

LOOKBOOK

vol. 3



DESIGN FEATURE

DOWN UNDER

Introducing Hurdle, a new seating line from our collaboration with Australian design studio Dowel Jones.

NEW PRODUCTS

EXPRESS YOURSELF

Harper's versatile design is a blank slate for your creative ideas. We tried 10 looks. Now show us yours!

OUTDOOR DINING

OUT & ABOUT

Rain or shine, the patio is open for business thanks to Opla, our new outdoor seating collection from Italy.

MATERIALS + FINISHES

COLOR CRAZE

Our palette of colors and materials has expanded again. Take a peek at some of our fresh new looks!

LET'S STIR THINGS UP

An innovative twist. An unexpected pair. All it takes is a few new ingredients to make everything seem fresh. This season, we're invigorating our lineup with new product lines, updated colors and finishes, unlimited customization options, and a dynamic new partnership with the up-and-coming Australian design duo Dowel Jones. The options are endless.



NOW FEATURING

OPLA

Join us on the patio.

REECE

Wide open to interpretation.

LEO

Rock the house with modern metal.

SADIE II

Get the skinny on Sadie's new look.

HURDLE

Our first leap into the land down under.

HUGH

Farm to table.

BROOKE

Let's play dress-up.

TILLY

My cup of tea.

HARPER

Any way you want it.

BRADY

It's still hip to be square.

HARPER

EXPRESS YOURSELF

Harper outlines the possibilities and lets you fill in the rest. Start with a comfy wood or laminate shell. Get creative with colors or upholstery. And match it up with a steel base to create a one-of-a-kind look that's unmistakably Harper, and indisputably yours.

Designed by Joey Ruiters

HARPER X-BASE CHAIR
Ink Black frame
Upholstery: Ultra Fabrics,
Distressed Brisa, Mohave

ORBIT TABLE
Ink Black frame
Nero Marquina stone top





BROOKE

PLAY YOUR PART

Brooke's wooden frame provides a versatile backdrop for dozens of distinctive looks. Whether you choose all wood or dress it up with upholstered seats and backs, its strong silhouette has the confidence to take on any role you have in mind.

Designed by Tim Stoepker

BROOKE STOOL
Kona wood finish
Upholstery: DesignTex
Heather Goldenrod 3473-202

CANTILEVER TABLE
Ink Black frame
Wilson Art, Mack Ave. Concrete
Y0374-60 laminate top



REECE

WORK THE ROOM

With its petite scale and factory-inspired steel frame, the Reece Chair is small but mighty. Kick it old-school with a wooden seat and back, or go modern with an upholstered seat, back, and a pop of color. No matter how you finish it, the sweet-looking Reece is ready for overtime.

Designed by John Kaloustian

REECE CHAIR
Clockwise from top left:

Cobalt Blue frame, Kona wood finish,
Upholstery: Burch, Reserve 1007776, Steel

Copper Brown frame, Aspen wood finish

Graphite frame, Acorn wood finish,
Upholstery: Maharam, Slumber, Turtledove

Gloss White frame, White wood finish,
Upholstery: Kvadrat, Canvas 466185-984

HUGH



TURN BACK TIME

The Hugh Chair takes its cues from the classic Windsor—and reinvents that style for the 21st century. Hand-turned spindles on the back meet smooth planes at the seat, adding up to a clean, modern look that's fresh, familiar, and fair game for any color or finish.

Designed by Grand Rapids Chair Company

HUGH CHAIR
Honey wood finish

BRADY TABLE
Ink Black frame
Aspen wood finish



MAKE AN ENTRANCE

A little daring and a lot of open space mean everyone's eyes are on Tilly. Its solid wood frame and offset backrest add up to an intriguing design that's both sturdy and lightweight, and your choice of heights, colors, and seat materials let you tailor its graceful form to fit any room.

Designed by Robert Stadler

TILLY CHAIR
Kona wood finish
Upholstery: Stinson,
Manchester 62857, Stonehenge

TILLY BARSTOOL
Aspen wood finish
Upholstery: Stinson,
Manchester 62859, Eton

TILLY

BRADY



CORNER THE MARKET

Brady offers proof that plane geometry is anything but plain. Its steel legs, wood seat, and backrest are crisp, modern, and versatile, letting you plan dramatic runs of right angles or echo a square accent table, as shown here.

