

## Ethnicraft Presents Their New Collection At High Point Spring Market

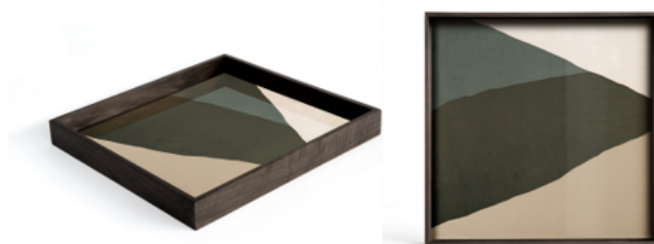
*Expertly crafted wood furnishings and accessories on display at High Point Market this April*

Known for outstanding craftsmanship, 25-year-old Belgian design brand Ethnicraft is excited to reveal additions to its new accessories line and smart updates to its sustainable furniture offerings in their first collection of 2022. Rooted in the serenity of the natural world, these new releases invite a thoughtful and deliberate approach to beautiful living and create opportunities for meaningful engagement with one's surroundings in both residential and commercial environments.

Ethnicraft's new collection will be on display at the High Point Spring Market from April 2-6. Visit Ethnicraft's showroom at 730 Taylor Avenue, High Point, NC.

### Accessories

Inspired by fresh ideas of global origin, luxury is melded with practicality in Ethnicraft's sophisticated decorative objects. Global patterns, textures, and layers are subtly translated onto functional and ornamental pieces alike with traditional printing and hand-finishing techniques. The exceptional process contributes to the unique quality and authenticity of each accessory, sure to provide the perfect finishing touches to tie any room together. Arrange these pieces on their own or display a number of them in combination to make a bold statement.



Ethnicraft is pleased to introduce new shapes for the beloved **Wabi Sabi Tray** collection: two sizes of square trays in blue and cream, and a chic oblong tray in graphite. Explains designer Dawn Sweitzer of the inspiration behind Wabi Sabi, "While traveling through the Blue Ridge Mountains, the vista became almost like a layered watercolor painting. Sky blues, gray and mist colors layered the horizon. As the sun was setting it took on a whole new color palette with warm autumn hues like sienna, sand, sepia." Each Wabi Sabi tray features a hand-painted base and silk-screen printed glass encompassed by a wooden rim.



Playful square shapes are now available in Ethnicraft's most popular Classics collection, also designed by Dawn Sweitzer. In the **Clear Mirror Tray**, a subdued color palette meets captivating motifs inspired by nature and travel, capturing the essence of timelessness.



Relying on some of the oldest ancestral artistic techniques, the frame of the remarkably clear **Umber Sphere Wall Mirror** is expertly shaped by Ethnicraft's skilled artisans. Natural mineral powders blend with natural color pigments to form earthy tones and unique textures that add a bold touch of elegance.

### Furniture

For 25 years, Ethnicraft has crafted furnishings from solid wood to inspire the stories of our lives. Teak and oak designs evolve with time, developing a unique patina that beautifully expresses the character of each unique setting into which they are placed. Ethnicraft's new designs for 2022 feature trend-withstanding designs that are easily integrated into new or existing environments, making them ideal for contract settings as well.



Ethnicraft's lightest, airiest table yet, the **Air dining table** features sleek beveled legs so that the tabletop seems to float effortlessly above. Inspired by the lightness experienced with the bed of the same name, the Oak Air is a strong and lean dining table disguised in a simple, clean, and minimal design. Air comprises an oak veneer table top with varnish finish and solid wooden legs and is available in a wide range of sizes.



In ancillary tables, the new **Pentagon Console** features Ethnicraft's signature finish, crafted from natural mineral powders and color pigments. The **Pentagon Console** translates the graphic contrast of the whisky and lava finishes and off-set surfaces into a new product type, allowing for coordination across the floorplan or a statement-making addition on its own.

