

# L.ERCOLANI



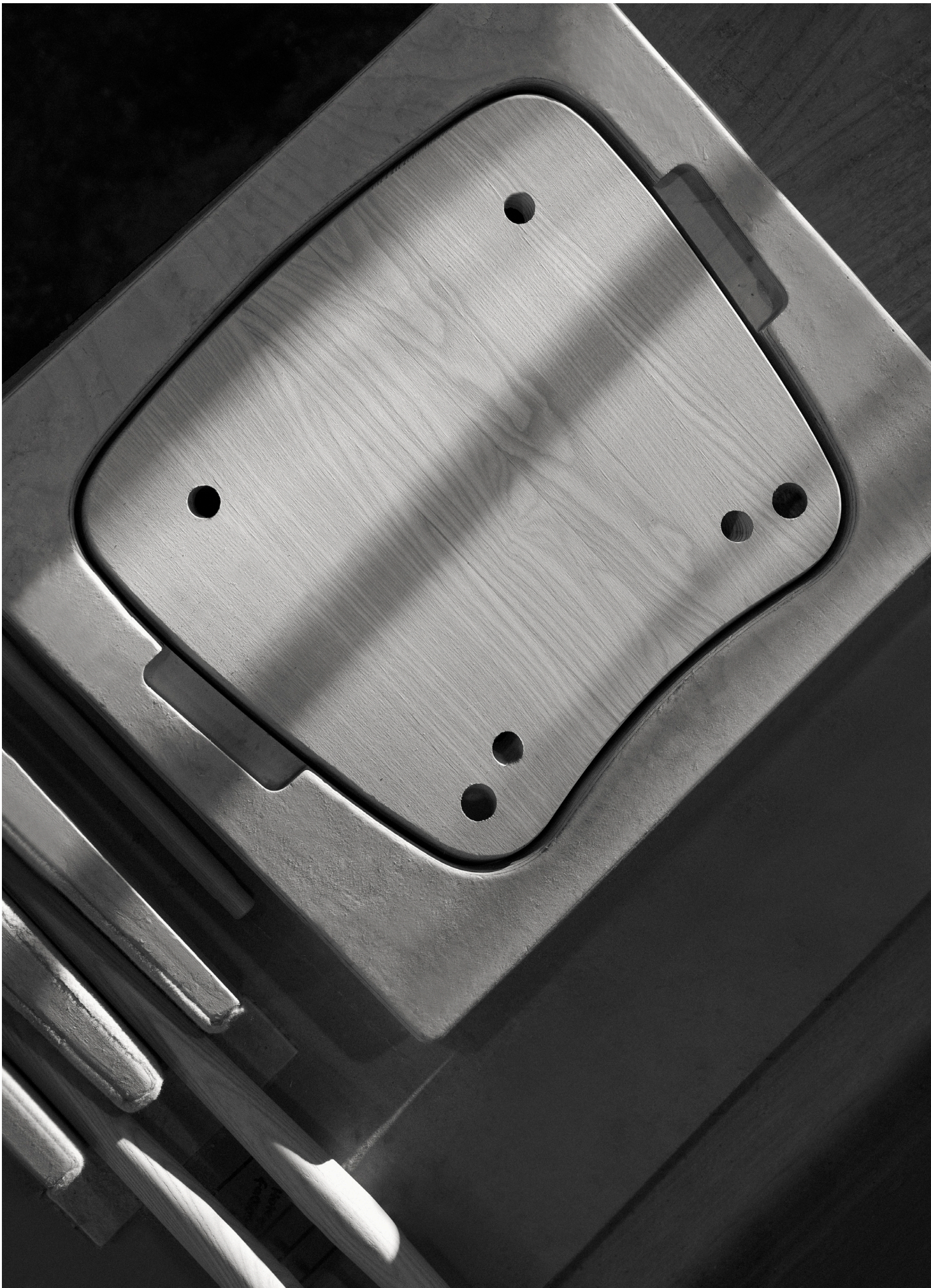


# PREFACE



The vision of L. ERCOLANI is firmly rooted in a century of design tradition. A vision that only grows in strength and eminence as the years pass, further solidifying Ercol's legacy of well-built furniture, designed and crafted to be cherished for generations.





