



DESIGN FEATURE

DOWN UNDER

Introducing Hurdle, a new seating line from our collaboration with Australian design studio Dowel Jones. NEW PRODUCTS

EXPRESS YOURSELF

Harper's versatile design is a blank slate for your creative ideas. We tried 10 looks. Now show us yours! OUTDOOR DINING

OUT & ABOUT

Rain or shine, the patio is open for business thanks to Opla, our new outdoor seating collection from Italy. MATERIALS + FINISHES

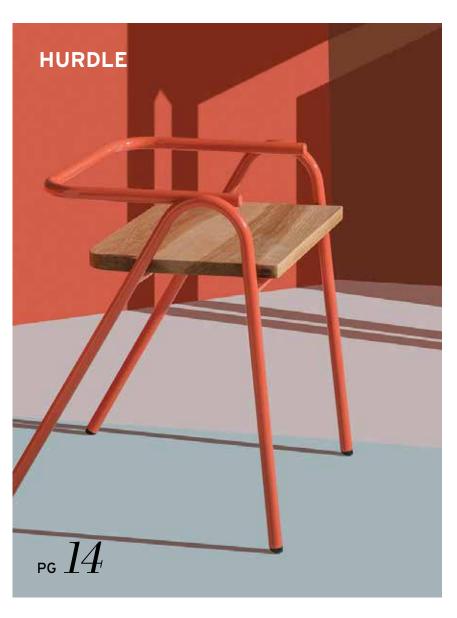
COLOR CRAZE

Our palette of colors and materials has expanded again. Take a peek at some of our fresh new looks!

LET'S STIR THINGS UP

An innovative twist. An unexpected pair. All it takes is a few new ingredients to make everything seem fresh. This season, we're invigorating our lineup with new product lines, updated colors and finishes, unlimited customization options, and a dynamic new partnership with the up-and-coming Australian design duo Dowel Jones. The options are endless.









NOW FEATURING

OPLA

Join us on the patio.

REECE

Wide open to interpretation.

LEO

Rock the house with modern metal.

SADIE II

Get the skinny on Sadie's new look.

HURDLE

Our first leap into the land down under.

HUGH

Farm to table.

BROOKE

Let's play dress-up

TILLY

My cup of tea.

HARPER

Any way you want it.

BRADY

It's still hip to be square.









EXPRESS YOURSELF

Harper outlines the possibilities and lets you fill in the rest. Start with a comfy wood or laminate shell. Get creative with colors or upholstery. And match it up with a steel base to create a one-of-a-kind look that's unmistakably Harper, and indisputably yours.

Designed by Joey Ruiter



GRAND RAPIDS CHAIR COMPANY LOOKBOOK V.3 hinspace 0.7



BROOKE

PLAY YOUR PART

Brooke's wooden frame provides a versatile backdrop for dozens of distinctive looks. Whether you choose all wood or dress it up with upholstered seats and backs, its strong silhouette has the confidence to take on any role you have in mind.

Designed by Tim Stoepker

BROOKE STOOL Kona wood finish Upholstery: Designtex Heather Goldenrod 3473-202 CANTILEVER TABLE Ink Black frame Wilson Art, Mack Ave. Concrete Y0374-60 laminate top







