

## Seattle-Based Memo Furniture Debuts at Helsinki Design Week 2019

*The Chroma Collection by Harri Koskinen presents a vibrant approach to Lounge Seating*

Seattle, WA September 2019

North American design company, [Memo Furniture](http://www.memofurniture.com), is honored to present their first collaboration with Finnish design icon Harri Koskinen. Memo's Chroma Collection will be on display during Helsinki Design Week 2019.

### ***Koskinen's collaborative process combines with Memo's entrepreneurial spirit.***

In working with Memo, Koskinen formed a close partnership that allowed his contemporary design sensibilities to marry with Memo's appetite for authenticity within the North American market. The process involved a design and development effort that embodied Memo's entrepreneurial culture and Koskinen's collaborative mind-set. "Since [Memo] is a young brand, they have a lot of space to be progressive and take risks. Chroma was my contribution to that space, based on our dialogues." – Harri Koskinen.

### ***Helsinki and Seattle cultures are a natural fit.***

Koskinen's practice as a Finnish designer fit well with Memo's Pacific Northwest setting, allowing for alignment around ideas such as material expression, an appreciation for nature, and innovation. "Seattle's Nordic heritage and culture of invention mixed perfectly with Harri's Finnish tradition. This really set the stage for close alignment of design ideas and sensibilities between us." – Dave Simon, Creative Director - Memo

The Chroma Collection consists of a Lounge, Ottoman and Tables. Chroma Lounge is offered in Swivel and Sled-base styles, while the tables are offered in two heights with three top sizes. Chroma's bold lines, nature-inspired colors, and simple upholstered forms create dynamic shape and color stories that enrich the human experience. It is an ideal offer for creative work in professional environments and for shared and transitional spaces across commercial interiors.

#### **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 that exist 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.

**Harri Koskinen and Memo's Creative Director, Dave Simon, will hold a press event on Tuesday 10 September at 11am, at Saarniemenkatu 8 kulmaovi / corner door.**

The public can view Chroma during Helsinki Design Week at Saarniemenkatu 8 kulmaovi / corner door, Tuesday 10 Sept. 12-6p or Wednesday 11 Sept. by appointment.

Download high-quality images of Chroma on Memo's press page: [www.memofurniture.com/press](http://www.memofurniture.com/press)

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Learn more about Memo's background, philosophy, and team here: [www.memofurniture.com/company](http://www.memofurniture.com/company)