

Ethnicraft

Ethnicraft unveils
new chair design
ahead of Salone
del Mobile

The PI dining chair,
with armrests and without,
further complements
the wider PI collection with
its nature-inspired design.





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Ethnicraft, the renowned Belgian furniture brand, is proud to release first looks of the PI chair before High Point Market and Salone del Mobile later this month.

The design will be showcased at the fairs, with a nod in the display to the company's 'growing roots.'



The PI chair further develops the growing PI collection.

Standing for '*polished imperfect*,' the PI collection reflects nature's design, with smooth curves and slight irregularities that celebrate the natural character of the solid wood.

The PI chair is being launched in solid oak, sourced from European forests.



Not just designed for residential settings, the two versions of the chair passed contract grade testing in March and will be available soon to the contract market, as well.





“With this PI collection
I tried to get closer to
*the original imperfections
of the wood.*”

—Alain van Havre, designer



Designer *Alain van Havre* explained his inspiration last month at an exclusive press luncheon. “I tried to introduce imperfections in standardised pieces as much as possible. This you can see on the unequal edges of the collection that are much closer to the shape of the original tree trunk.”

Alain continued,

“The PI is based on the idea of reconnection.
It's about reconnection as roots of a tree to the ground.
It's a reconnection to the original shape
of the material, wood.

There is nothing more beautiful than
a tree that had a hard time to grow
— *twisted and with scars.*

No straight lines but organic,
nature-inspired shapes.”



This release is part of the broader spring novelties launch, in which several collections are expanding with more design choices and forms.

While the PI collection has grown roots with the two dining chair designs, many of Ethnicraft's most loved collections are also 'growing roots,' including the bestselling Bok, Geometric, N701 and more.



The PI chairs (both with armrests and without) will be available to order from fall 2024, however interested retailers, designers and other B2B partners can contact their sales manager for details.

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