BRADY



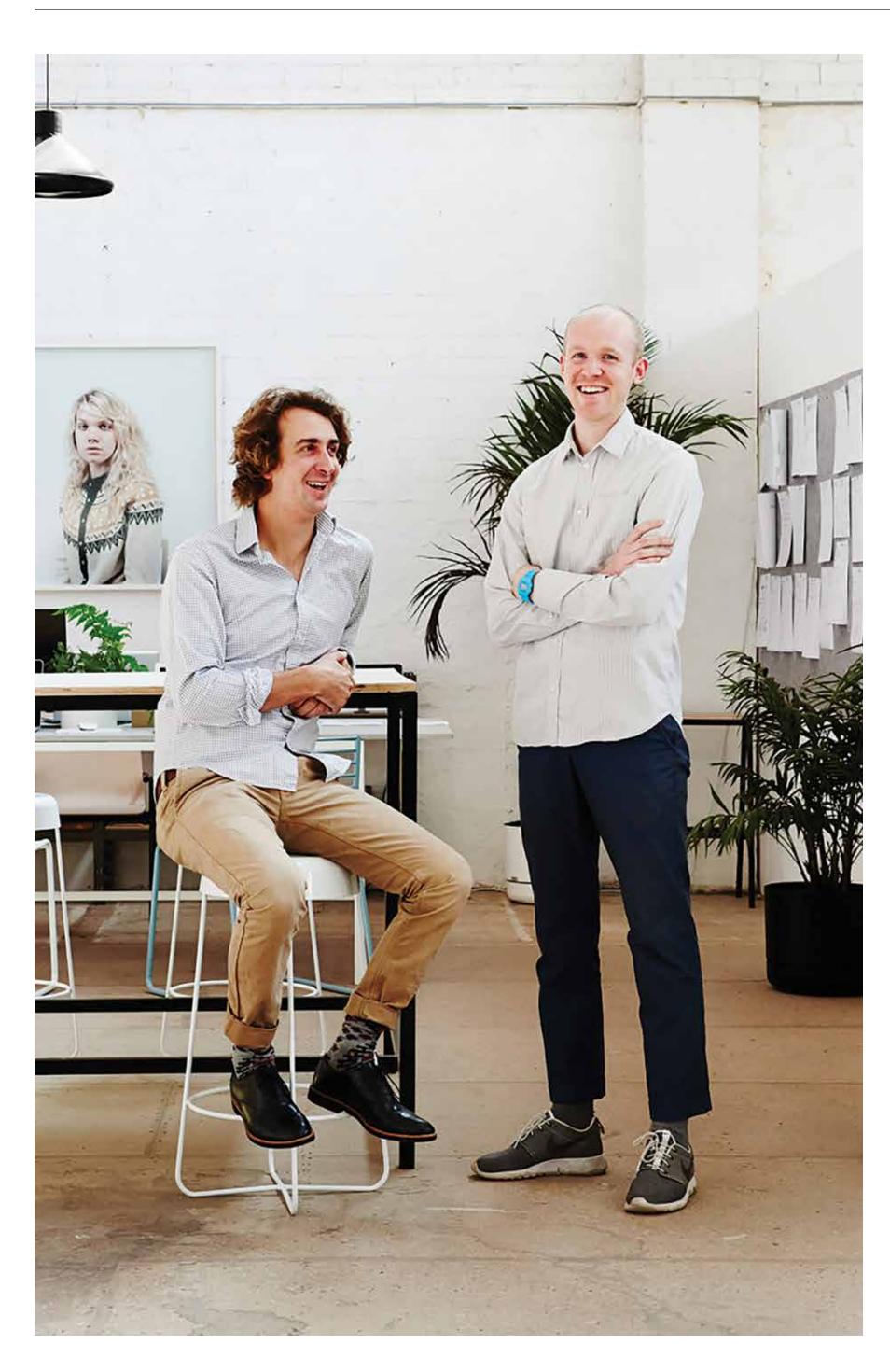
CORNER THE MARKET

Brady offers proof that plane geometry is anything but plain. Its steel legs, wood seat, and backrest are crisp, modern, and versatile, letting you plan dramatic runs of right angles or echo a square accent table, as shown here.

