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LORI PINKERTON-ROLET

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FROM ACROSS THE OCEAN

Bernhardt Design's Global Collection looks set to make waves in Milan



QUINTESSENTIAL PRODUCTS

Remy by Jeffrey Bennett (above left) and Fly by Yves Behar (above right), both forming the Global Collection, featuring this year's Milan show. Right: Bernhardt Design creative director Jerry Helling



The whole world seems to arrive on Milan's doorstep each April for the furniture fair but if you can snatch a moment to reflect on the exhibitors while you're there, you'll probably realise that the world's largest economy isn't especially visible. Arguably, the world's largest furniture event is dominated by companies from all over Europe who probably spend more time looking east than they do looking west.

Bernhardt Design's arrival at the show is likely, then, to cause a stir. It may not be the beginning of a mass invasion just yet, but it is certainly interesting that this 119-year old North Carolina company has decided to take on the Europeans at their own game. Bernhardt's Global Collection - 12 contemporary pieces by 10 internationally celebrated designers - will be launched in Europe. This is the brainchild of creative director Jerry Helling, who has been developing the company's contemporary design portfolio for over ten years. Helling's first collaborations were with designers such as Ross Lovegrove, whose magnesium 'Go' chair caused a real stir when it was launched at ICFF in New York in 2001. Helling has built a reputation for Bernhardt and the Global Collection marks a turning point in that process.

Helling's brief for the 10 designers was to create the quintessential product. Helling

wanted them to focus on the product (none of the designers knew who else was working on the project), defining and refining their idea of what would constitute the perfect dining chair, the ultimate stool, the essential armchair - to create a collection of pieces that could be used in any context. The 10 include Arik Levy (who has designed a sofa), Cul de Sac (a chair) and PearsonLloyd (also a chair). Helling hopes to add a new piece from Arik Levy by September.

As well as identifying and briefing the designers, Helling has also found a European business partner in Danish furniture company Danerka, which will manufacture, assemble and distribute the product in Europe. Some parts, shipped from the US, will be assembled by Danerka's team, trained by Helling.

'I believe that the concept of creating things of permanence is often overlooked in discussion about being responsible environmentally,' Helling asserts. 'Dialogue often seems to focus on recycling, rather than creating products that will stand the test of time.'

Having resisted coming to Milan for years, Helling is quietly confident: 'I have a gut feeling about this. Anyone can market well, but we need to perform well. This is a new and different way of presenting a collection.'

www.bernhardtdesign.com



PEOPLE & MOVERS

New faces at woodwork and masonry organisations; changes at Barlow Tyrie



The British Woodworking Federation (BWF) has made three new appointments and promoted **Ruth Soundarajah** from her role as manager of the Wood Window Alliance to BWF marketing director. **Malcolm Dyer** joins as marketing manager for the BWF-Certifire Fire & Door Scheme and has 29 years experience as a retained fire officer. **Ruth Oloyede** is marketing manager for the Wood Window Alliance and **Leah Williams** has been appointed as training manager for the WITForum.

Mike Leonard has been appointed as director at the **Modern Masonry Alliance** which represents the whole supply chain for masonry building in the UK. Mike has over 25 years experience in the sector including Thermalite and Marley Building Materials.

Furniture manufacturer **Barlow Tyrie** has taken on a new customer service manager, **Orpha Griffin**. Orpha, who is fluent in five languages and is a graduate of the University of Gent, will oversee UK and international logistics.

The company also promoted **James Tyrie** to the position of director at Barlow Tyrie and have now recruited **Costas Kyprianides** to replace his previous role as sales manager. Costas has previously worked for Gloster, Hitachi and Denby Pottery.