

Editor's Letter



Dear Reader,

Welcome to the second edition of our newsletter. We had an extremely positive reaction to our premier issue. Thanks so much for reading!

The number of readers who opened our e-newsletter was huge, leading me to believe that we are indeed filling a void in providing useful and timely information in the fine modern furniture world.

In this issue we'll explore many interesting topics. I just got back from the Cologne and Maison & Object Paris show where I got to see the latest trends. Check out the trends column about the hottest colors (or non colors) to hit the industry and we'll talk about Peter Maly and his newest collection.

Lastly, I want to extend my sincere gratitude to everyone who pitched in with The Red Chair Project. For the uninitiated, just before the holidays, Ligne Roset and its employees, along with additional volunteers, refurbished a family's home to make it more livable. In the charity section of the newsletter I have included excerpts of a letter the homeowner wrote me. I was deeply touched by what we had accomplished.

Please enjoy your newsletter and as always, my email box is open so feel free to be in touch. And please stop by and say hi at the Architectural Digest Home Design Show, March 7-9, Pier 94, NYC. lmessman@lignerose.com

Sincerely,
Laurie Messman

Peter Maly and His Cemia Collection

Collections of stand-alone cabinets are steadily growing in popularity in contrast to the add-on systems that are very common today. Stand-alone collections offer flexibility and simplicity. At the same time, they signal a return to clean, functional lines, without embellishment or striking details, harking back to the sleek Scandinavian designs of the 1960's.

With clean lines and stand-alone pieces in mind, Peter Maly has developed a system of 18 independent pieces for the bedroom and living room, all with characteristic rounded forms. The Cemia collection, including an upholstered bed, is exactly what you would expect from Maly, a man who loves geometric shapes and strives for clarity, functionality and timelessness.

Peter Maly began his career studying interior architecture at the Ecole Supérieure Spécialisée, Detmold. Since the inception of his design and



architecture practice in 1970, Maly has created products for companies such as Anta, Behr, Cor, Interlücke, Mauser, Thonet and, of course, Ligne Roset. As well as adding signature products, such as the Maly Bed, to the Roset collection, he has designed Ligne Roset stores in New York, Moscow, Hamburg (where he lives) and Berlin. Maly is internationally recognized in the design field and has won numerous awards.

Most of the cabinetry items in the Cemia collection are based on a structure with four rounded corners, which encompasses recessed lacquered doors and/or drawers, into which curved zamac handles are set. The pieces come in beautiful finishes such as satin white lacquer or walnut veneer for the structures, and gloss white, gloss taupe or gloss anthracite lacquer for the fronts and finished backs.

In addition to displays in our stores, you can see the Cemia Bedroom Collection at the upcoming Architectural Digest Home Design Show. •

RATE THIS ROOM



How'd we do? When most people think of Ligne Roset they think only of the furniture. But did you know that Ligne Roset has talented designers on staff to help you create a space that's right for you? This room was designed by Serniqua Dougherty, a veteran interior designer on Ligne Roset's staff. Let us know what you think of her work. To rate this room go to <http://www.ligneroseetny.com/resource/ratethisroom.htm>. Give this room a 10 if you love it; give it a 1 if you think Serniqua missed the mark on this project.

For Serniqua Dougherty, an in house design specialist at Ligne Roset, building beautiful living spaces is her gift and she enjoys sharing it. "I really love helping people make their home *their home*," says Serniqua. "After a long day of work, how your home feels is very important."

Creating this space for Corcoran Realty Senior Sales Associate Neil Levine, Serniqua had a very particular challenge at hand. With a second floor apartment that looks out over a garden, Levine wanted an outside, environmental feel. At the same time the den space is very often

used as a guest room. "Neil really wanted it to be comfortable for guests to stay, but nice to sit in and view the garden. So, we decided to use rich colors, like the taupe on the walls, and smooth materials like the creamy colored leather chair to create a fresh outdoors feel," says Serniqua.

After working at Ligne Roset for two years, Dougherty went back to school to earn a bachelor's degree in Interior Design from the Fashion Institute of Technology. After graduating, she decided to rejoin Ligne Roset, because she really believed in the Ligne Roset culture and its products. •



Out With The Bold In With The Neutral



“Patchwork” by Pascal Mourgue



“Pumpkin” by Pierre Poulin

Eco-Friendly Since 1970s

Last year saw a wide array of colors, particularly acid green, orange and fuchsia. Large swathes of bright color are everywhere. This year brights are taking a definite back seat to beautiful neutrals, especially in contrasting textures and tones. At the January 2008 shows in Cologne and Paris, subtlety and restraint was everywhere.