BRADY PEDESTAL TABLE Cobalt Blue frame Custom Designed Formica laminate top

BRADY CHAIR Gloss White frame Acorn wood finish

Designed by Grand Rapids Chair Company



GRAND RAPIDS CHAIR x Dowel Jones

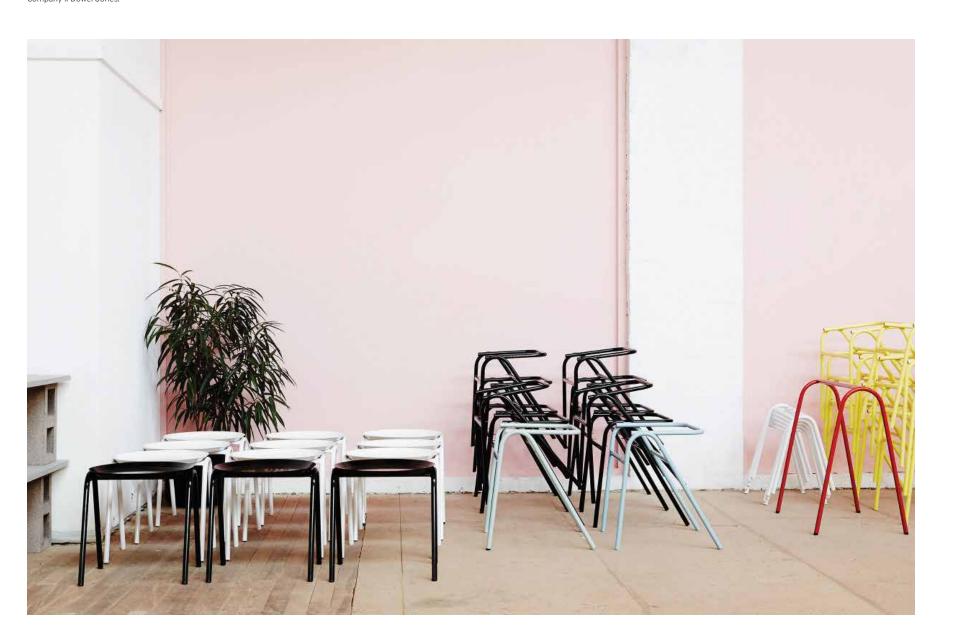
Sometimes the spark you need is right in front you—and sometimes, it's halfway around the world. When Grand Rapids Chair Company went searching for something to inspire their next collection, they found just what they were hoping for in the quirky, modern designs of the up-and-coming Australian design studio Dowel Jones.

At left:

Dowel Jones is an Australian design studio led by Adam Lynch (left) and Dale Hardiman (right). They've been designing commercial furniture, lighting and policiets since 2013

Below:

Made from steel tubing and white oak, Hurdle is the first product from Grand Rapids Chair Company x Dowel Jones.



TAKING THE LEAP WITH HURDLE

Founded in 2013, Dowel Jones is led by designers Dale Hardiman and Adam Lynch, who began working together in college. The award-winning duo takes their name from their first product, Mr. Dowel Jones, a flat-pack tripod lamp that allows people to assemble their own lamp using a simple kit of wooden dowels and rubber components.

These days, Hardiman and Lynch create several lines of furniture and objects in their Melbourne studio. Their playful, minimalist designs have been featured in forward-thinking installations around the world—which is how they caught the eye of Grand Rapids Chair Company.

Dean Jeffery, GRCC's director of marketing, said, "I discovered Dowel Jones on social media and fell in love with their brand and creativity. Their products are simple and very memorable, and throughout my the research and trendspotting, Hurdle was the common denominator in the spaces that piqued my interest."

Jeffery instinctively felt that Hurdle would be a good fit for GRCC. "When you look at the collection, it truly aligns with Grand Rapids Chair Company's passion for modern, simplistic furniture with personality, which is why it felt like such a natural collaboration," he said. With half a world between them, he reached out via Skype and finally came face-to-face with the duo at Salone Di Mobile in Milan last April. The two companies agreed to collaborate and introduced Hurdle, the first GRCC x Dowel Jones collection, to the North American market in June, 2017.

"As a young studio, we're incredibly happy to partner with a company with a 20+ year history producing locally manufactured, high quality furniture," said Dale Hardiman, co-director of Dowel Jones. "The partnership not only means that our product will be readily available in North America, but the partnership with Grand Rapids Chair Company has allowed us to continue to develop the personality of the ever-growing Hurdle Collection."

