

# CHANINTR LIVING

Spring - Summer 2009

THE NEW TRADITIONAL  
THOMASVILLE TAKES A NEW DESIGNER

MEET MARTHA  
IT'S A GOOD THING

BARBARA BARRY  
AND HER WELL LIVED LIFE

C H R I S T I A N L I A I G R E



Photos: Jean-Philippe Piter



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# CHANINTR LIVING

Spring - Summer 2009

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Welcome to the premiere issue of Chanintr Living, our very own newsletter and the new name of our business.

After 15 years of retailing imported furniture under several different companies and brands, we realized that it was a good time to simplify and focus on what we do best – provide our discerning customers with the best products for their homes and offices through beautiful stores and excellent service. We are in the process of bringing everything under one umbrella and at the same time, bringing you more choices in products and services. This year we have already added Dedon, outdoor furniture from Germany, POSH office systems and will soon be adding the renowned Minotti to our group.

By introducing this newsletter, we would like to create a platform by which you can be informed of what is new as well as to provide you with our perspective on the goings-on in the world of design. For instance, Barbara Barry graciously wrote a special article sharing with us her joyful life in design. We also take you into the mind of Bobby Dekeyser, the ex-Bayern Munich pro - footballer who turned an accident on the field into a huge business success. For our designer clients, you may be interested in how Herman Miller came up with its new revolutionary Embody chair, or, how famed designer Christian Liaigre approaches the design of a new home.

We feel that there is no more an ideal sanctuary than the home and hope that you will find a quiet and peaceful corner of yours to enjoy Chanintr Living. We look forward to hearing your thoughts.

Sincerely,



Chanintr Sirisant

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# There are no great designers, only great clients

*Christian Liaigre*

Photo: Jean-Philippe Piter



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Known for reviving modern design worldwide, Christian Liaigre heralds his style as a way of life that is meant to be a simple, peaceful place to live. Born in western France, Liaigre studied at the Paris Academy of Fine and Decorative Arts and taught drawing technique at the Academie Charpentier, before returning to the countryside where he spent a decade devoting himself to horse breeding. *“Those years of contemplation,”* says Christian Liaigre, *“have generated a creative spirit based on the use of materials such as wood weathered by the sea and the sand, as well as fine leathers worked according to the traditions of saddle making.”*

In 1987 Liaigre started his own label and went on to garner international acclaim with his designs for the Mercer Hotel in New York, offices for Valentino



Photo: Jean-Philippe Piter

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Couture in Paris, and Selfridges department store in London, as well as private residences for many, such as Calvin Klein, Karl Lagerfeld and Rupert Murdoch.

Liaigre continues to inspire the design world with his clean and classic pieces filled with character and executed in rare woods, rich leathers and metals. Each piece flawlessly incorporates simple yet intricate detailing and perfect proportion that marks it as an original Liaigre piece meant to remain classic for eras to come.

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*In the designer's own words:*

I am more an interior designer in the tradition of the last century. For example, when I design a house I design also the furniture.

I started as an artistic painter and after a number of years I was very upset to work alone; it is like a writer or a musician, we work alone. At this time I was in the countryside near Bordeaux and I was very attracted by the interiors.

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I am inspired not by other designers but by nature, reflection and deep thinking about a project. The world outside is so aggressive that I try to create calm in a house. When the client arrives in the evening they enter in another space completely different from the street. With every project, I try to keep the roots. For example, I just finished a house in Spain for Adolpho Dominguez who is a fashion designer. When I designed his house I tried to keep some details of this area of Spain.

It is really easy to design for people like Rupert Murdoch, Karl Lagerfeld, and Marc Jacobs because they have a strong personality and a strong idea of what they want. They know my work and we work to combine my philosophy with their space.

*The Christian Liaigre showroom in Bangkok is located on the 2nd floor of The Promenade Décor on Wireless Road and is the only showroom in Asia for Christian Liaigre furniture. Amid a bushy, serene environment, you will immediately feel the strong sense of commitment to design as well as an unwavering strength in quality.*

MEET MARTHA.

She has had more influence on how people eat, entertain, and decorate than any one person in modern history.

