

Portland Interior Designer & Author Max Humphrey Partners with Old Hickory to Launch Western-Inspired Furniture Collection

The Lodge Collection brings together Humphrey's modern Americana vision with Old Hickory's storied legacy of craftsmanship.

For immediate release: [Old Hickory Furniture](#), an iconic brand synonymous with American craftsmanship since the early 1900's, is proud to announce their first furniture collection designed in collaboration with prolific interior designer and bestselling author [Max Humphrey](#).

Dubbed THE LODGE COLLECTION, this exclusive assortment is the first release in their ongoing collaboration and will focus on keystone pieces for the home that spotlight natural wood materials and embrace the rugged beauty of the American West. The collection pieces are each named in Humphrey's trademark playful style and include a "Don't Feed The Bears" lounge chair, a "Sawing Logs" bed frame, and a "Root Beer Barrel" chair.

A natural pairing for a design collaboration, Old Hickory has long been known as "the furniture of the National Parks," having partnered with landmark lodges for over 117 years to create their signature pieces. Meanwhile, Max Humphrey's latest book [LODGE: An Indoorsy Tour of America's National Parks](#) is his love letter to a slice of uniquely American style. "I've been obsessed with Old Hickory Furniture since I did a deep dive into the brand for my first book, Modern Americana, and have included their pieces in my interior design projects—and my own home—ever since," said Humphrey.

Chad Galloway, CEO of Old Hickory, has been a longtime fan of the PNW designer. "I have been an admirer of Max Humphrey's work via Instagram prior to him publishing LODGE. It is such a creative and well-thought-out book that captures the spirit of our National Parks Lodges. Old Hickory Furniture has been such a staple in most of our national parks that I felt it was a must for us as a company to collaborate with Max in an attempt to bring LODGE to homes nationwide."

As the "cowboy-core" revival continues to gain traction within the collective design consciousness, this exclusive collection perfectly encapsulates the timeless appeal of the Western aesthetic in homes through rugged wood detailing, customizable bark finishes, muted color palette motifs, and heirloom-worthy craftsmanship handmade in the USA using classic woodworking techniques.

The Lodge Collection will debut at High Point Market on October 26th, 2024.

About Max Humphrey

Recognized as a design changemaker, Max Humphrey is a Portland, Oregon-based interior designer. After working in TV and film production and touring the U.S. and England as the bass player in a punk rock band signed to a major record label, he discovered a passion for interior design. His trademark lived-in, layered look has earned accolades. His first coffee table book, Modern Americana, was released in 2021 and debuted as the #1 new release across both the

Interior Design and DIY categories, and his latest book is called 'LODGE: An Indoorsy Tour of America's National Parks. www.maxhumphrey.com.

About Old Hickory Furniture

Founded over 120 years ago, Old Hickory Furniture is one of the oldest furniture brands in America, renowned for its handcrafted, rustic furniture made from sustainably sourced hickory wood. With dedication to quality and tradition, each piece is crafted by skilled artisans using time-honored techniques. Known for its durability and timeless appeal, Old Hickory has become a symbol of authentic American craftsmanship, providing unique furniture that brings natural beauty and comfort into homes and outdoor spaces. www.oldhickory.com

Media Contact:

Erin Bartholomew

PR & Marketing

[Perpetual Lantern Consult Co.](http://PerpetualLanternConsultCo.com)

erin@lanternconsultco.com | (541) 829-3040