A JUMPING-OFF POINT

Like so many other successful designs, Hurdle owes its existence to serendipity. While working on a design for another product, Lynch and Hardiman were struck by how much a bent steel tube looked like a track and field hurdle. In a matter of months, they had designed a whole collection around that distinctive silhouette.

The Hurdle family currently includes the Half Hurdle Chair, low Hurdle Stool, Hurdle Counter Stool, and Hurdle Barstool, all featuring a sturdy, yet lightweight, steel frame and rounded, rectangular White Oak seat. The frame can be finished in 30 colors, including metallics, neutrals, and brights, allowing designers to tailor the look to a variety of dining environments. Custom colors are also available upon request.

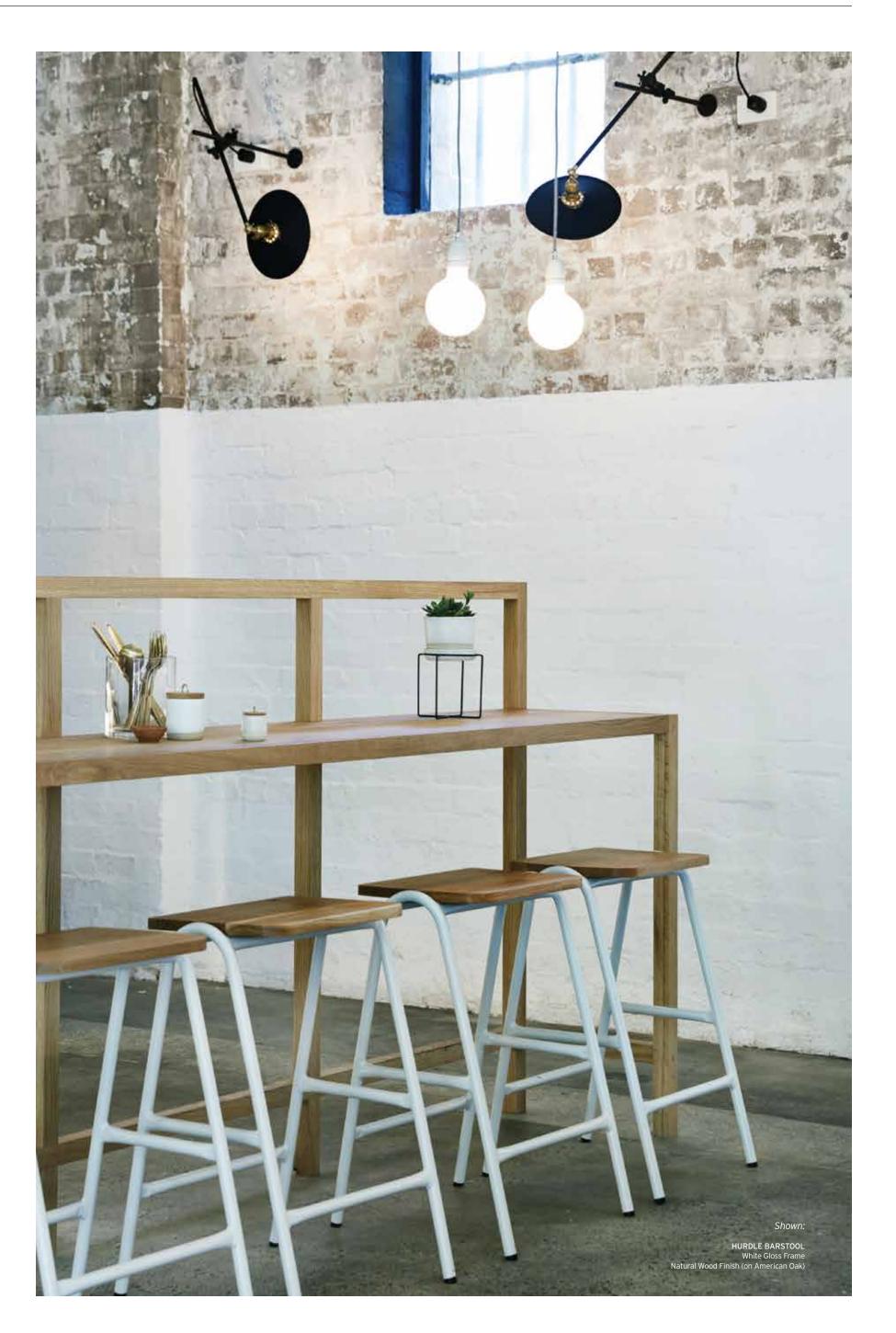
"Teaming up with an Australian design partner lets us tap into a different kind of energy with a more global flavor. Australia has always had a vibrant design community, and we're excited to celebrate their unique perspective by partnering to bring Hurdle to North America," said Jeffery.

