

Press release

The new FRAMES chairs & armchairs Jaime Hayon



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Technical information

Design year: 2019
Product Category: Chair
Environment: Indoor
Materials: Rattan
Dimensions: 22.5" x 22.5" x 33"
Colors:



For further information

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Serendipity was the hand behind the quill. It gathered designer and brand and enlisted both in this venture project involving just one component. Skin and bones, all made of rattan, a radically modern material yet handcrafted according to a long standing tradition.

FRAMES collection was introduced to society on the occasion of the International Furniture Fair of Milan in 2014 and captured from the very beginning the attention of both media and general public. After four years of development work, Expormim increases the collection with a new chair and a new dining armchair, conceptualized for small and coquettish spaces, along with a low armchair. Thanks to its charm - a mélange of rusticity and temperate elegance - and to its plain but sophisticated aesthetics the collection is poised to become a contemporary classic.

FRAMES writes a new chapter of an old story: that ancient tale of craftsmanship and tradition, but within a new framework which deals with the material from the cheerful and insouciant perspective Hayon embodies so convincingly.

About

The fusion of craftsmanship and passion is the hallmark of all our furniture. Since its founding in 1960, Expormim has never stopped trusting the craftsmen who continue to transmit their knowledge from generation to generation. Their skills and know-how, acquired after years dedicated to this noble profession, are undoubtedly our greatest secret to keep producing unique and exclusive pieces of furniture.

Already three family generations have been managing the company. To the creative and enterprising character of its founder were subsequently added the investigative and innovative eagerness of his son and the will of modernization, change and commitment to the future of his grandchildren, currently at the helm of Expormim.

The enhancement of rattan and the development of highly technical outdoor collections in cooperation with renowned architects and designers such as Oscar Tusquets Blanca, Benedetta Tagliabue, Jaime Hayon, Manel Molina or Mario Ruiz are largely responsible for the increasing success of our products.

It is our decision and our essence to stick to our roots but go global, to combine tradition and innovation, to deliver beautifully hand-crafted products that fit in all contemporary spaces and always without losing a hint of authenticity. Our catalogues are made up of original pieces for indoor and outdoor use, committed to environmental sustainability, quality and good design. That is how they have quickly depart the intimacy of the household to be included in more and more contract projects, such as luxury hotels and restaurants, chic cafés and gastropubs and exclusive public and private events. There is not a single day that goes by that we do not strive to improve. And true to these few but strong convictions we expect to be around at least for another half century.