I don't know if there is any one of us who has not heard about Martha Stewart. We have all seen her on television, watched her make wreaths from eggs collected at her home, Turkey Hill, and watched her show us how to prepare Christmas cookies of every shape and variety. Martha Stewart is considered a domestic goddess and style icon in United States however, her image as the personification of gracious living may lead some to imagine that she grew up in the sort of suburban luxury pictured in her books and magazines. In fact, she was born in Jersey City, New Jersey, a location known more for heavy industry than for rustic charm. Her parents, Martha and Edward Kostyra, were a schoolteacher and a pharmaceuticals salesman, respectively. When Martha was three, the family moved to Nutley, New Jersey, where she grew up with four brothers

and sisters in a close-knit Polish-American family defined by the father's intense ambition for his children. Edward Kostyra taught his daughter gardening when she was young; her mother taught her cooking and baking and sewing; she learned still more about baking pies and cakes from an elderly couple – retired bakers – who lived next door. And as they say, the rest is history.

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But, have you ever thought of why the Martha Stewart furniture collection is so popular? When you look closely at the factors behind its popularity, Martha Stewart furniture not only scores high on quality and comfort, but also on affordability. The comfortable and beautiful transitional styles of Martha Stewart furniture are excellent value. The selection of wood and the attention to detail that Martha



Stewart and her team of designers put in to each piece of furniture, makes this collection, truly unique.

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Martha Stewart has always been interested in antiques and collecting however, her interest in designing residential furniture came about in the late 90s. She sought to make beautiful, timeless furniture available to everyone at reasonable prices. Her furniture today has become very popular in homes around the world that want a comfortable and easy way of life. The use of color and historical reference in all of the collections of Martha Stewart furniture makes this brand a timeless classic. Nirin P. Hoess, Brand Manager and Interior Designer of Martha Stewart and her team are always ready to help you create the home that you've always in which you've always dreamed. Last

year Nirin had the chance to meet Martha Stewart and present her with images of the Martha Stewart Furniture Gallery in Bangkok and photos of homes that she and her team have helped design and furnish. Martha was duly impressed and was pleased to inform Nirin that the store in Bangkok is the most spectacular and largest store of all of the dealers selling Martha Stewart furniture.

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There is no signature look of Martha Stewart however; the common thread that runs throughout all of her collections is comfort and nostalgia. Whether it's the softly hued Lily Pond collection with casual simple styling or the Opal Point collection, which blends modernism's thoughtful functionality and the coast's spirit of informal luxury. All of the collections feature streamlined forms, useful

conveniences, and fanciful details; the furniture has all the radiant beauty and perfection of everything executed by Martha Stewart.

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Whatever she may yet accomplish or set out to master, Martha Stewart has had more influence on how people, eat, entertain, and decorate their homes than any one person in modern history and in the words of Martha, that's a good thing.

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*The NORTH RIVER collection has just arrived at Martha Stewart furniture gallery at Siam Paragon.*

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## Herman Miller's Embody Chair: Fully Considered Furniture

Herman Miller has one upped its own much-loved Aeron with the Embody, its most fully considered chair yet. Along with being 95% recyclable, the chair integrates several health and comfort promoting features (like a 52-piece lumbar support system) that change the way we think about cubicle furniture.

We talked to Jeff Weber, the lead designer for Embody, about the inspiration behind the future-forward chair.

*Having a design icon in the product line like the Aeron chair, what motivated the addition of another new chair? New production methods? Different price point? Better functionality?*

We were asked by Don Goeman (Exec. VP of D&D for Herman Miller International) to “grow a chair”, and we thought about that for 10 minutes and realized we needed to begin the process by focusing on the human at work and not a chair. That initiated what became a 24 month research effort which culminated with the generation of a series of hypothesis. The most important: Can we design a chair that promotes health, that is health positive? The response to that hypothesis by the ergonomic and medical

community was an overriding “yes.” We then began to discover how we might do that through the physical manifestation of hundreds of prototypes, until we had the necessary ingredients and a formula that achieved the goal.