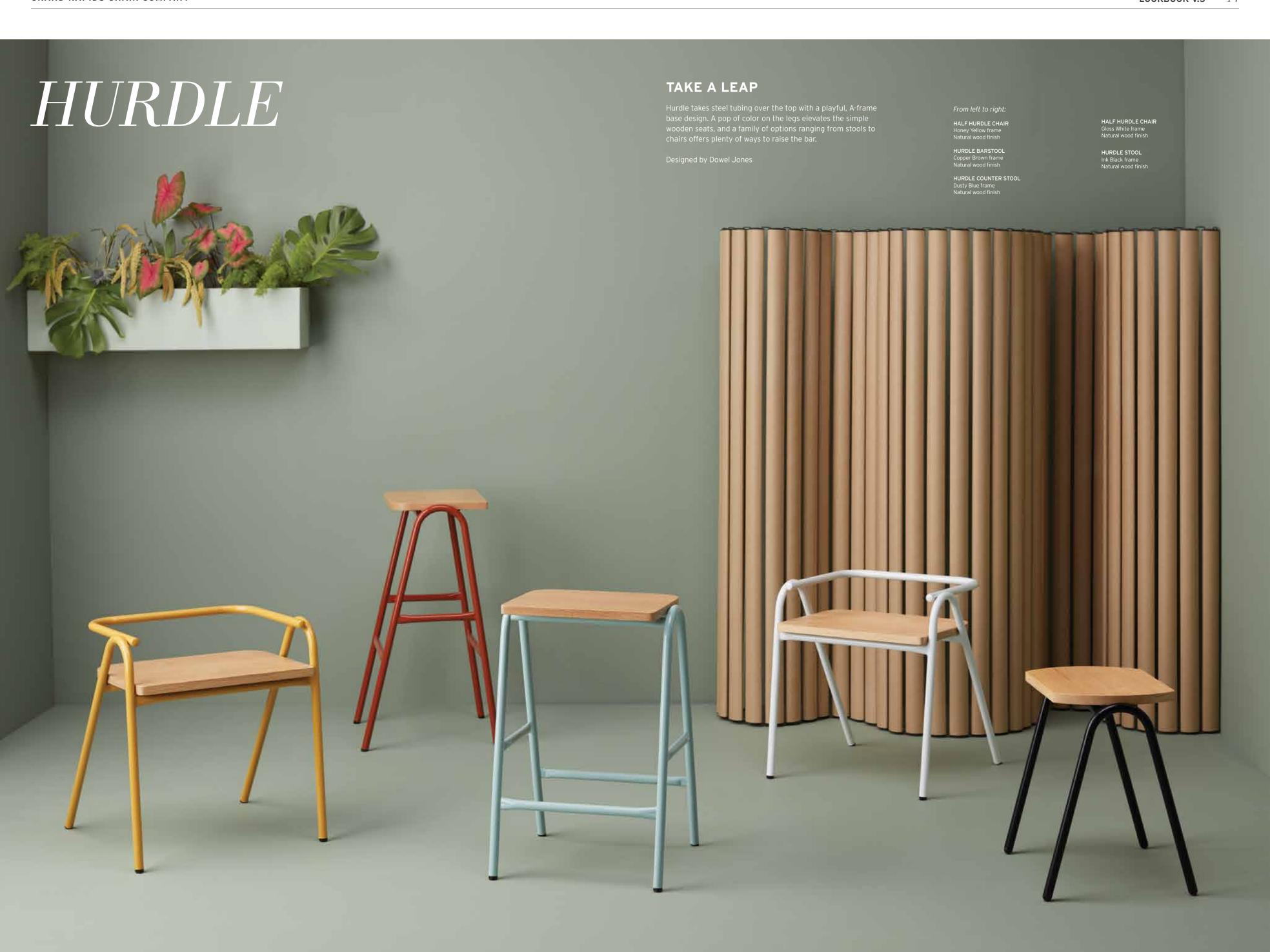
Hurdle may the first collaboration between Grand Rapids Chair Company and Dowel Jones, but judging by the response, it won't be the last. As Jeffery noted in his own trendspotting research, the stripped-down aesthetics and versatility of Dowel Jones designs have a knack of fitting in anywhere. Today, Melbourne. Tomorrow, North America.

