

CT Architect & Specifier
 P.O. Box 1039
 Glastonbury, CT 06033
 Address Correction Requested

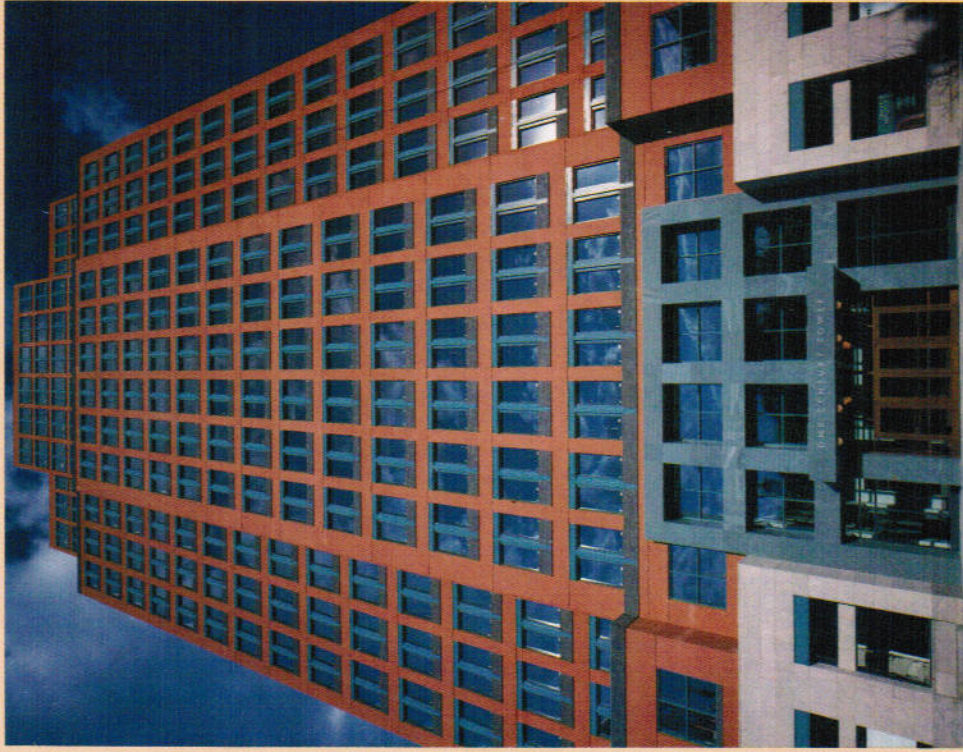
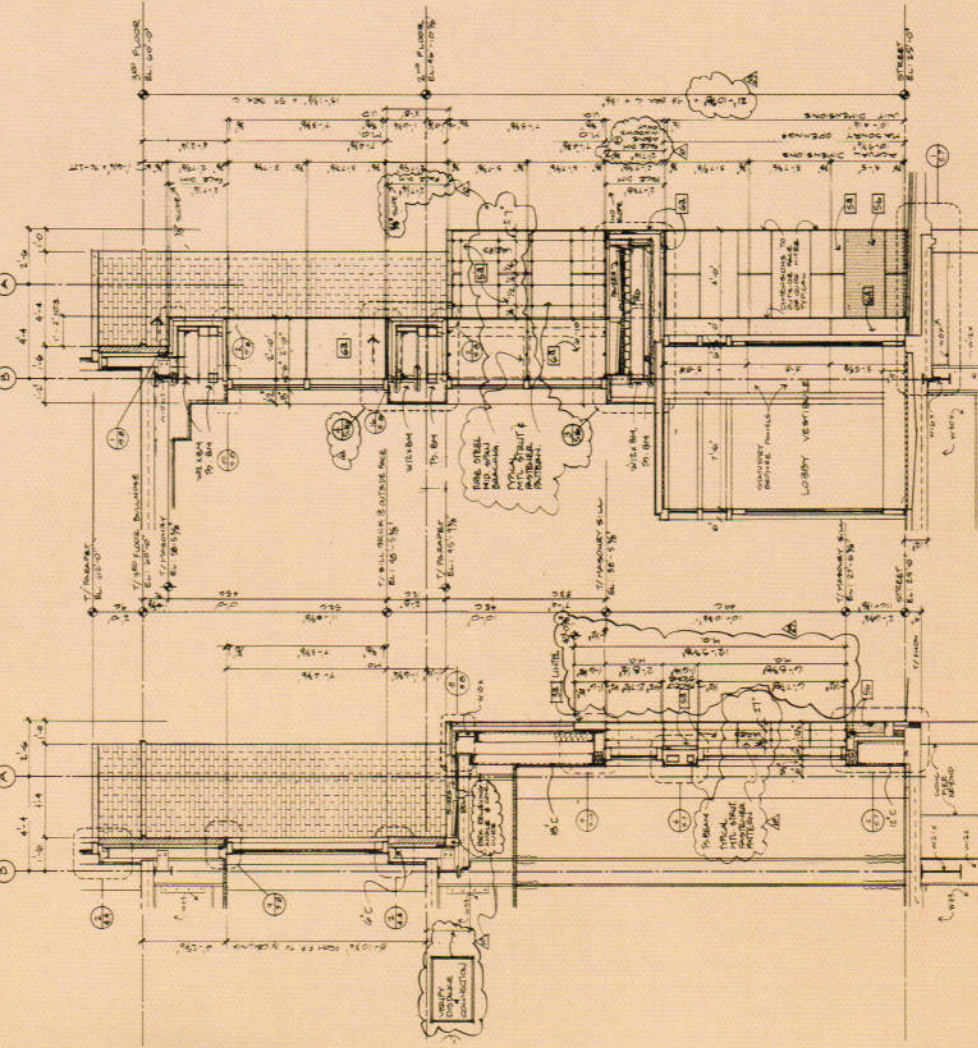
Connecticut

