

Memo Furniture launches Chord Tables, designed by *Standard Issue*

Chord Tables brings together material compositions, striking in their simplicity and richness.

Seattle, WA September 2019

Seattle-based design company, [Memo Furniture](#), is excited to announce the launch of Chord Tables - their first collaboration with Brooklyn-based, multi-disciplinary design studio Standard Issue. Available in personal, side, and coffee tables sizes, Chord can be ordered through commercial furniture dealers across North America.

‘Materials Landscape’ concept drives a new visual expression.

In developing the concept for Chord, Standard Issue sought to express materiality under a new methodology. Creative Director and co-founder, Michael McGinn reflects, “We employed a thematic idea for Memo called “materials landscape” — the ability to create a composition of color and texture within a single object.”

Standard Issue’s creative use of materials in a 1/3 - 2/3 composition brings a fresh and innovative approach to the Tables category. Chord’s material offering allows for endless combinations and surprising pairings; even an open tray option that enables storage for personal items like keys, phone, etc. Frames are available in nine powder coat colors, while surfaces can be chosen in a wide variety of materials, including wood, quartz, and Forbo linoleum. “Working with a rich materials palette and allowing for a certain amount of serendipity were also important ideas that dovetailed nicely with the materials landscape theme. This was the point of departure for Chord,” says Standard Issue designer, Henry Julier.

With Memo’s aptitude for craft and production, Chord has been realized with a high level of consideration for repeatability and quality - allowing the design vision to remain intact in spite of commercial pressures. “Developing designs with Memo has been very fulfilling,” McGinn notes. “It’s nice to work with a client who revels in the minutiae of product development, understands the possibilities inherent within a manufacturing process, shares insights into the marketplace and is willing to have their assumptions challenged. Mostly it’s great to be challenged.”

Material compositions reflect Memo’s Pacific Northwest locale.

Memo’s desire to produce designs that honor the essential require that materials and finishes are refined and well-matched to the Memo brand. Chord’s materials were also intended to tell a story about Memo’s roots in Seattle. “The ability to pair contrasting, natural materials - metal, wood, stone - is a nice metaphor for the Pacific Northwest, where mountains, ocean and the man-made meet in memorable ways,” states McGinn.

Memo and Standard Issue build on shared histories.

McGinn and Sharon Gresh, founders of Standard Issue, formed a relationship with Memo Creative Director, Dave Simon, while consulting for Herman Miller, where Simon worked prior to founding Memo. The Brooklyn design house first worked with Memo to design their logo and identity system. A product design brief then followed, which ultimately led to Chord. “Standard issue’s work with premium design brands and the combined talent of their team, made them a great candidate to respond to our brief. Our prior work relationships further set the stage for the trust, discourse, and tough decision-making required when seeking to achieve great design,” says Simon.

For immediate release
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memo

About Memo Furniture:

Memo is a Seattle-based design company, founded in 2018, serving the contract furniture market. They work with accomplished designers from around the world to create furniture for shared and transitional interior spaces across work and life. They design, manufacture, and sell, a portfolio of seating, tables, and casework with modest custom options. Memo aims to create designs that enhance the human experience by honoring the essential.

Download print-quality images of Chord on Memo's press page: www.memofurniture.com/press

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Learn more about Memo's background, philosophy, and team here: www.memofurniture.com/company