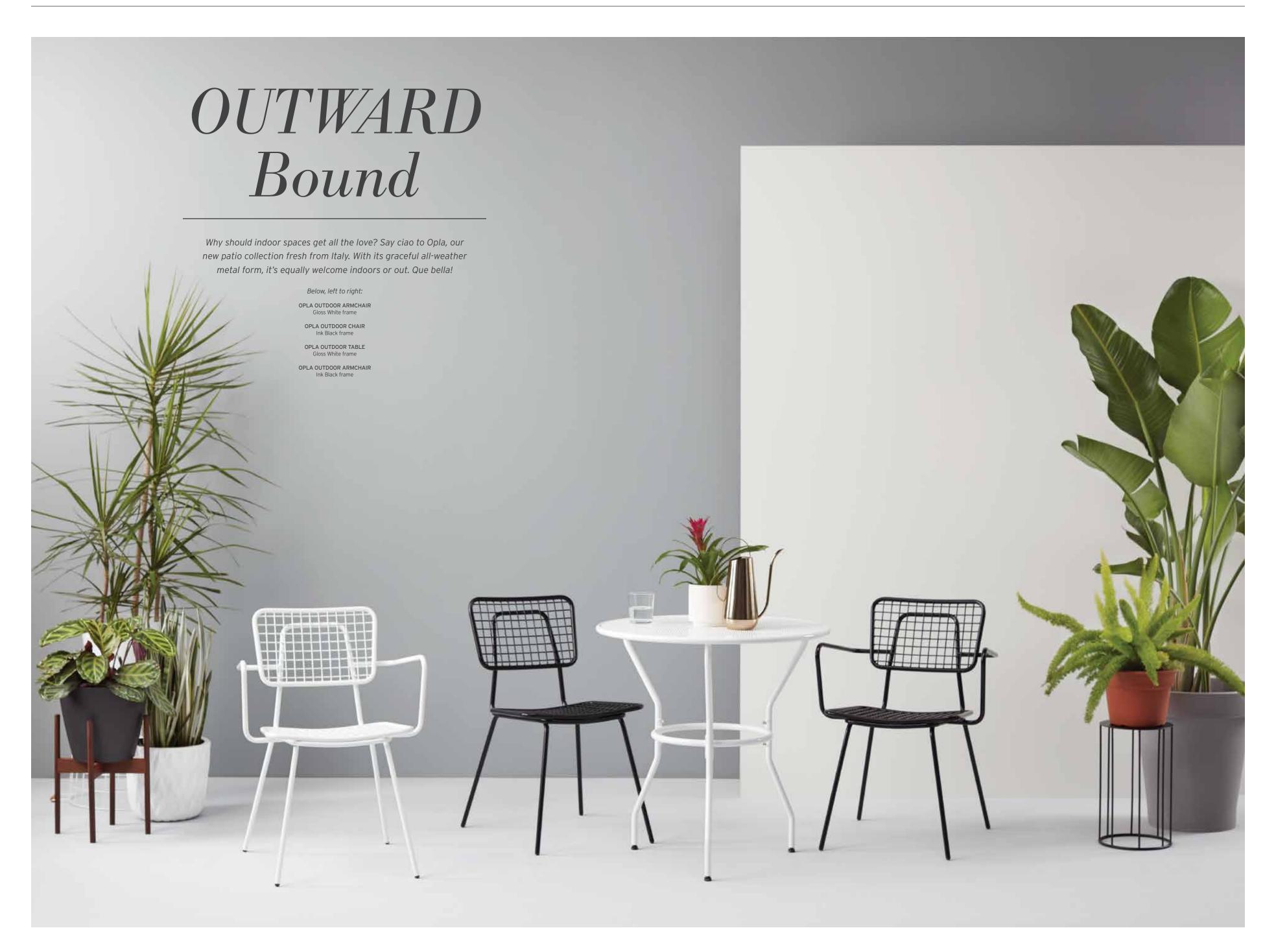
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DALE HARDIMAN, CO-DIRECTOR OF DOWEL JONES











