

ROTTET



"Rottet by Decca" furniture collection by Lauren Rottet introduced at NeoCon

Unique, innovative designs featuring handcrafted details and exotic veneers.

CHICAGO – June 11, 2007: Decca Contract unveiled a major new line of furnishings designed by Lauren Rottet, FAIA, today at NeoCon. A fresh array of sophisticated ideas in lounge furniture, occasional tables and guest chairs, the Rottet by Decca collection matches the renowned interior architect's clean signature and timeless architectural elegance with the refined, handcrafted quality of Decca.

Rottet by Decca comprises two chairs, two-seat and three-seat and sectional sofas, benches, coffee tables and more. The line works together as a collection or can be specified as part of an eclectic mix with other furnishings. The pieces are available with simple finishes or rendered in more exotic choices including Oak Burl, polished metals, lacquers and exceptional veneers (as an option, from managed-growth forests) including Imbuya. Special details such as perfectly flared arms and detached backs lend visual excitement and complexity to the designs. Rottet's inspirations for the new line include historic Asian forms and Minimalist art, distilled through her inimitable, award-winning stylistic imprint.

The result is a refined and entirely new expression – an instant classic.

Rottet, who has designed collections for several industry-leading manufacturers, says, "Having worked with Decca, I knew they were ready for the challenge of engineering and producing complex designs while making the pieces appear simple." Building upon their shared set of values, the designer and the manufacturer pursued what they felt was a natural fit.

"We knew that this product would be elegant, it would properly reflect Lauren's taste and flair" says John W. Fischbach, president of Decca Contract Furniture, Dallas. "And Decca has the ability to produce a collection like this at a quality level and price that few others, if any, can match."

For immediate release

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IMAGES AVAILABLE

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To bring the design vision to reality, Rottet and Decca began an open-ended collaboration with few formal limitations and a focus on innovation and high-quality materials. The resulting line, in keeping with Rottet's style, shuns trendiness and instead derives from careful thought and studied proportions. Like many of her past designs, these pieces could very well become classics.

Rottet "discovered" her partner in Decca through investigating and specifying the company's product. Getting to know the Hong Kong-based producer, she also found the company to be unique in the Asian market for its commitment to environmental goals and practices. For that reason, all of the woods are plentiful species sourced exclusively from sustainably managed forests, including the Oak Burl and Imbuya. "More than anything," says Rottet, "I appreciated their ability to engage in the process it takes to produce unique and highly detailed furniture – and to work well with wood, metal and upholstery."

The results of this international dialogue are now on display in the Decca Contract showroom for the NeoCon World's Trade Fair 2007, June 11-13 in Chicago.

Images Available Upon Request

Download directly from <http://rottet.deccacontract.com>

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About Lauren Rottet

Lauren Rottet, FAIA, principal of DMJM Rottet, is known for her award-winning commercial interiors and product designs. Named “Designer of the Year” and an industry “hall of fame” member, she is also one of few interior architects named an AIA Fellow. Considered a leader in the field of interior architecture, Ms. Rottet is highly regarded for her corporate and hospitality interiors as well as product designs, all marked by precise detailing and “architecturally derived solutions.” Rottet’s refined environments and clean forms are imbued with a modernist ethic honed in her background: She has worked with Skidmore, Owings & Merrill, and created furniture and product designs for several industry leaders. Her work has been honored and published widely, including two NeoCon Gold Awards and the Chicago Athenaeum award.

Rottet co-founded Keating Mann Jernigan Rottet in Los Angeles, which merged with DMJM Design in 1994 to form DMJM Rottet, with offices in Los Angeles, San Francisco, Houston, Washington D.C., New York and Shanghai. From that vantage point, Rottet and her team design an impressive array of projects the world over. DMJM Rottet boasts more than 21 million square feet of workplace designs and a fast-growing global clientele in the hospitality, legal and corporate sectors.

For More Information

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About Decca

Decca Holdings Ltd. is a publicly traded corporation founded in 1973 as an interior millwork company. The company's focus is on architectural woodworking for contract and hospitality applications. As Decca evolved, it expanded in to various areas of the high-end furniture industry. Today, in addition to the office furniture division, Decca Contract, Decca Ltd. operates Decca Hospitality in Atlanta as well as Bolier & Company, a residential products manufacturer based in High Point, N.C.

The Decca manufacturing facility occupies over 1.2 million sq. ft. and employs in excess of 1,500 people. State-of-the-art manufacturing equipment, combined with the finesse of handcrafting, gives Decca a tremendous level of flexibility. This flexibility, combined with the plant capacity, allows Decca to address virtually any size or type of project. For more information on Decca Holdings Ltd., please visit www.Decca.com.hk.

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Design Statement by Lauren Rottet

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The occasional table designs stem from the desire for the low table to represent the “hearth” – the centerpiece for casual gathering. The forms are derived from two basic concepts: One, that simple static shapes when bent can transform into kinetic pieces that have visual movement; and second, that when materials are combined in an unpredictable manner with no visible transition at their edges, the resulting object becomes a visual fascination as light hits the materials differently and transforms the basic shapes into more complex visual forms.

The tables are meant to fill the need for over-scaled tables that are used in a casual setting with lounge furniture for display but also may be used for a casual meeting or work. Some are 4'x4', 2'x6', and can be made larger. Some have the capability of being interactive with power and storage drawers.

The other series explores the attitude of lining and surface material interacting to make a shape that would not appear as it does without the interaction of the two materials. A number of pieces in the table series experiment with the notion of placing what might typically be considered the lining – a less precious material – on the outside of the form, and using the more precious wood material as the lining.

The lounge series is derived from the inspiration of a simple cradle of wood holding a graceful upholstered body. The bench is expressing the concept in its simplest form with the wood sides coming up just proud of the seat height. The lounge series comprises a bench, two- and three-seat sofas, lounge chair, sectional sofa and an asymmetrical sofa with an extended end-piece. Most of the collection will be upholstered at NeoCon in a special hemp fabric that will be graded into the line. The hems are all natural colors – no dyes and are eco-friendly. Custom weaves and over-prints will be created for the line of hemp fabrics.

Lauren Rottet, FAIA

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