Designed by Grand Rapids Chair Company

BRADY CHAIR
Gloss White frame
Acorn wood finish

BRADY PEDESTAL TABLE
Cobalt Blue frame
Custom Designed Formica laminate top



GRAND RAPIDS CHAIR x Dowel Jones

Sometimes the spark you need is right in front you—and sometimes, it's halfway around the world. When Grand Rapids Chair Company went searching for something to inspire their next collection, they found just what they were hoping for in the quirky, modern designs of the up-and-coming Australian design studio Dowel Jones.

At left:

Dowel Jones is an Australian design studio led by Adam Lynch (left) and Dale Hardiman (right). They've been designing commercial furniture, lighting, and objects since 2013.

Below:

Made from steel tubing and white oak, Hurdle is the first product from Grand Rapids Chair Company x Dowel Jones.



TAKING THE LEAP WITH HURDLE

Founded in 2013, Dowel Jones is led by designers Dale Hardiman and Adam Lynch, who began working together in college. The award-winning duo takes their name from their first product, Mr. Dowel Jones, a flat-pack tripod lamp that allows people to assemble their own lamp using a simple kit of wooden dowels and rubber components.

These days, Hardiman and Lynch create several lines of furniture and objects in their Melbourne studio. Their playful, minimalist designs have been featured in forward-thinking installations around the world—which is how they caught the eye of Grand Rapids Chair Company.

Dean Jeffery, GRCC's director of marketing, said, "I discovered Dowel Jones on social media and fell in love with their brand and creativity. Their products are simple and very memorable, and throughout my the research and trendspotting, Hurdle was the common denominator in the spaces that piqued my interest."

Jeffery instinctively felt that Hurdle would be a good fit for GRCC. "When you look at the collection, it truly aligns with Grand Rapids Chair Company's passion for modern, simplistic furniture with personality, which is why it felt like such a natural collaboration," he said. With half a world between them, he reached out via Skype and finally came face-to-face with the duo at Salone Di Mobile in Milan last April. The two companies agreed to collaborate and introduced Hurdle, the first GRCC x Dowel Jones collection, to the North American market in June, 2017.

"As a young studio, we're incredibly happy to partner with a company with a 20+ year history producing locally manufactured, high quality furniture," said Dale Hardiman, co-director of Dowel Jones. "The partnership not only means that our product will be readily available in North America, but the partnership with Grand Rapids Chair Company has allowed us to continue to develop the personality of the ever-growing Hurdle Collection."

A JUMPING-OFF POINT

Like so many other successful designs, Hurdle owes its existence to serendipity. While working on a design for another product, Lynch and Hardiman were struck by how much a bent steel tube looked like a track and field hurdle. In a matter of months, they had designed a whole collection around that distinctive silhouette.

The Hurdle family currently includes the Half Hurdle Chair, low Hurdle Stool, Hurdle Counter Stool, and Hurdle Barstool, all featuring a sturdy, yet lightweight, steel frame and rounded, rectangular White Oak seat. The frame can be finished in 30 colors, including metallics, neutrals, and brights, allowing designers to tailor the look to a variety of dining environments. Custom colors are also available upon request.

"Teaming up with an Australian design partner lets us tap into a different kind of energy with a more global flavor. Australia has always had a vibrant design community, and we're excited to celebrate their unique perspective by partnering to bring Hurdle to North America," said Jeffery.

Hurdle may be the first collaboration between Grand Rapids Chair Company and Dowel Jones, but judging by the response, it won't be the last. As Jeffery noted in his own trendspotting research, the stripped-down aesthetics and versatility of Dowel Jones designs have a knack of fitting in anywhere. Today, Melbourne. Tomorrow, North America.

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DALE HARDIMAN, CO-DIRECTOR OF DOWEL JONES

HALF HURDLE CHAIR
Salmon Orange Finish
Natural Wood Finish (on American Oak)



Shown:
HURDLE BARSTOOL
White Gloss Frame
Natural Wood Finish (on American Oak)

HURDLE

TAKE A LEAP

Hurdle takes steel tubing over the top with a playful, A-frame base design. A pop of color on the legs elevates the simple wooden seats, and a family of options ranging from stools to chairs offers plenty of ways to raise the bar.

Designed by Dowel Jones

From left to right:

HALF HURDLE CHAIR
Honey Yellow frame
Natural wood finish

HURDLE BARSTOOL
Copper Brown frame
Natural wood finish

HURDLE COUNTER STOOL
Dusty Blue frame
Natural wood finish

HALF HURDLE CHAIR
Gloss White frame
Natural wood finish

HURDLE STOOL
Ink Black frame
Natural wood finish



OUTWARD Bound

Why should indoor spaces get all the love? Say ciao to Opla, our new patio collection fresh from Italy. With its graceful all-weather metal form, it's equally welcome indoors or out. Que bella!

