

SUBTLE DELUXE

For this year's Salone del Mobile we have taken inspiration from one of our favorite historical moments in modernist art and design – one that still has the power to refresh and surprise.

Our theme of Subtle Deluxe focuses on what comfort means to us today and how we crave it. How do shape, color and the tactile nature of our materials change the mood and meaning of our design? We believe this year's presentation offers our take on glamour – stripped down and smooth, simple, natural and inviting, but engineered and elevated with a new sensibility for color. It is an invitation into a room you think you know but haven't experienced. There are new shapes and new materials as well as familiar styles in fresh and unexpected finishes. We also introduce our concept of indoor/ outdoor dining furniture and our own unique textiles.

When Ludwig Mies van der Rohe and his lover and creative partner Lilly Reich installed Café Samt & Seide at a textile fair in Berlin in 1927, they created a series of connected spaces marked out by hanging velvets and silks. Within each space, visitors were invited to experience radically new furniture. Viewed from above, the abstract curves of the stand in Berlin

represented a piece of design in themselves. Experienced from the ground, the softness and different color of the fabrics created a unique environment, totally apart from the rest of the exhibition hall. This was the starting point for our presentation for 2018.

We love the sensation of intimacy and the gentle sensuality offered by that moment in design history, as much as the technical precision and graphic construction. This season we focus on the beauty of simple, minimal lines and the sensation offered by fabrics and skins. The familiar BassamFellows materials of Walnut, Bronze and leather remain at the core of our work, but this year we introduce a pared-back spectrum inspired by Le Corbusier: Pale Native Umber, Sahara Deep Sand, Pale Sage Green and Black Green. We invite you to explore this expanded world of BassamFellows and make it your own.





CB-59 BICORN SIDE CHAIR AND TABLE

These new pieces are the result of an exciting and challenging collaboration with Isay Weinfeld, who invited us to create designs for a new landmark dining space in New York City. The chairs had rigorous criteria – they needed to be suitable for outdoor use, they needed to be stackable, and they also needed to be in one of our distinctive, beautiful materials. For the

chair and table, we chose carved solid Iroko wood and bronzed stainless steel. This chair is pure BassamFellows: light, with fully integrated elements. The arms are wholly cantilevered and appear to float unsupported, while the metal frame forms a back loop that can be used as a handle to assist with moving. The backrest and seat are both solid carved wood. There is also



an indoor version with a padded, upholstered seat. The matching table uses the same materials as the chairs, with four continuous bent tubes that create the feet for the design, converging into a quad column. The name for our new chair seemed so obvious to us – when we looked at the finished shape, we immediately saw Napoleon’s iconic maritime millinery.





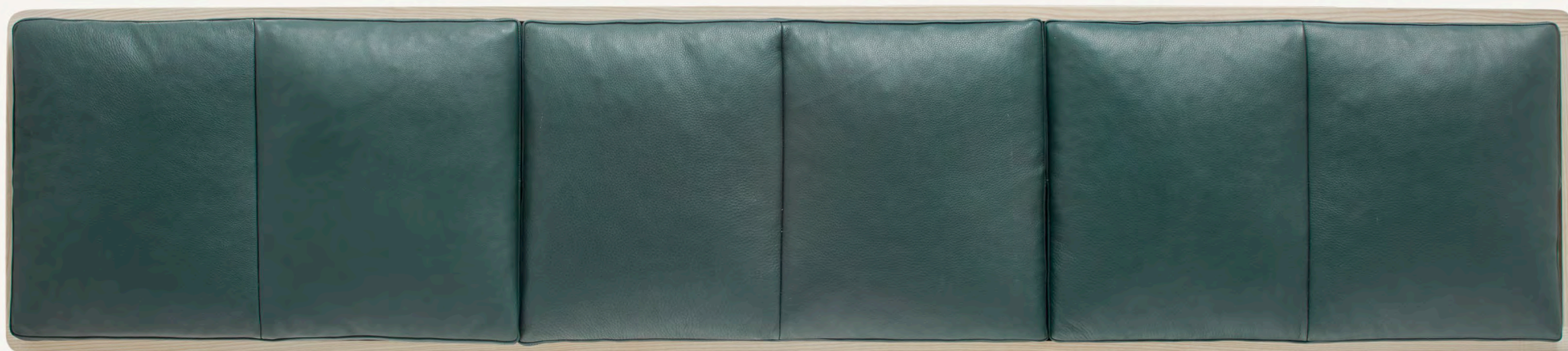


CB-40L DINING BENCH LONG

We see our classic Daybed – described by the New York Times as being “a solitary indulgence” – in terms of definitive BassamFellows product. When we began working on our interpretation of this modernist classic, we knew what it had to have. It needed to offer an instant tactile thrill: the leather needed to be superlative, like nothing you had felt beneath your fingertips

before. Similarly, the solid wood frame needed to be constructed by the best cabinetmakers. This year we have elaborated on the Daybed design by raising the horizontal level to a height that makes it perfect for dining table seating, and narrowing it. Like the original Daybed, it is an immensely practical and incredibly pleasurable piece of design to experience and

live with. We will be showing the new CB-40L in White Ash with our distinctive black green leather, designed to weather year on year and take on a beautiful patina of use. The White Ash used is the product of hours of handcraft – bleached and sealed and finished with the application of liquid Marseilles soap.