There are several new production methods in relationship to the seat and back constructs, and many traditional methods as well. The theory and physical execution of the chair involves significant intellectual property.

Because the chair achieves a new benchmark for performance (comfort, health positive qualities) the chair consumes specific materials, the price of the chair is then based on the cost and assembly of these materials. So as a reference, the chair costs more than Aeron, but the values are equal, you get what you pay for.

*Did a difference in the way people are working now contribute to the design of the chair?*

The Aeron chair predicted the use of the computer as a primary work tool. In 1994 (when the Aeron chair was introduced to the world) we did use computers primarily for desktop publishing. [Then] email and web-surfing would come later - and that contributed to the success of the Aeron chair.

Since then we have become even more reliant on computers, forcing the majority of the population to become sedentary.



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Computers now not only support our work processes, they support a greater array of activities: socialization, artistic endeavors, entertainment, etc. So we now spend a significant number of hours a day sitting abdicated to our computers, good or bad, productive or destructive.

We have learned that the interface between people and machine (sedentary work) is inherently corrosive, producing cumulative health problems such as eyestrain, fatigue, repetitive stress injuries, chronic low back disorders, constriction of blood flow and breathing, and neck and shoulder strain.

Yes, the way in which people work today was the primary emphasis of this design.

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*How does having a comfortable chair affect a person's work-life? How much impact does it have?*

We set out to develop the most humanistic chair we could given the constraints we were dealt, such as time, money, gravity and the material world. We describe comfort as the absence of awareness. We attempted to design a chair that is an integral tool supportive of your work process - but is an absent participant. [This] allows you as a worker to function (physically and mentally) at an optimal level. Like an athlete with comfortable/high performing footwear: that footwear cannot impair the process of a performance. The chair is an equally critical factor; it is a difference maker.

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*The back of the Embody chair is really where it shows off its character. What's the inspiration behind it?*

The chair back: It is an attempt to produce a support element that is the analog of the human spine. Flexible, lively, resilient, stable, intelligent. Spinal health is the determinate factor for over all health.

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*The Embody chair is designed to be 95 percent recyclable, and has 42 percent recycled content in it. Were there any components that had to be specially considered or designed in a new way to meet these targets?*

The HMI development process is an inclusive one. HMI has a Design For the Environment team of people that constantly consults with the project development team to insure the environmental protocol is achieved from the beginning.

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*How easy is it for someone to disassemble the chair for recycling? Was this considered in the design process?*

The chair is very easy to assemble and disassemble, fasteners are visually available. But most importantly the chair has been designed to last, to provide service for a minimum of 12 years and in service for decades. Length of usable life coupled with materiality determine the true global footprint of an object.

Article from PSFK.com by Christine Huang

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by Kingsdown

# Sleep Facts

How did you sleep last night? Let Sleep to Live help you choose a mattress that is perfectly suited for your body using our computerized diagnostic technology.

**8.14 hours:** Daily amount of sleep needed for an adult.  
**6.9 hours:** Daily amount of sleep that an average adult receives.

**7½ hours:** Daily amount of sleep needed to improve weight loss. Recent studies showed that some people lost up to  
**33%** Percentage of people who have trouble sleeping at night.

**15.4 lbs.** Percentage of adults who say they do not get enough sleep.  
after 10 weeks.

**50%** Number of adults who must use an alarm clock to wake in the morning.

**2000%** Percentage increase of stress that you are likely to feel from lack of sleep.

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Source: National Sleep Foundation

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When you are a design oriented company, you need to keep things fun so that people don't get bored and stay happy. This breeds creativity and new ideas.

- Bobby Dekeyser, founder of DEDON

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Take Bobby Dekeyser, the famous goalkeeper of Bayern Munich football team and some down time and you have the makings of world cup-quality design.

Most people recovering in hospital from a serious career-ending football accident would have sat in bed wallowing in self-pity but not Bobby Dekeyser. Rather than lament the misfortune that nearly cost him the sight in his left eye, the former Bayern Munich football player came up with the idea to start a furniture company.