### Seating

From sunrise to sunset, whatever the function, Ethnicraft gladly provides the support needed throughout the day with seating options that consistently combine comfort and timeless design.



With sleek, angular front legs and flowing, smooth connections, the exceptional new **Eye Dining Chair** is a hallmark solid wooden seating design. The curved backrest, reminiscent of a winked eye, inspired the name of the chair. Designed by Alain van Havre, the Eye dining chair is crafted from solid oak with a hardwax oil finish. The chair's subtle elegance and stylish edge are versatile enough to enhance dining, hospitality, and workspaces alike.



Designed by Jacques Deneef, the new **Trapeze Sofa** enriches Ethnicraft's seating collection with a touch of classic minimalism. Clean-lined and geometric, Trapeze allows users to accumulate cushions and style according to their preferences, like a blank canvas allowing inspiration to flow. Two colorways, beige and

pepper, allow this nonchalant lounge sofa to fit into any style, whether an urban flat or a country homestead. A set of lumbar cushions in stain-repellant upholstery are sold separately to complement the Trapeze sofa, providing the most comfortable support throughout the day.



Ethnicraft has also developed enhancements to popular existing lines. The optimized height of the new, solid oak **Osso Counter Stool**, available in black-stained varnished oak or hardwax oil finish, adds yet another option to the popular line's wide array of possibilities, whether used as an elegant and sturdy kitchen stool lined up at a dining counter or arranged at a co-working table. Additionally, a new off-white colorway is now available for Ethnicraft's popular **Barrow Lounge Chair**. Taking its inspiration from the 50s, the Barrow lounge chair combines an irresistible vintage vibe with extraordinary comfort for living room, lounge, and office environments.

### Storage



Designed with both function and character in mind, Ethnicraft's **Stairs Sideboard** offers plenty of storage space and adds elegance to any room. An angular composition, designed by Alain van Havre, forms the heart of a design that aims to distance itself from traditional static and immobile surfaces. In Stairs, a unique sense of volume is created to alter the user's perception of the sideboard as they walk by. Made from black stained solid oak with a varnish finish and black metal leg, the Stairs Sideboard is a truly remarkable item now available in black, with 3- and 4-door options.

## Office



It might be work, but it doesn't have to feel like it. Ethnicraft supports the creation of an inspiring work environment without sacrificing style or comfort. Some like a minimalistic look; others need more storage and organization; the **Oscar Desk** supports all preferences and is available with or without drawers. Designed by Alain van Havre, Oscar's new dimensions now allow the versatile desk to adapt to smaller spaces and office island configurations. Oscar is made of solid oak with a varnish finish or FSC-certified solid teak with black metal legs.

## Outdoor

Bringing structural elegance and contemporary craftsmanship to outdoor living, Ethnicraft's bestselling interior designs have been adapted specifically to be durable, stable, and weather-resistant, creating seamless harmony between indoor and outdoor spaces.



New **Teak Bok Chair Seat Cushions** in soft off-white and mocha colorways offer extra comfort for outdoor dining experiences, featuring quick dry foam inners, 100% Belgian woven polyprop textiles, and Velcro fastenings for easy attaching.

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### About Ethnicraft

Celebrating 25 years in 2022, Ethnicraft has been creating timeless furniture from solid wood. The ultimate noble and renewable material, wood is sourced responsibly and processed with craftsmanship. As it is incredibly strong and ages well with time, Ethnicraft believes wood is what makes their furniture the solid and dependable foundation of a home. At the same time, wood is a warm and natural material with a distinctly emotional quality.

Ethnicraft loves that it evolves with the years as it carries the marks of the life that happens with it. Ethnicraft creates collections for every room of the house: from the furniture that defines the purpose of a space to the objects that layer it with meaning. Nothing is more exciting than seeing how people love and use Ethnicraft products in the story of their life.

For more information, please visit [www.ethnicraft.com](http://www.ethnicraft.com)

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