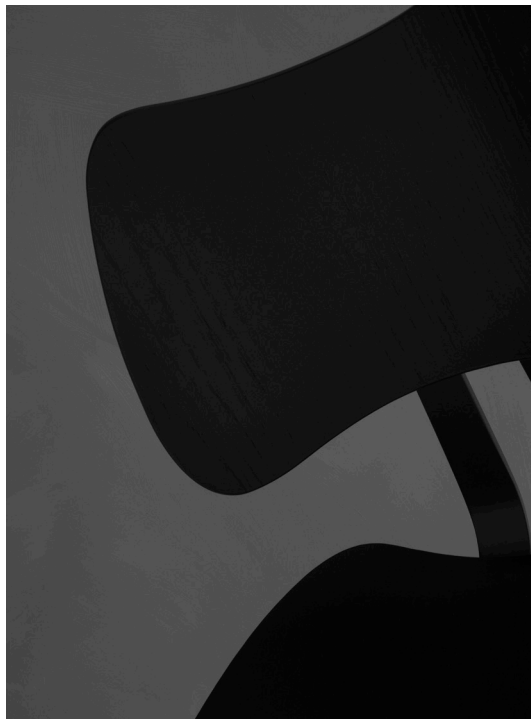


ercol



WHERE

THE

PAST IS

VERY

PRESENT



PREFACE

How do you convey the fresh spirit behind a company founded nearly 100 years ago? With impeccable crafted, timeless designs conducive to any contemporary setting. Where the soul of our founder is imbued in each piece. A man captivated by the authentic appeal of wood as a natural, noble material.



Purity. Integrity. Tactility. These are just some of the values at the heart of Ercol, a global company with a legacy of design dating back to its inception in 1920. Founder Lucian Ercolani was a talented craftsman who was educated as a furniture designer. His vision of well-designed furniture by artisans who took pride in their work burgeoned into a growing business fuelled by his passion. Craftsmanship is a cornerstone of the company, exemplified by Ercol's perfection of the steam bending of timber, previously deemed impossible decades ago. This enabled Ercol to produce a modern version of the Windsor Chair so as to be more accessible to the masses. A pioneering concept at the time, Ercol's bentwood furniture was subsequently featured 70 years later as a special exhibit at the Victoria and Albert Museum, London - attesting to its timeless appeal.



PREFACE

Deep in our DNA is a profound appreciation for wood, with its intrinsic beauty, unique variations and imperfections just as nature intended. One look, one touch and it's easy to find yourself utterly enthralled by the tactile sensation of wood. Soothing yet strong, sturdy yet accommodating, wood is irrefutably warm and welcoming. As humans, we all have an intuitive connectivity to wood as opposed to other materials. A wooden floor makes us feel more grounded. A wooden ceiling tends to make us feel more protected. Wooden furniture? It's a bit of both. Whether smooth or textured, raw or finished, each type of wood has a poetic presence, boasting a signature grain pattern that's akin to a fingerprint. Nature's unique code that holds the key to the wood's own unspoken story.

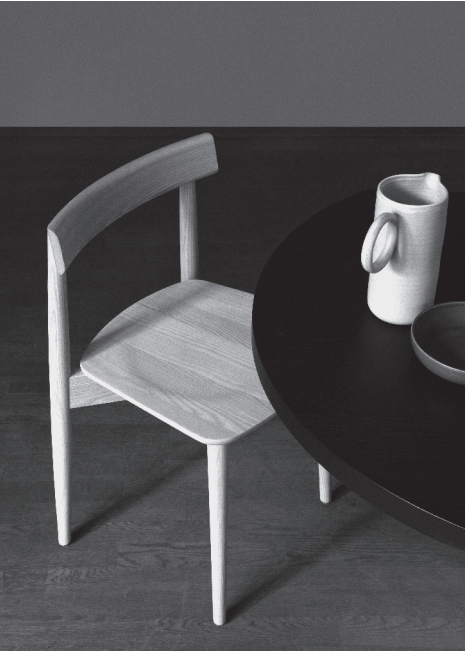
But what makes a design so appealing that it becomes the other love of your life? It starts with the talented minds behind it keen on creating engaging furniture with a purpose. With the ultimate goal of enhancing your experience of a space - and your life. Furniture imbued with integrity, from the honest materials to the exceptional craftsmanship that transformed a drawing into a reality. While each collection of furniture is unique, they all echo an aesthetic that makes any of the designs by any of our global talents conducive to any upscale, modern milieu. Anywhere.





