

KINDRED

HEIRLOOM COLLECTION

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THE DEBUT OF DESIGNER MARTIN GOEBEL'S HOME & LIFESTYLE BRAND MARKS THE BEGINNING OF A NEW ERA IN AMERICAN-MADE FURNITURE

Saint Louis, Missouri, USA: American furniture designer, Martin Goebel, debuts his first furniture and home goods brand for the consumer market: Kindred Heirloom Collection.

Made from the finest American hardwoods, metals, ceramics and textiles, Kindred Heirloom Collection merges old-world craftsmanship, advanced automated manufacturing and design-forward modern aesthetics to bring attainably priced heirloom furniture and home goods to the contemporary high-end furniture market.

Known for his bespoke furniture, private residential commissions and high-end hospitality and corporate interiors for such notable brands and figures as High Chieftainess Melambeka, Tribal Queen of Zambia, Philippe Starck Hotels and Nike, Martin has spent the past decade designing and developing innovative, new manufacturing processes to craft artisan furniture at scale for the consumer home furniture market.

Goebel transformed the hundred-year-old former Traffic Motor Truck Corporation building located on the banks of the Mississippi River into a modern design studio and high-tech manufacturing facility to produce the new Kindred Heirloom Collection.

"We are reimagining American manufacturing theory by merging old-world craftsmanship with modern technology to bring heirloom furniture to everyone. Artisan craft is about creating special objects with a tangible connection to the materials and maker. We want to make that heightened experience and special feeling a part of every home through lasting furniture that is made to be shared by this generation and handed down to the next," said Goebel.

Kindred will unveil their full product line for the first time this spring in High Point, North Carolina, April, 22-26, 2023 at the International Spring Furniture Market. Kindred is included in the juried first floor of IMC InterHall—the coveted ground-zero for brands that are leading the style conversation and setting trends in the North American furniture market.

Goebel's American manufacturing facility is located in the North Saint Louis riverfront industrial corridor. The operation is a vertically-integrated product development and manufacturing facility that leverages digital design and advanced automated manufacturing. "Controlling all aspects of the manufacturing process allows us to maximize efficiencies and offer artisan-quality hardwood furniture at price points comparable to Restoration Hardware, West Elm & Pottery Barn," explained Goebel.

In May of 2022, Goebel & Co. Furniture made a capital investment of nearly \$500,000.00 to modernize the Withers Avenue facility bringing all design, handcraft and advanced automation operations under their own roof. The custom-produced 5-axis milling center was delivered to the facility on January 20, 2023.

Housed in a renovated 2,200 sq. ft. area of the 15,000 sq. ft. facility, Goebel's investment brings a first-of-its-kind manufacturing operation to Missouri. Tailor-made to Martin's specifications based on ten years of experimentation and development, Italian machine manufacturer, Biesse, coordinated with American firm Dylan Bayliss to build the custom 5-axis automated milling center.

ABOUT MARTIN GOEBEL: Martin Goebel is a 20-year veteran of the domestic and international furniture industry specializing in design and product development. Based in Saint Louis, Missouri, Goebel travels the world working with brands as a design and manufacturing consultant while operating as the President and Creative Director of Goebel & Co. Furniture and their newly launched Kindred Heirloom Collection brand. Goebel & Co. Furniture has been in operation in the City of St. Louis for 12 years. Goebel holds an MFA in Furniture Design from Rhode Island School of Design, Providence, RI.

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