



DAVID SEARS
DESIGN

*Architecture & Sustainable
Modern Furniture*

DAVID SEARS DESIGN'S U.S.-MADE "CUBE FURNITURE COLLECTION" HIGHLIGHTS AN ARCHITECT'S EYE TOWARDS ECO-DESIGN, USER-FUNCTIONALITY AND EASY MODERN ELEGANCE

LINE CELEBRATES CONSTRUCTION, LOW ENVIRONMENTAL IMPACT

FOR IMMEDIATE RELEASE

Contact:

Agnes Gomes-Koizumi / 323-937-5488 tel
agnes@agkmediagroup.com

Arlington, MA (November, 2008) –Architectural designer David Sears looks at a stack of cardboard boxes and sees a simple, yet elegant line of furnishings, while most people see ... moving boxes. David Sears Designs' debut line of furnishings, the "Cube Collection", sprang from just that, a cube cardboard box which became the basis for the five initial pieces. But it's in the details of the specially-engineered construction and the materials, where Sears' U.S.-made pieces become symbols of modern eco-design: chic sustainability and high functionality within a high-end market.

"My inspiration for the collection is the cube, an inherently modular form," said David Sears. "The cube shape is the basis for all the pieces, it's where the details and proportions were worked out, and where the design for the other pieces developed. In some cases the dimensions of the furniture were stretched to accommodate function but the concept in which the designs were developed was a modular system. I was focused on a highly efficient system that could be both functional and aesthetic in form. This is an architectural principal and one with which I have a long standing curiosity."

The Collection is comprised of a coffee table, a console, a side table and two "cubes", all of which are customizable in color and scale. While many recent trends have favored curved styling, Sears' pieces celebrate finely designed rectilinear forms, carefully proportioned and with an architect's eye toward longevity and durability. The corner box joints, for example, emerge from a digital manufacturing technology, using a 5-axis cutter to create a connection with the plywood that is both structural and can highlight the fine lines of the individual plys.

The materials Sears chose for the "Cube Furniture Collection" were influenced by his architectural training and his gleaned engineering experience — knowledge attained during time spent in construction as well as being mentored by noted industrial designer Shaun Jackson. The collection uses 9-ply hardwood-core plywood, a premium version over the typical 3 to 5-ply cabinet grade plywood. His 9-ply selection provides fine veneer lines along the edges, accentuating the rectilinear forms, and is also comparably strong to a bulkier solid piece of wood. Aesthetically, the dyed figured maple doors highlight the geometry of the beargrass cube, big cube and the low console and the beargrass inlaid resin panels simulate the flow of the natural wood grain.

Through Sears' selection of what he calls "high-end plywood" over traditional casegoods wood options, he is, in effect, elevating a material that has historically been considered a lower-end material to the high-end market. The use of his plywood, a 9-ply and hardwood-core ply develops a signature detail in the

- more -

alternating veneer pattern of the corner box joints and the exposed plywood veneer lines along the edges. The exposed birch and alder hardwood–core veneers along the edges reflect a fine level of detail and enduring design that directly reflect the finesse of Sears’ designs.

Sears also keeps an eye on lowering the Collection’s environmental impact. Primarily, the production process [due to the 5-axis cutter technology] is an energy- and materials-efficient system. The maple, figured maple veneer and plywood are all FSC-certified. No toxic formaldehyde glues are used.

An accomplished architectural designer, Sears has been recognized by the prestigious Wallenberg Competition. He admires the structure and detail of architects like Norman Foster and Renzo Piano. And his earlier work in construction – renovating period houses – and woodwork led him to design furniture with clear modern forms. Sears showed a special credenza design with open steel frame at ICFF 2007 to launch David Sears Design.

ABOUT DAVID SEARS DESIGN

David Sears Design founded in 2006 is committed to modern furniture designs that are beautiful, intelligent and environmentally responsible. Principal David Sears brings superb design into homes and offices through furniture that connects people with their environments by exploring new materials and ideas, most recently - notions of modularity. The designs are marked by clear modern forms and striking connective joints. DSD is based near Boston, MA, and the line is manufactured in the USA. For more details and to see the portfolio, www.dsearsdesign.com

###