SADIE II

GET SCHOOLED

Revamped for 2017, Sadie II now has a svelte new shape that fits easily around a table. You'll find the same schoolhouseinspired design of the original Sadie, recreated in a narrower footprint that's comfortable mingling anywhere.

Designed by Joey Ruiter

From left to right:

SADIE II BARSTOOL Honey Yellow frame

> SADIE II CHAIR Dusty Blue frame Dune wood finish

SADIE II CHAIR

Copper Brown frame Parchment wood finish Upholstery: Designtex, Bute Lewis, Chickadee







TAKE FIVE Kick back and unwind with the Harper Lounge, the chillest member of the family. Wide, low, and built for comfort, it's ready and waiting to join the conversation. Designed by Joey Ruiter Shown above: HARPER LOUNGE CHAIR Upholstery: Maharam, Cotton Velvet 016

ONE CHAIR 10 ways

High. Low. Sophisticated. Playful. Wood. Laminate. Upholstery. Bold. Natural. X-base. 4-leg Base. A-frame. We've shown you just a few of the ways we can picture Harper. Now show us yours.



HARPER BARSTOOL Cobalt Blue frame Cocoa wood finish Upholstery: Camira, Hemp, Oat



HARPER X-BASE CHAIR Cement Grey frame Parchment wood finish Upholstery: Kvadrat, Divina 460730-246



HARPER CHAIR Copper Brown frame Parchment wood finish



HARPER LOUNGE CHAIR Grey White frame Nutmeg wood finish



HARPER CHAIR Honey Yellow frame Storm wood finish



HARPER X-BASE STOOL Pebble frame Upholstery: Camira, Aquinas, Aniseed JA427



HARPER X-BASE BARSTOOL Copper Brown frame Laminate: Wilsonart, 5th Ave. Elm



HARPER COUNTER STOOL

Dusty Blue frame
Upholstery: CF Stinson,



HARPER X-BASE CHAIR Mirror Silver frame Upholstery: CF Stinson, Scout SC060

WE KEEP IT REAL We believe that quality materials elevate good design. That's why we make our furniture with real steel, genuine wood, gorgeous laminates, luxurious fabrics, and an ever-expanding palette of finishes—including eight new powder coat colors we're introducing this year. Have a custom material, fabric, or finish in mind? Bring it on, and we'll bring it to life. FRONT AND CENTER Shown on the front cover, clock-wise from left: BROOKE CHAIR Dune wood finish Upholstery: Carnegie, Hashtag 6478-38 Kona wood finish Acorn wood finish Upholstery: CF Stinson, Manchester, Madiera 62862