PREFACE

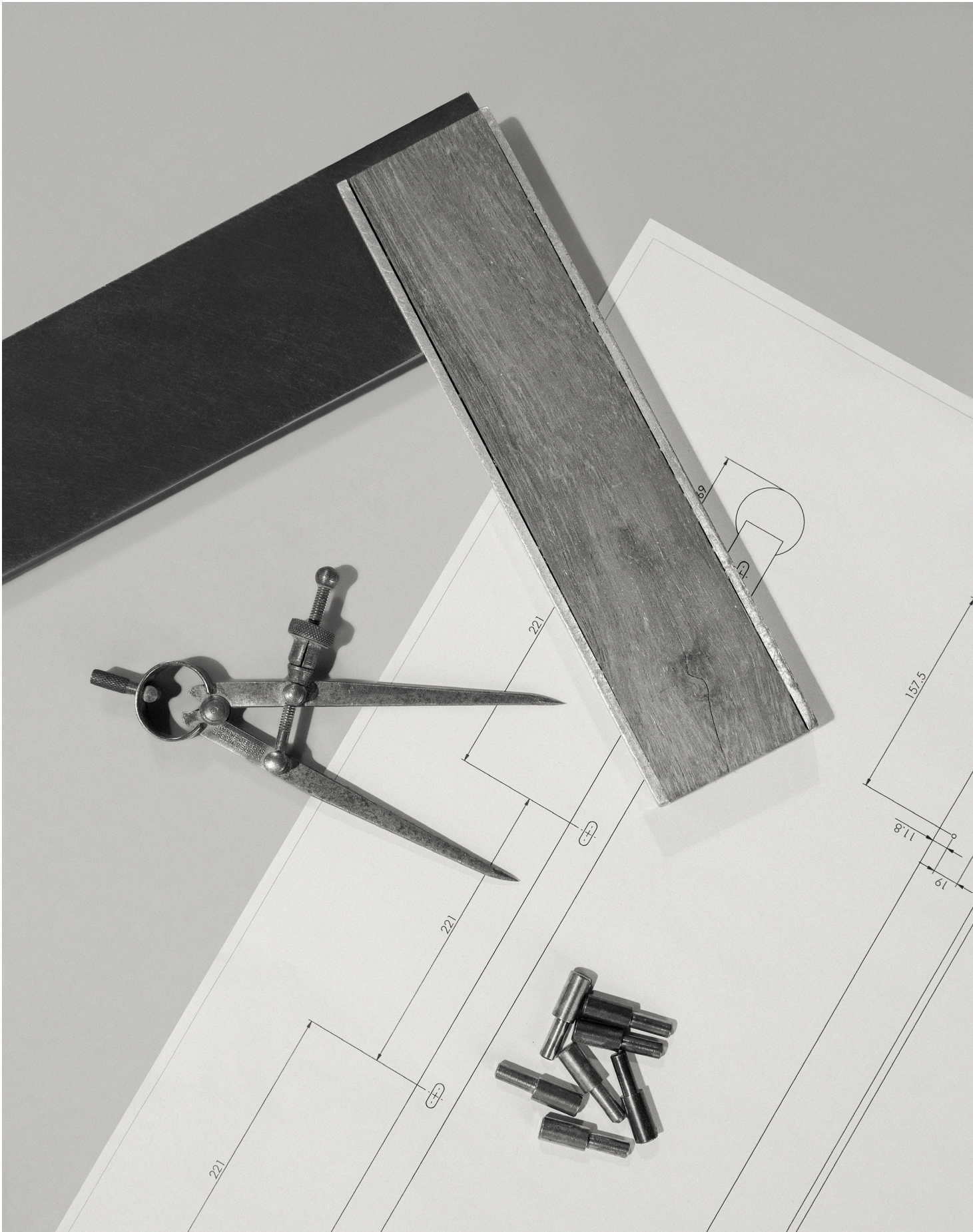
This promise was born from a heartfelt calling to create. A desire reflected today in the company's values and craftsmanship. Established in 1920 by 32-year-old trained furniture maker Lucian Ercolani, Ercol was influenced by local artistry and classic British design traditions. Ercol was awarded a Board of Trade Utility Furniture contract in 1944 for 100,000 Windsor Chairs, giving Ercolani his first opportunity to mass-produce his humble and timeless designs. During a past trip to New York, the young Ercolani found himself drawn to the intrinsic simplicity of Shaker furniture. Years later, inspired by this event, Ercolani stripped the chair's design to its simplest form, focussing on increasing durability and production efficiency. This commission would define a new design direction for the company, a shift that is still reflected in our ever-evolving portfolio of furniture design. The nuances of this distinct yet classic presence continues to befit contemporary living, dining and working settings, remaining just as relevant and treasured as they were in the years prior.