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*"Well, it would have been awhile before I could play football again so I needed something to do after I recovered," he says. "I thought it would be a fun idea to gather all my friends and family to start a company and really just see where it goes." So, "I decided to produce outdoor furniture because I love nature. I mean, I played football; of course I love being outdoors. At that time, I knew that most people enjoyed the same thing, except that outdoor furniture then used to be uncomfortable so I came up with the idea of bringing the living room outdoors!"*

Enter Dedon, the outdoor furniture company that has revolutionized the outdoor furniture market by creating a new category in the industry with hi-tech weatherproof fiber, which looks and feels like natural materials but can withstand the harsh outdoor elements. This coupled with Dedon's award-winning design has placed them at the head of the luxury outdoor furniture market.

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Dedon is now one of the world's most famous and exclusive furniture brands that specializes in luxurious outdoor furniture today. Dekeyser and his family spent many months researching and perfecting their trademark straw-weaving technique that has come to signify the Dedon brand.

"When I first started Dedon, so many people laughed at me and said it wouldn't work. 'It'll only last two to three months,' they said because there was no outdoor furniture market at all! But now I have the last laugh." After their debut in 1990, Dedon has since grown into a 3,000-employee company with 16 collections., some of them have won prestigious design awards and distinctions worldwide. Dedon products are now available in 52 countries and are displayed in its showrooms in Barcelona, Paris and Vienna.

Chanintr Living is the exclusive distributor of Dedon furniture in Thailand and welcomes you to visit the showroom on the Ground Floor, The Promenade, Bangkok and our second location on the 2nd Floor, Surin Plaza, Phuket, to see these timeless works that have revolutionized the outdoor furniture market.





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THE WELL LIVED LIFE.

# Surrounding yourself with beautiful things is not so much a question. It's a necessity.

*By Barbara Barry*

Each morning, I wake up excited for the day knowing the infinite possibilities it may bring. Believing in the way we think is the best design of all because we really do design our lives by designing our attitudes. I thrill to the morning light streaming through the windows and love the color of the bath water, the color of the tea in the teacup and the golden honey on my toast. Curling my hair, reminds me of the handle of a teacup, soft round curls that fall gently between your fingers. As I'm dressing, the high heels on my shoes remind me of an elegant chair leg, sleek and supportive.

*So how did I get to this point in my life? Could this be real? Why is life so wonderful? Please allow me to tell you...Often times I feel like I live in a playground where work is play. I have always designed for my clients what I want for myself. My own life informs all that I do. I used to dream of sitting at a vanity with velvet-lined drawers that would hold my jewelry and open a beautiful over-sized cabinet, which houses my dishes and linens.*



I have been able to make these dreams reality. Whether I'm waking at my home in Los Angeles or at the Sukhothai Hotel in Bangkok, I continue to wake with the same energy and renewed sense of purpose. Sometimes, the pace can be hectic and when it becomes too much, I stop for a cup of Orange Grove tea that transports me back to my center and to the perfumed, warm night air of Los Angeles. I live the way I think, positively, and the rituals of everyday life inform all that I do. To play house with beautiful objects and to take care of the people I love is the platform for my work and my designs.

At the end of each day, I marvel at all the people I have been in touch with, all the decisions that have been made and all that was accomplished. When you work as hard as we all do, surrounding yourself with beautiful things is not so much a question. It's a necessity. If you eat from the finest china, you become aware of the fineness that you have inside and you begin to nurture your soul. If you drink from the most fragile crystal,

you become aware of the fragility of life and you start to guard it more carefully. And if you sit in a chair that supports your body, you may begin to understand your need for support and begin cultivating that support in your relationships. And you realize that these things that you surround yourself with can bring a gentle balance to your life...and isn't that wonderful.

*Editor's note: We asked Barbara Barry to write an introduction to herself and her design principles. We think you'll agree this is a woman who has considered her life and lives her designs.*





© 2008 Thomasville. All Rights Reserved.

I think there is a thirst for individual expression in the home. A home should be reflective of the home dweller thus, just as no two people are the same, nor should any two homes be the same.



