

FOR IMMEDIATE RELEASE

Memo Furniture and Carole Baijings Studio for Design partner to create Candy.

Designed to infuse interiors with both function and beauty, the Candy Collection elevates space through an emotive approach to Lounge Seating.

04 June 2025 - Seattle-based design company Memo Furniture and Amsterdam-based designer Carole Baijings have launched Candy, their first collection together. Candy is an expressive Lounge Seating collection comprised of sweeping modular curved, straight and end segments.

Human Connection - Amidst the return to office movement emerges the increased need for furnishings that connect at a human level - bringing not only accommodation, but also beauty and emotion. With Candy, Carole Baijings Studio for Design has created a solution that is not only seen but felt. "The emotive quality of Candy is a perfect fit for Memo's brand. We strive to help create interiors that humans truly want to be in and around, creating elevated experiences comparable to those in homes, cafes, and co-working spaces," says Dave Simon, Memo's Managing Partner and Creative Director.

More Than Just a Name - The name Candy captures the emotional intent behind the design. "When you see it, it makes you smile". For Baijings, the object should feel both beautiful and purposeful: "In our world, sometimes beauty is underrated... it's so nice if you have a beautiful space, within which you can put a great object that's not only functional but also beautiful". The visual composition of Candy also reflects Baijings' colorist sensibilities. Rather than treating color as a secondary element, it plays an integral part in the design, allowing the expression of color to interact with form and material in a naturally cohesive manner.

Like-Minded Design Values - When Memo approached Carole Baijings to develop a new modular lounge, they sought something sculptural and unique, with all the familiar benefits of the modular lounge category. Baijings proposed an expressive seating system borne from a hands-on design process, and a shared commitment to material clarity, performance, and delight. From the start, Memo and Baijings also pushed for a modular approach that would offer flexibility and ease of use. "With Candy, we made the elements useable in any position. Each side is finished, allowing for configurations different than what may have originally been conceived," Simon explains. This construction detail not only simplifies manufacturing but also opens-up a range of layout possibilities across different environments.

A Few Firsts - Candy represents new horizons for both designer, and studio. For Baijings, Candy is the first sofa project she took on at her new personal studio. Speaking of the opportunity, she stated, "It's always an honor when people give you an assignment, and they trust you to complete it". Likewise, Simon of Memo Furniture described the collaboration with Baijings as a notable next chapter for Memo. "To date, Memo's portfolio has been focused on small collections and singular objects. This partnership, and the Candy collection as a whole, mark the growth of Memo's portfolio into the Seating System category, offering more choice and application possibilities for our customers". Memo's offering strives to provide inspiring solutions for social and shared space, and Candy substantially adds to this scope.

About Carole Baijings Studio for Design

Carole Baijings is a champion of the “atelier way of working”—hand-mixing colors, developing her own materials, and crafting models to achieve distinctive designs. She is widely regarded as one of the most exciting, innovative, and dynamic industrial designers in Europe. A self-confessed perfectionist, her work -which includes ceramics, glassware, textiles, furniture, and electronics - is distinguished by a carefully considered use of color, pattern, and graphic elements. Throughout her career Baijings has partnered with numerous industry-leading brands and her work is featured in prestigious art institutions around the globe.

About Memo Furniture

Established in 2018, Memo is a Seattle-based design company serving the North American contract market. Memo works with accomplished designers around the world to create furniture for social and shared spaces. Motivated by design’s ability to positively affect the human condition, Memo believes that when distilled to its essential characteristics, design can enable a deeper connection to an object’s fundamental qualities, bringing us closer to the things that provide meaning and fulfillment. Each of Memo’s products embody this philosophy, resulting in solutions that provide joy, inspire, and nurture users across work and life.

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