Below, left to right:

OPLA OUTDOOR ARMCHAIR
Gloss White frame

OPLA OUTDOOR CHAIR
Ink Black frame

OPLA OUTDOOR TABLE
Gloss White frame

OPLA OUTDOOR ARMCHAIR
Ink Black frame



OPLA

CROSS THE LINE

Criss-crossed wires add a graphic element to Opla while letting the sunlight shine through. The steel tubing is lightweight but durable, making it easy to pull up a chair, stack extras out of the way, or gather around a table for cocktails and conversation.

Designed by Imperial Line

From left to right:

OPLA OUTDOOR CHAIR
Alloy Silver frame, Quick Ship

OPLA OUTDOOR ARMCHAIR
Honey Yellow frame

OPLA OUTDOOR TABLE
Gloss White frame

OPLA OUTDOOR CHAIR
Honey Yellow frame



SADIE II

GET SCHOOLED

Revamped for 2017, Sadie II now has a svelte new shape that fits easily around a table. You'll find the same schoolhouse-inspired design of the original Sadie, recreated in a narrower footprint that's comfortable mingling anywhere.

Designed by Joey Ruitter

From left to right:

SADIE II BARSTOOL
Honey Yellow frame
Storm wood finish

SADIE II CHAIR
Dusty Blue frame
Dune wood finish

SADIE II CHAIR
Copper Brown frame
Parchment wood finish
Upholstery: Designtex,
Bute Lewis, Chickadee

SADIE II BARSTOOL
Grey White frame
Black No Grain wood finish
Upholstery: Maharam,
Drift Leather, 001 Swoon



LEO

FLASH YOUR GRILL

Steel bars line up across Leo's back, creating a sturdy, open form that feels bold and modern. Pair it with a wood or upholstered seat and a splash of color, and you're guaranteed to light up the room.

Designed by Joey Ruiters

From left to right:

LEO CHAIR
Pebble frame
Canyon wood finish

LEO CHAIR
Graphite frame
Natural wood finish

LEO CHAIR
Copper Brown frame
Cocoa wood finish

LEO CHAIR
Pebble frame
Beetroot wood finish



ONE CHAIR 10 ways

High. Low. Sophisticated. Playful. Wood. Laminate. Upholstery. Bold. Natural. X-base. 4-leg Base. A-frame. We've shown you just a few of the ways we can picture Harper. Now show us yours.



TAKE FIVE

Kick back and unwind with the Harper Lounge, the chilliest member of the family. Wide, low, and built for comfort, it's ready and waiting to join the conversation.

Designed by Joey Ruitter

Shown above:

HARPER LOUNGE CHAIR
Ink Black frame
Upholstery: Maharam,
Cotton Velvet 016



HARPER BARSTOOL
Cobalt Blue frame
Cocoa wood finish
Upholstery: Camira, Hemp, Oat



HARPER X-BASE CHAIR
Cement Grey frame
Parchment wood finish
Upholstery: Kwadrat, Divina 460730-246



HARPER CHAIR
Copper Brown frame
Parchment wood finish



HARPER LOUNGE CHAIR
Grey White frame
Nutmeg wood finish



HARPER CHAIR
Honey Yellow frame
Storm wood finish



HARPER X-BASE STOOL
Pebble frame
Upholstery: Camira, Aquinas,
Aniseed JA427



HARPER X-BASE BARSTOOL
Copper Brown frame
Laminate: Wilsonart, 5th Ave. Elm



HARPER COUNTER STOOL
Dusty Blue frame
Upholstery: CF Stinson,
Respite 62387, Flannel



HARPER X-BASE CHAIR
Mirror Silver frame
Upholstery: CF Stinson,
Scout SC060

WE KEEP IT REAL

We believe that quality materials elevate good design. That's why we make our furniture with real steel, genuine wood, gorgeous laminates, luxurious fabrics, and an ever-expanding palette of finishes—including eight new powder coat colors we're introducing this year. Have a custom material, fabric, or finish in mind? Bring it on, and we'll bring it to life.

FRONT AND CENTER

Shown on the front cover, clock-wise from left:

BROOKE CHAIR
Dune wood finish
Upholstery: Carnegie,
Hashtag 6478-38

Kona wood finish

Acorn wood finish
Upholstery: CF Stinson,
Manchester, Madiera 62862