## Darryl Carter

*for Thomasville: The New Traditional*

Darryl Carter, working from inherent good taste rather than formal training, has achieved something quite rare in the world of interior decorating: a signature look...The New Traditional. Carter has not followed the usual path to design. Growing up in Bethesda, Maryland, he was always fascinated with art and architecture. Though he dreamed of studying design, he graduated from Georgetown law school and joined his father's law firm. But along the way, while he was continually buying properties and fixing them up, a career in interior decoration was born.

The New Traditional look pairs extravagant with affordable, perfect with imperfect. Polished surfaces play against pitted wooden artifacts. Antiques converse with bold modern art. Creamy white walls rise above coffee-dark floors. Deliberate symmetry is jolted by a bit of appealing disarray.

The yin-yang balance, refined over nine years in the business, has brought the lawyer-turned-designer to the top tier of Washington decorating. *"You have to make the environment pleasing to the eye but comfortable enough to live in,"* says Carter, putting down a glass of iced tea – directly, no coaster – on the well-worn pine table in his breakfast room overlooking Rock Creek Park. *"It has to be both practical and beautiful."*

His first thoughtfully edited collection of furniture for Thomasville has impressed magazine editors as well as Chanintr Living and we think you'll agree; Darryl Carter is a designer to watch!

*Baker*® speaks the language of style. *Not satisfied to be of the moment, the company works to be of the movement*, in the role of tastemaker and innovator rather than a follower of fashion. The focus is on the product - through Design, Materials, Craftsmanship, and Finish.

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### *Design*

Good design lies at the heart of fine furniture. For Baker, that means a great collection assembled literally one item at a time. Baker builds furniture from more periods, styles, and international influences than any other maker. Whether a reproduction or an original from a celebrated designer, each item contributes to a sensibility that is uniquely Baker.

Yet the company also selects each item for its own merit. With careful attention to scale, proportion, and ornamental detail, the line develops a rare sense of appropriateness. The result is furniture that is thought tempting for today and timeless for tomorrow.

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### *Materials*

From the days of the early cabinetmaker, the search for choice materials has been one of the more obvious, but also more difficult, ways to bring beauty and durability to fine furniture. Long regarded as one of the company's special strengths, Baker Furniture continues to buy solids and veneers for each item individually. To this day, a senior executive has, as his primary responsibility, the selection of wood from boutique mills around the world.

That effort allows Baker to work with wood superior in color, cut, character, and combination match. The resulting furniture has not only dramatic figure but also appropriateness to the form that would otherwise be unobtainable. These differences mark the line between

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### *Craftsmanship*

While design and materials create a sense for the potential beauty of furniture, hand craftsmanship determines the outcome. Just as there are good antiques and bad antiques, there are all manner of carving, inlay, joinery, gilding, and so forth. Baker Furniture not only offers these techniques, but it does so through its own people, practiced in their trade and provided with the time to do good work. The result is furniture with a bit more refinement, a bit more obvious with each passing day.

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### *Finish*

Baker prefers an Old World method of hand coloring, an artist's palette of color applied with a small pad and a simple brush, one very thin layer at a time, applied and reapplied until pleasing to the eye.

All of this creates a remarkably clear finish allowing us to not only see the wood selected for an item but also see it in the appropriate context of color, highlighting, antiquing, and sheen. The collective effect of these techniques is to bring out the full beauty of the furniture.

*Chanintr has been the proud exclusive distributor of Baker furniture for more than 15 years.*



MATERIAL POSSESSIONS:

# The Guide of What and Where to Buy



## BB Candle

*Barbara Barry*

Instantly lift a room to life with this fresh white floral. Living room is a sophisticated blend of mimosa, orange blossom and star jasmine. Anchored by base notes of Warm Musk and Creamy Sandalwood.

Baht 2,800 each



## Leaf Light

*Herman Miller*

Be persnickety about your lighting. Whether you prefer to be warmly lit, or bathed in a cool glow. Yves Béhar's Leaf personal light uses efficient LED chips and allows you to achieve your desired illumination through simple touch sensitive controls. You control the light intensity and color that best works for whatever you're doing. Being a control freak has never looked this good.

