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GIVING VOICE TO THOSE WHO CREATE WORKPLACE DESIGN & FURNISHINGS

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behind-the-scenes interview
on developing this collection*

Seba Mobile Chair by Sebastian Herkner



BDNY 2023 at the Javits Center in New York City.

Exploring BDNY

by Anna Zappia

Boutique Design New York (BDNY), held at the Javits Center in Manhattan from November 12-13, featured products from more than 650 stateside and international exhibitors, a mix of established brands and smaller studios showcasing the latest in hospitality design. Traffic was up from last year, with nearly 15,000 visitors, representing a 16% increase in overall attendance.

Organic shapes, patterns, and motifs remain popular, found on furniture to flooring. “There is lots of wood and biophilic influence, with exaggerated curves on furniture and structures,” noted Lauren Carpenter, senior marketing manager, brand experiences at Momentum Textiles & Wallcovering.

Natural elements served as inspiration for Momentum’s booth design, creating a sensory experience for attendees, with the company’s Pindrop acoustic solutions on the exterior. “We combined dry textures found in nature like stone, wool, and wood,” Carpenter added. “We wanted to show our customers a more intimate view of our products, bringing together a thoughtful showcase that leans into quiet luxury.”

Rug and carpet manufacturers looked to the outdoors and locales near and far for inspiration. Shaw Contract presented ROAM I Painted Desert, with designs influenced by the desert landscape of the North American Southwest. The first in the ROAM series of custom collections, the line

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includes broadloom and carpet tile. “There is a layering of patterns, color, and texture that brings in a richness and depth,” said Ashley Olson, design director of Shaw Contract’s workplace and hospitality studio.

The Portuguese Association of Wood and Furniture Industries (AIMMP) exhibited for the first time at the show, with member brands highlighting the superior craftsmanship and distinctive styles that reflect Portugal’s rich cultural heritage. The group is increasing outreach and promotion in the United States, and New York was a key market.

Members made connections with interior designers looking for quality custom-made pieces. “We have a lot

of medium-sized companies that can offer tailor-made furniture for specific projects,” noted Vitor Poças, president of the AIMMP. He explained that there is interest in wood in particular because of the benefits to the environment. “We have to consider sustainability and the circular economy as our resources become limited. Our industry is absolutely prepared to respond to this challenge and the needs of the market.”

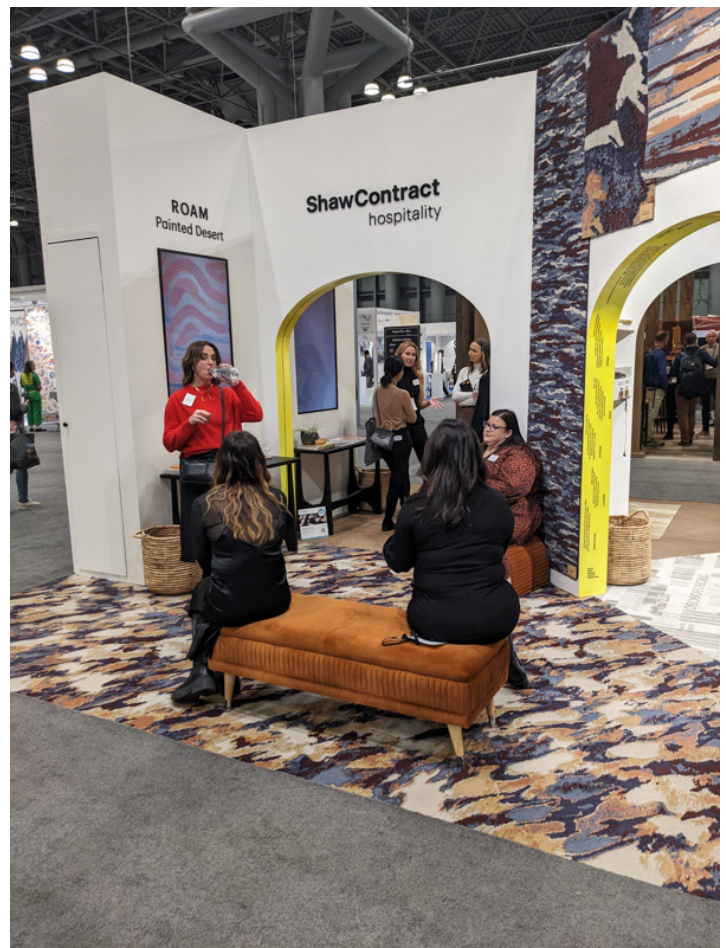
Chemetal, Treefrog, and InteriorArts returned to BDNY with a number of products, including a collection of pre-finished real wood veneer, in celebration of Treefrog’s 20th anniversary. Made in Italy, the color-matched wood backer eliminates the undesir-