CB-55 WEDGE SIDE CHAIR

There is subtle, invisible but crucial architectural detail here. One of BassamFellows' ongoing projects is to create what we think is the most fundamental as well as elegant dining chair, where the detail on the materials used is a key visual component, and the shape is dynamic but feels effortless and light. This new design mixes a visual simplicity with an involved technique:

to achieve the angle silhouette that echoes the physicality of a sprinter at the starting blocks, the chair is supported by a pair of back legs that lean at 70 degrees, in contrast to the simple vertical lines at the front. The backrest is a key architectural aspect – cantilevered and supported by thin wooden armrests sculpted to be wider at the front for function and tapered

away to as little as possible behind. The construction is more complicated than the shape appears – to achieve the elements of negative space and lightness we wanted, we embedded a steel support in the armrest and backrest.



GEOMETRIC SERIES

These pieces made their debut at last year's Salone and represent a paradigm of BassamFellows design. This year we are presenting the Lounge Chair, Dining Table and Daybed in new materials – White Ash, camel leather and Bronze. Again, we feel these pieces reflect our developing ethos of Subtle Deluxe. The shapes are purposely resonant

of Wiener Werkstätte and the Bauhaus – with tubular frames that feel artfully machined and appear partially bare. Each tube creates a single unbroken line that is the unifying force in a single piece of furniture, connected and punctuated by contrasting materials. These are elegant pieces with a studied economy

of structure, but a marked level of luxury in construction and finishing. The Geometric Series is as it sounds – made up of pleasing lines, from the radial pattern in the surface of a table to the arc of a semi-circular headrest cushion.



