

**Bernhardt Design Taps Parisian Talent
With Patrick Norguet's American Debut**

Bernhardt Design dazzles the designerati with its new furniture collection, Orly, by famed Parisian designer Patrick Norguet. Continuing to expand its innovative product offering and challenge the furniture industry, Bernhardt's synergistic collaboration with Norguet adds yet another cutting-edge design star to the Bernhardt roster, which already includes Ross Lovegrove, Fabien Baron, Tyler Brûlé, Christian Biecher and Jhane Barnes. The Orly Collection will be Norguet's American debut.

Orly is a perfect illustration of Norguet's fashion-driven style – colorful, curvaceous, and modern. Consisting of a club chair and sofa, the collection represents a dramatic reinterpretation in seating design, emphasizing shape and proportion. “Patrick is a brilliant designer who brings innovation and excitement to product design, fashion and architecture,” says Bernhardt Design creative director Jerry Helling. “He is the next wave of the French invasion of unique design, and we're honored to be bringing his talent to the U.S. with Orly.” The result of Bernhardt Design's execution and Norguet's vision is a collection of furniture that stands on its own with its dynamic shapes reduced to the most vital elements. The backrest and seating area have been stripped of ornamentation and concentrated to their most useful essences. Thus, the construction represents a simple and elegant harmony of balanced design. Far from stark, the Orly collection willfully supports Norguet's desire to maintain essential aspects of comfort, employing simple shapes reminiscent of building blocks. Playful yet powerful colors, such as candy-apple red and bright yellow, are utilized throughout the collection.

Norguet's sharp sense of innovation and technological understanding has gained him widespread recognition in the design world. His relationship with the worlds of fashion and luxury goods has yielded opportunities for numerous projects with internationally renowned brand names such as Christian Dior, Lanvin, Martine Sitbon, Guerlain, and Bally. An insatiable curiosity for different work fields in fashion, architecture and design – along with his cross-disciplinary approach to design by mixing aspects of the past with scenes from the present – led Norguet to open his own design agency in Paris.

Patrick Norguet's Orly Collection for Bernhardt Design will debut in April 2004 and will be shown at the International Contemporary Furniture Fair in New York City in May. The collection will be available thereafter at Bernhardt Design showrooms in New York, Los Angeles, and Chicago.

About Patrick Norguet

The work of Patrick Norguet has been embraced in disciplines as varied as product design, fashion and architecture. The famed Parisian designer balances his self-taught skills with the trade's basic rules learned from his studies at L'Ecole Supérieure de Design. Norguet's versatility allows him to work with known companies like Cappellini and Artifort. The constantly growing workload of collaborations with Moroso, Jean Paul Gaultier and others provides him with continuing challenges of exploring new design territories in addition to his already impressive body of work.

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, case goods, textiles and accessories in 2004 with introductions from Christian Biecher, Jeffery Bennett, Philippe Cramer and Bang Design of Australia.

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