able brown laminate edge. “This backer blends in, and there is more of a natural edge that looks seamless,” explained Geoff Schaefer, president and creative director, Chemetal.

Ethnicraft showed nature-inspired furnishings and accessories that garnered interest from visitors. The Bricks collection transforms recycled wood and offcuts from production into wall art. Handcrafted by in-house artisans, no two pieces are exactly alike. The brand’s popular N701 modular sofa, featuring Eco Fabric from fibers recycled from the fashion industry, is now available in the fresh Moss shade. “BDNY is always an exciting show for us, and this November edition was no different. Marketgoers seemed to



The exterior of the Momentum Textiles & Wallcovering booth featured Pindrop acoustic solutions.



Shaw Contract introduced ROAM | Painted Desert flooring.

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Chemetal's colorful Transparency panels on display.

be really enthusiastic about the new items and collections on our booth, and we look forward to growing those relationships," said Anne-Marie Earl, Ethnecraft's communications manager for the U.S.

Options for noise reduction that not only perform well but also add aesthetic value were also on display, including GATHER® Acoustical from Wolf-Gordon. "We think hospitality is a huge market for acoustic products, and these panels can be used for a feature wall in a lounge or behind the front desk in a hotel lobby," said Marybeth Shaw, chief creative officer, marketing and design, Wolf-Gordon.

The collection of semi-rigid panels, made from 100% recycled PET, feature patterning created by engraving and precision cutouts. With Noise Reduction Coefficient (NRC) ratings



The Portuguese Association of Wood and Furniture Industries (AIMMP) and their member brands exhibited at BDNY for the first time.

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that range from 0.25 to 0.90, they are also ideal in corporate environments. “The noise and the reverb is immediately tamped down, and with the dimensionality, it makes a space warmer and more intimate,” Shaw added.



An ethereal pattern printed on GATHER® Acoustical from Wolf-Gordon.

Furnishings on display referenced design elements with nods to the past, including styles from the archives updated with modern materials or brand-new launches with a retro feel. At emuamericas, the Code chair was on view, an updated version of one of their classic steel chairs. “Code was originally launched over 25 years ago, and this is a



Treefrog celebrates 20 years with the introduction of new designs and a color-matched wood backer.



A range of newest metal outdoor seating on view in the emuamericas booth.



Ethnicraft's Bricks artwork is made from recycled wood and offcuts.

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new interpretation of it,” noted Dan Cordova, marketing manager, emuamericas. “With the new manufacturing technology, we were able to perfect the contour of the chair, and there is a better ergonomic fit.”

Heller’s indoor-outdoor Bluff and Limbo chairs, both designed by Hlynur Atlason, echo Mid-Century modern forms. Yet the 100% recyclable seats made of a plastic polyethylene blend are the next generation of contemporary pieces that are sure to become classics. “Modern is aesthetically pleasing, purposefully designed, void of ego, and can go anywhere. Limbo and Bluff represent those ideals,” said John Edelman, president and CEO, Heller.

Even on Monday, the final day of the trade show, when the crowds typically thin out, there was a steady stream of people viewing furniture. “It was the busiest second day that I can remember,” noted Karolina Triska, executive director at Aceray, who was on hand to talk with clients about the versatile line of tables and chairs.

Organizers are already looking ahead, and anticipate greater numbers and engagement next year. “BDNY returned in 2023 with enthusiastic attendance and a spotlight on inspirational design, proving that the hospitality industry is back and better than ever,” said Keisha Byrd, brand leader, BDNY. ■



An array of chairs on view at Heller, including Limbo and Bluff.



Aceray's booth included a presentation of tables and chairs.



Dedon's outdoor lounge furniture is designed to create a personal oasis.