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Design show features fun, sustainable wares

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Ercol

Ercol won the Editor's Award for Furniture at the International Contemporary Furniture Fair. The Studio Couch, from its Originals line, designed in the '50s, will sell for about \$4,000.

Nancy Frick Battaglia

May 26, 2013

New York -- The International Contemporary Furniture Fair, one of the country's top design shows, ended Tuesday in New York City with plenty of signals that recycling and sustainability are here to stay - even though there was no mention of "green."

Pink, however, was on the radar. Denise Cherry, design director at San Francisco interior design firm Studio O+A, one of an estimated 29,000 attending the four-day showcase at Javits Convention Center, was taken by the powdery, pale colors at the fair, saying they "looked comfortable with many of the warmer woods that are on the floor this year." She noted another trend: "There's a shift away from brushed chrome and nickel, which wouldn't have been the case five years ago."

This year's fair featured 570 exhibitors, including a handful from the Bay Area; about half were from outside the United States. Because it is a trade show, it may be weeks and months

before consumers see the products in stores. Many manufacturers and designers are looking for representation and retailers. In the meantime, follow their websites for product availability and suggested retail prices (some will sell direct to the consumer). Here are some designs and designers we'll be watching out for in 2013:



Circa by Pablo Designs: No theme is ever recycled by the lighting wizards at Pablo Designs. The San Francisco studio showed a new flat-panel, energy-efficient LED light source. Circa has seamless movement, a 45-degree shade tilt, 360-degree rotation, a handy USB charging port and five-stage dim control. Five sleek variations of the light will be available this fall for \$330-\$700. Pablo's designs are sold at Room & Board and Design Within Reach. See more at www.pablodesigns.com.

Ercol: For evidence that visionary designers and manufacturers can endure based on design decisions made decades ago, look no further than Ercol, a 90-year-old family-owned company from Britain. They came to town, uncrated their furniture for their first appearance at the show, and won the prestigious Editor's Award for Furniture. Ercol's mantra for creating furniture is simple: fit for purpose, of good quality and good design built for the future. The Studio Couch is from their Originals line designed by Lucian Ercolani in the '50s. It functions as a sofa/day bed, and customers love the movable cushions, bent beech spokes and removable back. At press time, Ercol was within days of aligning itself with a Bay Area retailer. "The line will retail at higher than Crate & Barrel but less than Design Within Reach," said chairman Edward R. Tadros. www.ercol.com.

Moooi: It can't all be thrifty and practical when Marcel Wanders, the brilliant co-founder of Moooi, e-mails us from the Netherlands that his new Valentine lamp is "a magic mirror, and the power of crystals transform a simple shell into an endless light bouquet of flowers." Moooi is bouncing back with a new organization and greater U.S. reach. Meanwhile, keep an eye out for the

Valentine lamp with its bouquet of flowers via www.mooui.com. (Available in gold or chrome metal with hand-blown glass.)

Colin Selig: Selig of Walnut Creek studied metal sculpting at the School of the Museum of Fine Arts in Boston after completing a degree in philosophy from Tufts University in 1987. He's mad for metal and working as a machinist and race car fabricator has led him to want to become "the Eames of eco-friendly public seating," according to his website, www.colinselig.com. The repurposed propane tanks are comfortable, durable (for inside and out) and come in a range of sizes and prices. The Classic lounge pictured is \$11,000.

Lessmore: Lessmore is the design firm of the architect Giorgio Caporaso, based near Milan. Their display-turned-cafe invited chattering, foot-weary show attendees to lounge on furniture samples, including their X2 Chair made of triple-walled corrugated cardboard. Flip it into a chaise or set it upright. The furniture is wonderfully lightweight and feels very sturdy. www.lessmore.it.

Jonathan Rowell: An industrial designer in San Francisco, Rowell was chosen for participation in the ICFF- and Bernhardt Design-sponsored area for emerging designers. His prototype of the Screw Me family of lighting (wall and floor) allows a simple twist to elevate or lower the lamp. For example the height of the floor style can rise to 74 inches or go as low as 46 inches, all with a twist. <http://jonathanrowell.com>.



Mooui

Mooui's new Valentine suspended lamp comes in gold or chrome metal.

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