CONTENTS

Highlights from our ever-evolving portfolio of contemporary furniture and iconic originals reflecting our proud heritage of design, craftsmanship and meticulous attention to detail. Each piece is unique and easy to imagine in a variety of modern settings, echoing our affinity for an honest, authentic sense of aesthetics. From a family-owned company with a proud heritage of creating enduring designs for a global audience.



1. Dining



2. Living



3. Working



DINING

SAVOURING



THE

MOMENT

They say that we create our environment and our environment, in turn, creates us. With that in mind, watch your ideas take flight whilst seated in stunning chairs reminiscent of butterfly wings. Enjoying a meal around a table that's inspired by the wings of an aeroplane. The BUTTERFLY CHAIR by Lucian Ercolani. Shown in ash with a steam bent ash ply for the seat and back, all in our black finish. One of the most iconic, instantly recognisable, mid-century classics from Ercol boasting a classic Windsor wedge and tenon joint. The LARGE PENNON TABLE by Norm Architects shown in walnut. The leg supports reference aeroplane wings, whilst the spindles reference our Ercol DNA.



DINING

Food. Fine wine. Friends. Family. Considered by some to be the essence of life, the cultural significance of sharing a meal dates back centuries. Dining together fosters a sense of belonging, feeling part of a family or a company credo. It can deepen a sense of intimacy. It can boost business relations and set the scene for you to seal the deal. It can also enable you to make amends. After all, it's tough to remain enemies once you've broken bread together.

Whether in a private residence or a high-end restaurant or hotel, the furniture you choose for your dining area will add its own kind of flavour. When it's Ercol furniture, it will add to the atmosphere with unassuming designs that exude authenticity by the mere fact that each piece has been meticulously crafted from wood, from our tables, chairs and stools to our cabinets. Of course, style is nothing without substance. Here we draw on a century of expertise to produce intriguing pieces that are ergonomically sound, offering the utmost in comfort. Everything is conceived for you to feel comfortable enough to enjoy the meal, the moment – and each other.

Entertaining guests always involves scheduling and some savoir-faire. Deciding what to serve for dinner, the dishware, the cutlery and more. Not to mention which guests to invite. Why not set the table with the ultimate in simplicity when it comes to the table itself? With classic, versatile chairs that could easily fit in anywhere. The PLANK TABLE by Lucian Ercolani. Made from ash and shown in our darkened ash finish. Ideal for the dining room, kitchen and also a meeting room. The ALL-PURPOSE CHAIR by Lucian Ercolani. Made from solid ash and shown in black.



Headquartered in Denmark’s capital, Norm Architects are a multi-disciplinary studio working with architecture, interiors, industrial design, branding and photography. They continuously seek a new norm that’s simple, soulful and enduring. Their mantra revolves around minimalism, in their quest to capture the essence of an idea to reveal its intrinsic, undorned beauty where there’s nothing to add or subtract. Minimalistic designs meticulously crafted, involving the sensorial, tactile experience of noble materials expressed in their distinctive angle on Scandinavian simplicity.



In a modern society filled with distractions, fortunately you can choose furniture that facilitates your ability to focus and enjoy the company of others. With a dining table that’s eye-catching, yet it doesn’t upstage you or your dinner. The LARA CHAIR by Dylan Freeth, shown in solid ash with a black finish. The LARGE PENNON TABLE by Norm Architects. Shown in walnut, where aeroplane wings are echoed in the leg supports and spindles are signature elements in our Ercol designs. Previous page: the FLOW CHAIR by Tomoko Azumi shown in beech with a natural matt finish. The back echoes Japanese architecture with its steam bent V support.