



Ida Collection

The Ida Collection is a coffee table series composed of steel plates that are craft-welded into simple yet dynamic juxtapositions of form and color.

Product Story

Ida was derived from designer Nina Cho's graduate work at Cranbrook Academy of Art, where she created her Cantilever Table series. The tables began with an exploration of a reductive yet sculptural steel form with a low shelf that invited users to personalize the table based on its use. The planar language of the table also allows a play on form and shadow that provides depth while also maintaining a sense of simplicity. The name Ida, (pronounced "ee-dah"), is Korean and similar to the verb "to be" in English. It means "what it is" and is a very important word even though it doesn't have a big presence.

Designer Story

Nina Cho is an artist and designer based in Detroit. Born in San Francisco and raised in Seoul, South Korea, she attended Hong-ik University studying Woodworking and Furniture design and then moved to Michigan to attend Cranbrook Academy of Art. In 2015 Nina was recognized as an Honoree of Sight Unseen's American Design Hot List, and in 2019 she was recognized as one of 13 Extraordinary Women in Design and Architecture by Dwell Magazine. In 2020, she received the 6th Annual American Design Honors by Wanted Design. Nina is influenced by the artistic ethic of her Korean heritage. This has led her to pursue a reductive aesthetic wherein she merges Eastern philosophy and experimental form languages.

Craft and Construction Create the Detail

The bends, edges, and intersections of Ida's metal elements have been executed with craft and precision, elevating the material and highlighting the construction as details.

Form Follows Function

As an evolution from the original concept, Ida's leg detail was added to ensue stability. As a reflection of form following function, the leg provides performance value and a signature visual detail.

Designed for Personalization

Ida's corner-cubby provides a shelf that invites the user to personalize the table. Allowing engagement in this way is an instrumental part of the design and reflects the designer's intent to connect with users.

Mono-Materials for recycling

Notwithstanding optional shelf inserts and felt glides, Ida is produced entirely in steel and non-VOC metal powdercoat - resulting in a mono-material product that is easy to recycle and re-purpose.