

## Seattle's Memo Furniture presents The Penna Collection, designed by Studio Gorm

Seattle, WA 2019

North American design company, [Memo Furniture](http://www.memofurniture.com), is launching its first collection with designers Studio Gorm, a fresh lounge chair and a group of occasional tables. 'Penna', an eminent character in their new brand roll-out, is available now.

### *Shaker-inspired Studio Gorm and design-minded Memo have common goals.*

Based out of Eugene, Oregon design-duo John Arndt and Wonhee Arndt have academic roots studying how American Shaker principles intersect with object design in a contemporary context. Studio Gorm are well-known for their founding curatorial role in Furnishing Utopia (an ensemble of designers and their goods that reflect this ethos.) Their Penna Collection manifests itself as designs that are practical, simple, and thoughtful; characteristics that align with Memo's pursuits to create products that honor the essential, by designing for the human experience.

### *Penna's draws on material research to achieve its unique form-language.*

In developing the Penna Lounge, Studio Gorm asked, "How can sheet materials be formed into seating elements to create an efficient and lightweight, yet comfortable structure?" From this question, emerged concepts, tests, models, and ultimately a body of work whose core gesture and expressed details are derived from forming sheet materials (plastic, plywoods) into light-weight seating forms. The tables in the collection are conceived from the same underlying material philosophies, evoking a sense of balance between material and structure.

The entire Penna offering is comprised of a lounge chair and three occasional tables - in simple round and obround shapes. All pieces are available in Ash or Walnut wood species with a number of finish and surface options. With its relaxed gestures and refined details, the Penna Collection lends itself to a wide variety of applications within shared and transitional spaces, across professional and commercial environments.

#### **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 original designs that enhance the human experience by honoring the essential.

[www.memofurniture.com](http://www.memofurniture.com)

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