“Colors are definitely subdued this year, which is a big change from years past,” says Susan Plaskow, Director of Sales and Merchandising at Ligne Roset. “We are going to be seeing a lot of black and white as well as all shades of brown, grey and taupe. The red family, deep bordeaux especially, is the only real color that is big on the scene, and even then, it is used judiciously. It’s a very dramatic look.”

In addition to bordeaux, greens are also still around, orange and fuchsia to a lesser degree, but all are used as accents pared with beautiful arrays of neutrals.

“This is not you grandmother’s beige we are talking about here, but delicious neutrals in sexy inviting textures,” explains Plaskow. Your palate of neutrals and textures should work together to create a mood. For something more upbeat, try black and white; for something cozier try taupe and chocolate.

“There are always exceptions. In the end, we feel the customer should be happy with their look regardless of the current trend. But if you want to go with the flow, select lush neutrals for your large pieces,” says Plaskow. •

In the 1970's, when the ecological movement took off in France, Ligne Roset was already embracing environment-friendly practices. As Ligne Roset grew in size, so did the risk of damaging the environment. The Roset family made a conscious decision to implement environmentally friendly manufacturing processes using “green” materials. Every year for decades, Ligne Roset has chipped away at the pollution inherent in the manufacturing of furniture, working to diminish any negative impact on the environment and specifically the environment inside its customers’ homes.

This results from the company’s own vigilance and from the demands it makes on its suppliers. Every reliable solution that guarantees increased protection of a person producing or enjoying Ligne Roset’s products grabs the company’s attention, regardless of whether it might entail additional costs. Ligne Roset has never stopped looking for products which marry performance with non-toxic, 'cleaner' solutions.

By virtue of 'clean' manufacturing, Ligne Roset’s furniture and upholstery are environmentally safe in the home

of the consumer. Ligne Roset uses only products and materials recommended by the FCBA (Forêts, Cellulose, Bois et Ameublement) and complies with all European norms. Therefore, Ligne Roset can certify that its furniture and upholstery present no health or environmental risks.

Ligne Roset uses wood in most of its products, and yet has no part in the destruction of South American (most notably Amazonian), African or South Asian forests. Conscious of the pressing need to protect earth’s natural heritage, the company exclusively uses European wood products: oak, walnut, ash and beech originating from ecologically-managed forests.

For many years, Ligne Roset has progressively, and now entirely, eliminated CMR* products (* Carcinogenic, mutagenic and toxic to the reproductive system of human beings), substituting them with products which have proven to be just as reliable and more ecological. Every material that enters the Ligne Roset factory must be accompanied by an environmental security document detailing its composition and certifying that it is CMR free. •



Giving Back To Our Community

March Madness

Buy furniture during the month of March at Ligne Roset New York and receive 12 months of interest free financing on approval of credit!
Come In Today.

250 Park Avenue South
New York, NY 10003
212-375-1036

155 Wooster Street
New York NY 10012
212-253-5629



Editor's Note: At the end of 2007, Ligne Roset, its employees and additional volunteers, in conjunction with The Red Chair Project, refurbished the home of a family that had fallen on hard times. Below is an excerpt of the letter that we received shortly after completing the project.

Dear Laurie,

I am just so overwhelmed with gratitude for your kindness, generosity and hard, hard work over the weekend. As I take it all in, I keep thinking about you and your crew and how amazing this whole thing is for my family. George, my late husband, would have been so psyched. When he was sick, he spent so much of his time watching home improvement shows on TLC. He would have loved watching this project come together.

From the bottom of my heart, thank you.

Danielle and three happier children

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In April, Ligne Roset will once again be teaming up with The Red Chair Project to help brighten one deserving family's home. If you are interested in becoming involved please email Laurie at lmessman@ligneroseetny.com.

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At the Architectural Digest Home Design Show in March (see right), Alpha Workshops is the recipient of the Opening Night Party. Throwing its support behind Alpha Workshops, a non-profit organization that trains and employs people in the decorative arts who are living with HIV/AIDS, Ligne Roset New York is donating a \$1,000 gift card for the silent auction at the event. •

Upcoming Shows

Architectural Digest Home Design Show
March 7-9, 2008 • 10am-6pm • Pier 94, 12th Ave. at 55th St. New York
<http://www.mmart.com/homedesignshow/>

I Salone Internazionale del Mobile
April 16 - 21, 2008 • 9:30am-6:30pm • Milano
www.cosmit.it

The 20th Annual International Contemporary Furniture Fair
May 17-20 2008 • Jacob Javits Convention Center, New York
www.icff.com/page/home.asp