

**Jeffrey Bennett's Balance Collection for Bernhardt Design  
Adds Comfort to the Bedroom or the Boardroom**

NEW YORK, NY – Whether relaxing in the living room at home, catching up on late night emails or brainstorming in the office, Jeffrey Bennett's new furniture collection lets you do it with ease and comfort. The Balance Collection supports the way we live today, where the lines are constantly being blurred between work, home and play. Having already achieved international acclaim working for leading European companies such as B & B Italia and Cappellini, Bennett brings his talent and vision to Bernhardt Design for the American market. The dynamic synergy with Bennett further expands Bernhardt Design's product offering which already includes collaborations with design doyens Ross Lovegrove, Fabien Baron, Tyler Brûlé, Christian Biecher, Patrick Norguet and Jhane Barnes.

In a world that has grown increasingly complex, the Balance collection offers simplicity of design and flexibility in use. Consisting of chairs, sofas, benches, ottomans, stools and tables, the Balance collection's innovative vocabulary provides ease in altering and re-creating seating areas as needed. Mobility is a key feature, with lightweight frames scaled down to allow for limitless configurations. "Jeffrey is a pioneering designer who lends a fresh, logical sense of style and purpose to his designs," says Bernhardt Design creative director Jerry Helling. "The Balance collection melds function with accessible form that serves any interior beautifully."

The result of Bennett's vision and Bernhardt Design's execution is a collection of furniture that is easily arranged to suit the needs of its owner. While seating surfaces are comfortable and supportive, tables maintain an integral extension of cohesion and simplicity. "Keeping the user in mind, we've tried to simplify the collection to a point where it is practical and still provides an exciting design dynamic that works in small settings as well as in largescale contract projects," says Bennett. Balance offers furniture for the full spectrum of life, appropriate for hospitality, office and residential implementation. It may be used as a whole collection or integrated singularly in conjunction with other Bernhardt Design collections.

Bennett's work spans many categories – interior architecture, transportation design, furniture, household products, lighting, fashion accessories, design communication and strategic planning – winning numerous design awards along the way. In the emerging global market for design, Bennett has

often been the first American chosen to work with a number of prestigious European design companies. Some of his projects include Authentics, B&B Italia, Boffi, Cappellini, Dune, Estée Lauder, Hidden, Magis, Michael Kors, Moooi, Northwest Airlines, Ligne Roset, Swedese and Troy. Jeffrey Bennett's Balance Collection will debut this summer and will be available at Bernhardt Design showrooms in New York, Los Angeles, and Chicago as well as select retailers.

### **About Jeffrey Bennett**

In September 1995, Jeffrey Bennett founded the New York based Studio B as a multidisciplinary design consultancy to conceive and promote projects in a wide range of design disciplines. At the May 1996 International Contemporary Furniture Fair (ICFF) in New York City, Bennett presented his first collection of furniture accessories/objects entitled "Ideas for Production" which was awarded the 1996 Editor's Award for the "Best of Show". At the ICFF in May of 2000, Bennett, along with five other designers, was named "Best New Designer" for work with U.S. manufacturer Dune. The design work of Bennett is widely publicized, including feature articles in the December 2002 Esquire, September 2002 Design Diffusion News/DDN, September 2002 Italian Elle Decor, August 2002 Japanese Elle Deco, July/August 2002 Residence, June/July 2002 Architektur und Wohnen, May 2002 Intramurous, Spring/Summer 2002 Arena. In addition, Bennett is also a frequent lecturer at schools and design events around the world. A Midwesterner, Jeffrey Bennett was born in Champaign, Illinois, and studied business at Northwestern University and University of Minnesota before pursuing furniture design at Parnham College in England.

### **About Bernhardt Design**

Founded in 1980 by the century-old Bernhardt Furniture Company, Bernhardt Design is a leader and innovator in contract furniture design – with design, manufacturing and finishing capabilities that are unparalleled in the industry. 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. In 2001 the company garnered rave reviews for Ross Lovegrove's sinuously organic Go® chair made of lightweight magnesium. Bernhardt Design continues to expand its collection of seating, tables, casegoods, textiles and accessories in 2004 with introductions from Christian Biecher, Patrick Norguet, Philippe Cramer and Bang Design of Australia.

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