

Modern Furniture Newsletter Series

Client: CSN Stores

Sowing the Seeds of Generosity

The Orange22 Blank Canvas Project

Dario Antonioni, founder of Los Angeles furniture design firm Orange22, wasn't content with just creating cutting edge furniture for mass-market and limited edition distribution. He and his talented team wanted to do more. The result was the Blank Canvas Project, a furniture design initiative that marshals the talents of multiple designers and benefits diverse worthy causes.

Designers Yves Behar, Margo Chase, Milton Glaser, Kahi Lee, Karim Rashid, Joseph Ricchio, Massimo and Lella Vignelli, and Claude Zellweger were tapped to participate in this unique philanthropic project. Orange22 did their part by providing materials and manufacturing, and by pledging to donate a matching amount of each designer's royalties to his or her preferred charity.

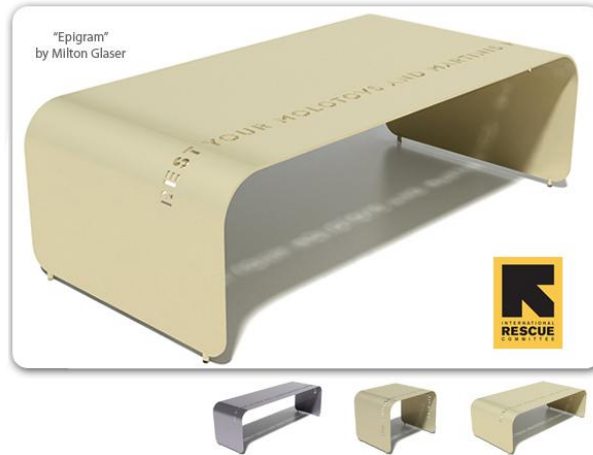
The assignment was simple: Orange22 provided each designer with a "blank canvas" for a cocktail table, an end table and a bench from their Botanist collection, each crafted from 1/4-in.-thick aluminum alloy sheets. The designers then had one month to create designs to be carved into the functional metal pieces. The resulting designs were revealed at the 2008 International Contemporary Furniture Fair (ICFF) in May to rave reviews:



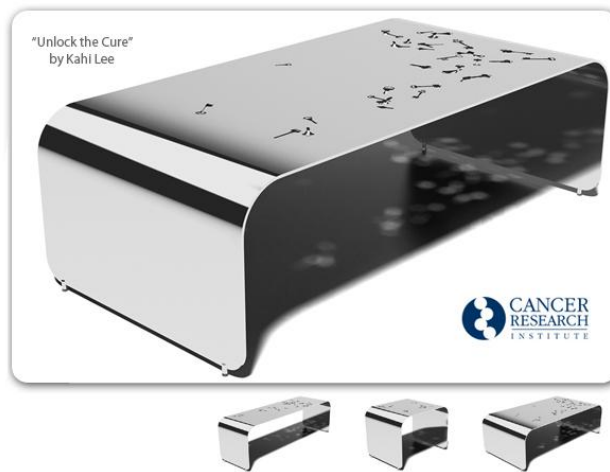
Yves Behar went digital with his "Pixel Burst" design to benefit the Surfrider Foundation.



Margo Chase chose abstract bird-like shapes for her "Flight" design that benefits the Sierra Club.



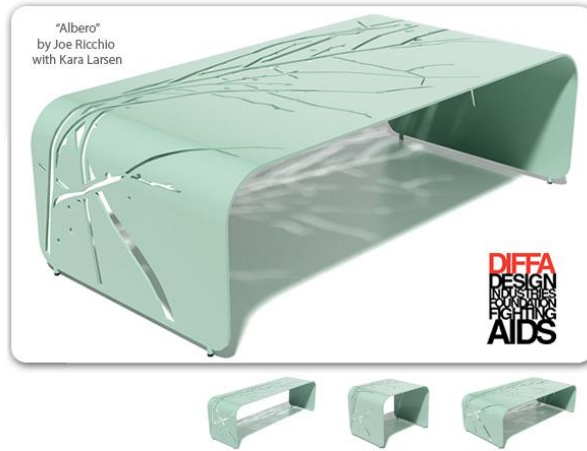
Milton Glaser used typography in his "Epigram" design to benefit the International Rescue Committee.



Kahi Lee used various key-shaped holes to illustrate her "Unlock the Cure" theme to benefit the Cancer Research Institute.



Karim Rashid chose a lace-like pattern for his "Orikami" design to benefit Design Industries Foundation Fighting AIDS (DIFFA).



Joe Ricchio designed an elegant branch to express his "Albero" theme and chose DIFFA as his charity because its founder introduced Ricchio's first chair.



Massimo and Lella Vignelli used simple, clean lines in their aptly titled "Lines" theme that benefits the Rochester Institute of Technology.



Claude Zellweger was true to his "No Ornamentation" theme with this design to benefit Architecture for Humanity.

Not only is the furniture created by these talented designers beautiful to look at; it's eco-friendly. The finishes are created by powder coating, rather than with more toxic liquid paint. And the aluminum used in the construction is one of the most recyclable materials in the world.

The current designs will be available in perpetuity through the Botanist collection. New designers will be chosen each year to add to the collection.