Baht 19,900



## Demi Lune Sofa Table

*Thomasville*

The handsome versatile good looks of Fredericksburg living room furniture lends an air of relaxed gentility, whether to a suburban colonial, a Georgian brownstone, or a rustic lodge.

Simple lines and unpretentious turnings adapt easily to both refined and casual settings with just enough discrete detail to set it apart from the ordinary.

Baht 55,000



## Nagato Stool

*Christian Liaigre*

An Homage to Brancusi, the solid-oak NAGATO tabouret mimics one of the cultor's favorite shapes. Testament to Liaigre's love of texture and natural materials is the fact that Nagato is intended to split. Like many of his designs, it hovers between object d'art and furniture.

Baht 45,000



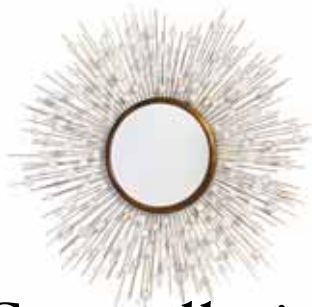
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BodySystem® bed is designed to give you the ultimate postural alignment beginning with your first night's rest.

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## Constellation Mirror Thomas Pheasant

*Baker*

Shimmering, antiqued mirrored discs in sizes from one inch to two inches in diameter are woven onto extending gold threads to create a starburst pattern that surrounds a round convex mirror.

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*Dedon*

A PERFECT DAY IN THE SUN.

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## Nickel-Inlay Secretary

*Martha Stewart Furniture*

Espresso finish with Nickel wire inlay. Locking drop-front writing surface. Behind drop-front are six removable shelves, two drawers with paper liner, and one hole with grommet for wires. Two lower drawers with paper liners. Nickel and wooden hardware, and Nickel and wooden hardware, and key holder plate and key

Baht 165,000

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# Chanintr Design:

## *Dream Big in Small Spaces*

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### Is it modern, classic or do you want something completely eclectic?

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Now more than ever, buyers are king. However, after you make the initial payment on a new condominium, excitement and a little panic set in. Where do I begin? Do I immediately run out and start buying furniture? Should I use an interior designer? And is it possible to decorate the condominium by myself?

So in keeping with that idea, Chanintr Living has developed Chanintr Design, a total solution for your smaller condominiums in the city. We set out to create a modular package by which customers can easily say to us, I want a very informal living room with over-sized sofa and lounge chairs so that the family can sit around and watch television but I want my bedroom to be completely luxurious. You will have access to all of our brands including Baker, Barbara Barry, Christian Liaigre, Dedon, HBF, Herman Miller, Hickory Chair, Sleep to Live, Kravet, Martha Stewart, McGuire, Minotti and Thomasville.

We begin by helping you discover your individual style. Is it modern, classic or do you want something completely eclectic? We'll then work with you on developing furniture layout packages, mood boards, material boards, curtains and lighting. Chanintr Design can even help you style your home with accessories chosen by us for you. We'll finish your beautiful home with sheeting for your bed, towels for your bathroom, wastebaskets for the entire home and even dishes in the kitchen cabinets.

#### *Chanintr Design starts at The Met Condo*

Chanintr Design has teamed up with The Met, luxury condominium project on Sathorn Road in Bangkok. We have completed a three-bedroom show unit on the 31st floor, which features Martha Stewart furniture in an updated classic style. We have also tied up with Frette bed linens, which are sold exclusively through Chanintr Design. The design also features Christopher Farr rugs and Parker & Morgan down bedding product. The show unit is available for viewing by appointment.

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*Our design solutions start at 12,000 baht per square meter for the basic package and can go as high as your dreams can go. Please contact Chanintr Design at 02.655.5193, 08.9143.6616 for inquiries about our service or go to [www.chanintrdesign.com](http://www.chanintrdesign.com). Email: [design@chanintrdesign.com](mailto:design@chanintrdesign.com)*



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TO PREVIEW THE HIGHLIGHTS, VISIT [WWW.CHANINTR.COM/JUNE09SALE.PDF](http://WWW.CHANINTR.COM/JUNE09SALE.PDF)

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