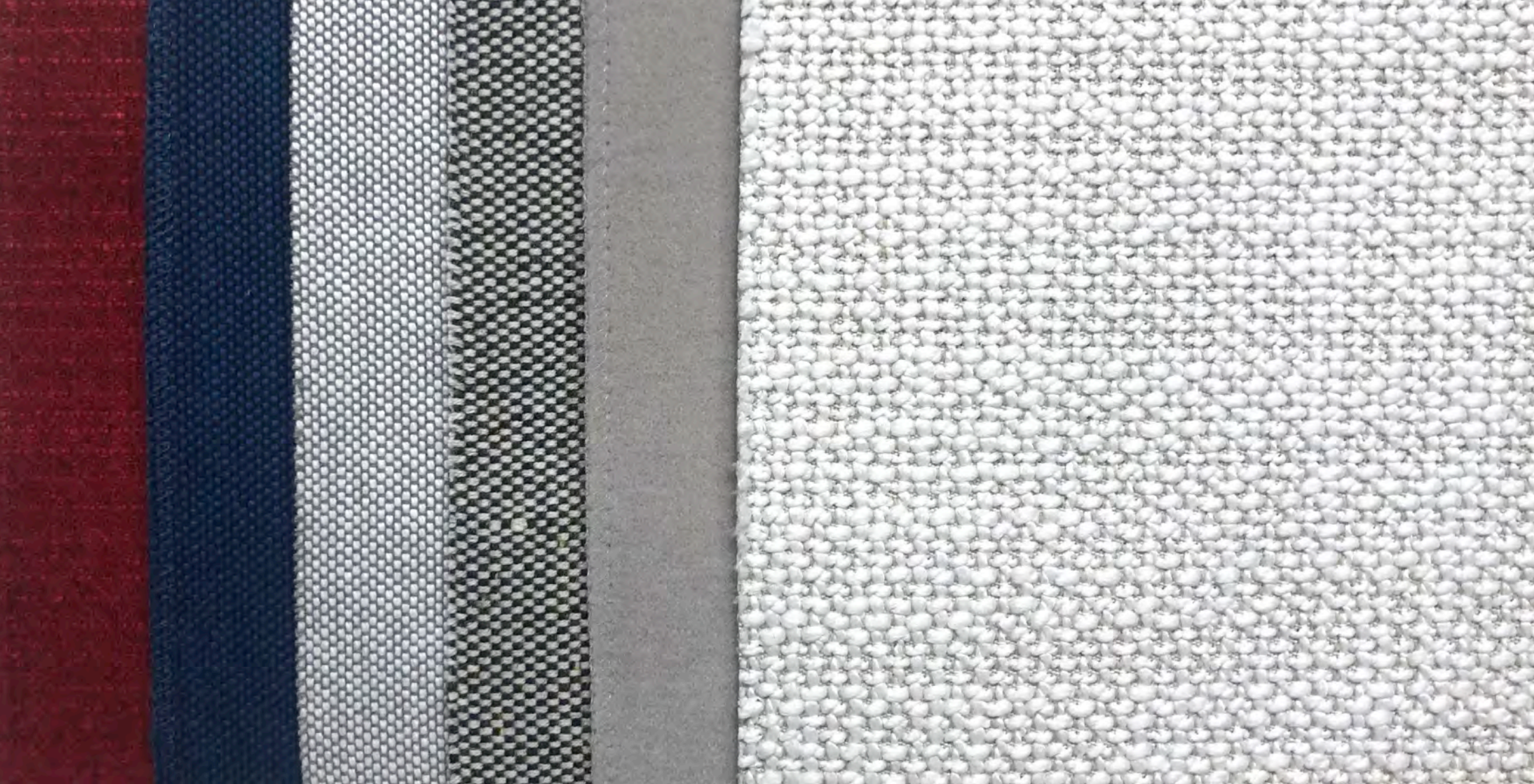
SLING CLUB CHAIR AND OTTOMAN

As part of our attention to color and materials, we are producing two of last year's most successful launch products in new wood and leather. Our Sling Club Chair and Ottoman are shorthand for our Subtle Deluxe philosophy – they are instantly appealing and experiential; they represent pure comfort but they are also architectural. The seats are suspended within

a cubic frame, with reclining backs, and the cushions are dual density foam encased in sumptuous feather-and-down. This is furniture to spend time on, for years and years – these pieces represent what we think of when we think of “home”.

For 2018 the Sling Club Chair and Ottoman are being presented in hand-finished White Ash, and our distinctive natural-grain, supremely soft black green leather.





GEIGER TEXTILES

As well as taking our installation cue from van der Rohe and Reich's Velvet Café, we are delighted to present our own range of textiles in collaboration with Geiger. When it comes to industrial design, fabric is fundamental. What does it mean to create a truly modern textile? Working in the medium of flat material, evaluating texture and color through meticulous pigmentation and

weave, strips back the BassamFellows aesthetic to something totally pure. This extensive range of fabrics and colors is who and what we are. We are these reds, blues, blacks, greys and graphic patterns.

CRAFTSMAN MODERN

For 15 years Craig Bassam and creative director Scott Fellows have been redefining American luxury with their own unique modernist philosophy of “Craftsman Modern”.

Building on successful careers in luxury and design, they are responsible for a growing collection of furniture whose distinctive style matches the most elevated craftsmanship to architectural rigor and sensual minimalism. They create aspirational products that will last generations for real, modern lives.

From the outset, Bassam and Fellows had a unique idea of what a lifestyle brand could be. They aspired to an intelligent lifestyle vision. Their work would be inspired by early modernism and its appreciation for the natural environment, and be infused with the resonance of classic craftsmanship. Their work would also, crucially, be built to last – it would be an artful riposte to and rejection of the disposable nature of what architect and writer George Nelson described as “Kleenex culture”.

This clarity of vision manifested itself in the company’s first collection, which debuted at the 2003 Salone del Mobile in Milan. The pieces included the seminal solid timber ‘Tractor’

stool, a contemporized version of an old Swiss tractor seat. The finished piece artfully married two disparate aesthetics: the rigorous authority of architecture and the honest, humanistic character of the handmade.

BassamFellows has focused on forging relationships with the world’s leading artisans and craftspeople. BassamFellows’ work – which ranges from architecture and interior projects to fashion and accessories – is distinguished by these important collaborations and the emotional connection created by products that are genuinely completed by hand.

In 2018 the BassamFellows company will move into its new headquarters, in Philip Johnson’s 1952 Schlumberger Administration Building, marking the completion of an 8-year project to buy, restore and repurpose this landmark building in Connecticut.



SCOTT FELLOWS

BassamFellows co-founder Scott Fellows is one of the most innovative creative directors working today. Merging extensive expertise in business and brand strategy with the instincts of a designer, Fellows has worked with some of the world's most recognized brands.

Known for his natural instinct for strategy and product development, Fellows has achieved successful rejuvenated brand identities for Ferragamo, Bally and Herman Miller. In 2013, Fellows partnered with architect Craig Bassam to launch BassamFellows, a new kind of American luxury company grounded in the principles of irreproachable craftsmanship, architectural rigor and sensual minimalism. Since the company's inception, BassamFellows' rigorously crafted aesthetic, which celebrates objects as timeless and rich in provenance, has achieved international recognition.

CRAIG BASSAM

BassamFellows co-founder Craig Bassam is an architect who designs interiors, furniture, lifestyle products and homes. As the company's chief designer, Bassam is responsible for BassamFellows' celebrated Craftsman Modern aesthetic, applied across a collection of exceptionally crafted furniture and home and personal accessories.

Bassam's affinity for early modernism – its restrained beauty, simple proportions and rigorous craftsmanship – informs much of his designs. The architect and designer works like a classic modernist, producing total environments where architecture, interiors and furniture coalesce to complete a fully integrated experience.



CONTACTS

BassamFellows Inc.
New Canaan, CT
info@bassamfellows.com
Phone +1 212 941 5900

Corporate Office
Julie Stern
jstern@bassamfellows.com
Phone +1 212 941 5900

BassamFellows Lifestyle Gallery
Via Varese 14
Milan, Italy
Phone +39 02 36709465

European Sales Office
Hugo Kozlovsky
hkozlovsky@bassamfellows.com
Phone +39 391 3070507

bassamfellows.com

PRESS

Renate Janner
mail@renatejanner.de
Office +49 40 533 083 46
Cell +49 171 972 09 01