.

Jeffrey Bennett

Remy Lounge Chair:

"Remy was designed to sit well and at the same time to be a graceful and elegant seating solution for use in both commercial and residential settings."

Biography:

Jeffrey Bennett founded CDS, a multi-disciplinary design consultancy in 1995 in New York City. His studio has since created everything from residential and office furniture to household products and lighting as well as packaging, transportation, graphic and interior design. He is a renowned American designer whose studio also provides strategic planning to his roster of international clients including B&B Italia, Northwest Airlines, Michael Kors and Samsonite. In 2004 Jeffrey Bennett designed the Balance Collection for Bernhardt Design.

Christian Biecher

Textile Collection:

"This is the first textile collection that I have designed, and I was very interested in creating fabrics that have movement, rhythm, almost like a graphic vibration. I never thought of the textiles as a two dimensional or flat design. I would always put the samples onto three dimensional things like chairs to see what they really would look and feel like and how the light hits the fabric – sometimes you see the design, and sometimes you do not. I love that!"

Onda Chair:

"I designed this chair in a sketch book and it came to me very quickly. I wanted something simple, to create a chair that was rounded and formed on the seat and the back by the weight of the body sitting

in it - like when you sit in a cushion and it changes shape. I wanted the whole chair to float so I used very thin legs. I like the shape of a triangle for the legs, because it is a sharp shape, it is very elegant.”

Biography:

Christian Biecher is a French architect who is internationally recognized for his work in France, Asia, Europe and the United States. He founded his Paris based studio Christian Biecher and Associates in 1992. His designs include the Harvey Nichols department stores in Dublin and Hong Kong; Issey Miyake headquarters in Tokyo, and he is currently reshaping the Fauchon stores in Paris and then worldwide. His award-winning product designs include the bottle for Lancôme Attraction perfume and a collection of silver for Christofle. This is Christian’s first textile collection, although Biecher previously designed two furniture collections for Bernhardt Design.

Yves Béhar

Fly Bench:

"The Fly bench is about tension, a restrained yet compelling form, a solid oak plank lifted effortlessly in midair. Fly is made from two triangular shapes combined at their apex for structural integrity as well as visual tension. It is sculpturally expressive yet structurally sound."

Biography:

Yves Béhar founded the San Francisco based design studio fuseproject in 1999. He has received many prestigious international design awards for his commercial projects including those for MINI, Nike, Sony, Target, and Swarovski, as well as socially responsible projects such as One Laptop Per Child. His work has been featured in solo exhibitions at the San Francisco Museum of Modern Art and at the Musée de Design et d’Arts Appliqués Contemporains in Lausanne, Switzerland. He is currently the chair of the Industrial Design program at CCA in San Francisco.

CuldeSac

Whisper Chair:

“The concept for Whisper came to us when we were looking at how a single piece of paper could be folded to create structure, to make a chair. Visually, it is all connected from the beginning to the end. If you drew this chair on a piece of paper your pen would never leave the paper. It is a very balanced design."

Biography:

CuldeSac is a multi-disciplinary “creative space” created by young emerging Spanish designers Pepe Garcia, Alberto Martinez, Juan Poeda, Xavi Sempre and Lucia del Portillo in August of 2002 in Valencia.

This collective is unique in they invite people from all disciplines including electronics, painting and furniture to live and work with them at the studio to jointly develop ideas for projects ranging from a wristwatch for Lorenz to porcelain installations and exhibitions for Lladro. They call themselves “creative idea consultants” forming teams of talented people to create a wide range of projects. This is the studio’s first collaboration with an American company.

Arik Levy

Milix Sofas:

“I believe that it is the very small detail that makes the whole object. For example, in Milix when you actually sit in it you are totally hugged by the chair and it has a spirit of comfort.”

Prisma Tables:

“Prisma is a project about structural intelligence. There is this juxtaposition of visual instability and structural stability. Depending on where the reflection is, how the light breaks over the foot of a thin leg, and the direction of the faceting, the table visually expresses folding.”

Biography:

Israeli born Arik Levy and his Italian design partner, Pippo Lioni, founded L Design studio in Paris in 1991. L Design works in the areas of industrial, graphic, furniture, product, interior and set design as well as corporate identity. Their international client list includes Gaia & Gino, Desalto, Renault and Swedese. Levy has participated in numerous gallery and museum exhibitions around the world, and his work is included in the permanent collections of the Centre Georges Pompidou in Paris as well as the Museum of Modern Art in New York. Levy created the office towers for Cartier headquarters in Paris and recently launched tabletop, lighting and jewelry collections for Baccarat.

PearsonLloyd

Coast Stacking Chair:

“The challenge for this project was to create the quintessential stacking chair. It is actually a hell of a brief that every designer wants. We tried to create an honest piece of design that combined a high tech seating dish with high comfort. The chair is a combination of technical complexity with a graphic and visual simplicity.”

Revolve Lamp:

“Revolve expresses our ambition towards simplicity. The character is defined not by mechanics and performance, but rather there is an inherent intuitive character to it and a desire to use it.”

Biography:

PearsonLloyd is a London based design studio founded by Tom Lloyd and Luke Pearson in 1997 working in a range of disciplines including furniture, transport and product design. PearsonLloyd has won awards for its design for the recently launched Virgin Atlantic Airway's new Upper Class Suite. They have also created lighting, furniture and product designs for Allermiur, Tacchini and Walter Knoll. Global Edition is their second collaboration with Bernhardt Design. Both Lloyd and Pearson run a Platform on the Design Products Course at the Royal College of Art in London.

Lievore Altherr Molina

Aro Stool:

"Aro is an expression of dynamism. It is a formal and constructive synthesis as it is spatially weightless – three loops put together with two legs – while functional. Its fixed base and revolving seat make it suitable for residential use as well as for the most demanding of commercial spaces. Aro is a stool that can be approached from any side, and it is discreet just like the barman who listens to everything and says nothing!"

Celon Chair:

"The idea for Celon was to make an armchair that was almost transparent. We wanted it to be light and comfortable, to bring serenity and elegance to the space where it is used. The form of the sleigh emphasizes the intention for comfort and calmness while the weightlessness of the materials makes it very contemporary."

Biography:

Lievore Altherr Molina was founded by Alberto Lievore, Jeanette Altherr and Manel Molina in 1991 and works in the fields of product, furniture and interior design as well as art direction consultancy. The Barcelona based collective works with many international clients including Andreu World, Arper and Foscari, and this is their first collaboration with an American company. They have been awarded many prestigious awards including the Spanish National Design Award in 1999.

ABOUT BERNHARDT DESIGN

Founded in 1980 by the 118 year old Bernhardt Furniture Company, Bernhardt Design is a leader and innovator in furniture design and production. The cornerstone for the success of Bernhardt Design is a commitment to distinctive design and value combined with cultivated relationships with top international designers and clientele. The company garnered rave reviews for Ross Lovegrove's sinuously organic Go chair made of lightweight magnesium. With introductions from Fabien Baron, Tyler Brulé, Christian Biecher, Patrick Norguet, Jhane Barnes, and Suzanne Trocmé, Bernhardt Design continues to expand its collection of seating, tables, textiles, accessories and office furniture. Setting a

precedent for leadership within the corporate community, Bernhardt Design created and sponsors an interdisciplinary course with the world-renowned Art Center College of Design in Pasadena, challenging practicing students to create world-class designs for mass production. The student designers' products are then included as part of the Bernhardt Design standard product collection. Bernhardt Design also sponsors ICFF Studio, a platform for emerging design talent from around the world to exhibit their work at the annual ICFF in New York.

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