Inspired by the pure elemental beauty of wood, our furniture echoes a modest and unadorned aesthetic, quietly encouraging purposeful interaction, collaboration and intimacy. Born out of a deep appreciation for rich materiality, we pride ourselves on creating a thoughtful design that consistently imparts a rich, tactile language.



What defines real craftsmanship? In our case, a century of tradition and knowledge passed down from members of the Ercol family into the present. An enduring imprint of genuine artistry, devotion to quality and an intrinsic understanding of wood acquired from decades of studying the material's aesthetic and structural qualities.





The L. ERCOLANI ethos can be defined as simple, enduring design that never goes out of style. Reflecting the mid-century modern ideals of functionalism and post-war purity, our pieces convey a timeless familiarity, intimately felt and understood by users worldwide.





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L. ERCOLANI partners with global talents to reinvent and re-interpret our core capabilities. United by a shared understanding of quality craftsmanship and honest design principles, we work alongside renowned designers to create contemporary well-built furniture with international appeal.

From hotel lobbies to home offices, our design language is highly attuned to the increasing fluidity of modern living. By balancing timeless craftsmanship and pragmatic design, we strive to help encourage connectivity and serenity in all environments. Our furniture is designed both to stand on their own, as statement pieces or seamlessly blend into their surroundings, forming a soothing backdrop to the things and connections in life that truly matter.



By collaborating with international designers, we strive to challenge our perceptions of design, evolving our practice with fresh eyes and diverse perspectives. With our gaze fixed on the future, L. ERCOLANI looks to new generations for inspiration and enlightenment, combining century-old traditions with innovative technology.







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How a space feels to be in, dine in and work in largely depends on the furniture that inhabits it. To facilitate and encourage moments of concentration and connection, our collection is made up of pieces that enhance a sense of familiarity, imparting a sense of home, heritage and belonging. Whether for work or play, retreating or socialising, our designs will remain relevant, generation after generation, proudly crafted with an enduring sense of heritage and constructed with uncompromising attention to detail.



1. Living



2. Dining



3. Working



# L I V

There is a unique intention in every living space. A certain thoughtfulness in the straight, precise lines of a coffee table, a wish in the curvature of a rocking chair and softly uttered in the wings of a Butterfly Chair. We choose our spaces wisely, favouring those that subtly reveal our desires in soft, emotive cues. Spaces and settings that accentuate the mood, the occasion and the people. A variety of bespoke wood types, finishes and colours allow us to shape the essence of a room, carefully illuminating the mood we wish to convey. We present a cohesive collection of individually expressive pieces, all attuned to a single elegant discourse, as if instruments in an orchestra.

# I N G









Living design requires flexible and highly adaptable solutions, fitting of all spaces. Shown on the page above, the GRADE SOFA by Jonas Wagell, pictured with the IO LONG TABLE by Lars Beller and REPRISE CHAIR by Norm Architects. On the left, the STUDIO COUCH by founder Lucian Ercolani. This versatile piece offers endless opportunities for leisure, rest and entertainment. Above, the MODULO LARGE CABINET by Dylan Freeth features delicate textures made of solid oak with classic finishes like dovetail joints.