Volume Four Number Two

\$5.00

May 1991

BULK RATE
 U.S. POSTAGE
 PAID
 HARTFORD, CT
 PERMIT NO. 1807



ONE CENTURY TOWER
 New Haven, CT

Design: Cesar Pelli & Associates, Architects
Associate Architect: Stecker, LaBau, Arneill,
McManus Architects, Inc.

1. WALL SECTION - MAIN ENTRY LOBBY
 5/8" X 1/8"

2. WALL SECTION - STOREFRONT
 5/8" X 1/8"

Architect & Specifier™

ADVENT STUDIO

By Jacqueline Keady

Public Relations Consultant for
Advent Design and Advent Studio

It was fate that more or less determined the final incorporation of Advent Studio, a contract furniture design firm located within the offices of Advent Design in Hartford.

Sarah Tyson and Sheri Jensen Rowley, principals of Advent Design since 1981, often admitted their desire to create furniture designs but had neither the time or resources to devote their energy to a separate company. David Allan Pessa, an industrial designer who freelanced under the name of New Studio, was looking for more clients when he called on Advent Design after reading their name in the Yellow Pages. His architectural millwork and design capabilities impressed the two principals and David was hired on a part-time basis to assist the designers with customized projects.

One of the biggest obstacles often facing interior designers is the availability or lack of appropriate furnishings for unique and sophisticated projects. A client usually has very specific ideas of what he or she wants, but there seldom exists that perfect piece of furniture in a catalogue. Hence, interior designers frequently find themselves custom designing everything from casegoods to millwork to executive conference tables. The design staff at Advent found themselves using David's talents on a regular basis to accommodate their clients and enhance the quality of their projects. David realized that working closely with an interiors group gave him exposure to contract manufacturers and an opportunity to market his furniture designs. It became apparent that both Advent Design and New Studio could benefit from a partnership, and in March of 1990, Advent Studio was born.

The three partners share responsibilities in establishing design direction for Advent Studio. Sheri oversees operations, staff management and design parameters while Sarah handles marketing and financial management. David is responsible for research and design development, aesthetic implementation and manufacturing/engineering. Advent Studio has a significant advantage in the marketplace due to its association with Advent Design. The interiors firm not only has established contacts with furniture manufacturers, but can serve as a built-in focus group for Advent Studio since the product designs are marketed



56 Arbor Street
Hartford,
CT. 06106

(203) 236-9997

Principals:
Sarah Tyson,
Sheri Rowley,
David Allan Pessa

exclusively to contract specifiers. The designers are sensitive to current trends in office environment design and this helps David to keep his design development on track.

In the one year that Advent Studio has been in business, the firm has obtained four contracts with major American furniture manufacturers. One reason for this somewhat instant success is the realistic design goals established by the three principals. The designs can be manufactured reasonably; selected materials are sophisticated, yet consideration for the cost of materials is weighed carefully. Unexpected material combinations such as glass/stone or aluminum/wood offer artistic character without sacrificing practicality and function. Many of the designs are derived from historical and traditional precedents or they are simply a reaction to these precedents.

Brayton International, a contract furniture manufacturer from North Carolina, appreciated this unique attribute in Advent Studio and commissioned the firm to design a series of table collections. The three separate collections demonstrate design sensitivity as well as function. For instance, the *Hugo* collection consists of square and rectangular tables at cocktail height that feature concave legs. This single unique feature adds a whimsical twist and creates a startling "wind

blown" impression, yet the design is founded on classical references. It is this combination of manufacturing sensitivity coupled with a commitment to humor that has led to an ongoing relationship with Brayton.

Advent Studio has also been selected by the Worden Company from Holland, Michigan to design an entire line of library furniture. The line (named the Tempus Collection) will include study tables, carrels, chairs and other library support furniture. It was inspired by the Arts and Crafts movement and while many of the aesthetic details are literal translations from both the Stickley and Mackintosh era, the collection has a clean elegance that should prove to be timeless. The introduction date for the Tempus Collection is scheduled for June 28th at the American Library Association (ALA) show in Atlanta.

Advent Studio designs furniture for manufacturers with a specific need, rather than designing first and selling later to a manufacturer. This position reflects the firm's mission statement to produce designs with integrity and solutions that are relevant and cost effective. The synergy created by this talented group is already making waves within the contract industry and promises to deliver thought provoking American designs for years to come. ■