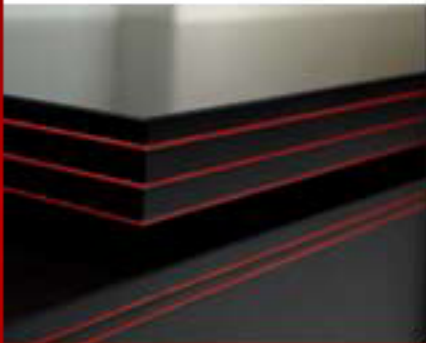


Gary Lee Designs New Casegoods for Halcon and Decca

By Peter Carey



In this day and age, if you are a well-known designer, setting the standard for your vision and the execution of interior design projects is one thing, but when sights are set for success in adjacent markets like furniture design, the same vision and execution need to extend to the rest of the firm and become branding elements. For Gary Lee Partners, a distinct perspective is the foundation of everything they create. "Our standpoint as a design firm," said Gary Lee, "not just an interiors or a furniture design firm, is that we try to bring to market things that we feel are of value but are not yet present." Adopting a more individual approach toward design contributes to the staying power of the company. "I remember when this industry was design driven," he continued. "I am making a not-so-subtle statement on the "me too" condition that this industry has fallen into. When we do product for our own company, Chai Ming Studios, or when we do something for Decca or Halcon or Knoll, we design something that we think is unique and it includes our point of view; that becomes a fairly holistic thing in our mind."

At the NeoCon World Trade Fair in Chicago, Gary Lee Studios, the product design division of Gary Lee Partners, introduced two distinctive casegood systems from two separate manufacturers, Decca and Halcon; the results are at opposite ends of the spectrum in some regards, yet the style and execution of both systems clearly all into the design language of the firm. "We don't have a signature style necessarily," said David Grout, principal at Gary Lee Partners and designer of Proximus by Halcon. "But the underlying sense for everything we do is that there is a level of quality and a level of completeness where every piece matters."

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