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Ginkgo Rope by jehs+laub

Ginkgo Rope by the German design duo, jehs+laub, is a fresh iteration of the classic Ginkgo chair. While staying true to the series' iconic silhouette, each piece is trademarked by a complex curvature mimicking the Ginkgo leaf. With this most recent addition, jehs+laub worked with Davis Furniture to further expand the Ginkgo family's offering by embracing a new material and manufacturing technique. When asked about this new extension, jehs+laub stated, *"The Ginkgo Collection is one of our most successful and striking designs we have with Davis, so we wanted to explore how we could continue to push the boundaries with this collection. That's how Ginkgo Rope was born."*

Broadening the series' design opportunities to include indoor and outdoor applications, Ginkgo Rope provides a unique perspective to jehs+laub's emblematic design. This new creation includes a chair, barstool and an eye-catching lounge. Each piece pairs perfectly with jehs+laub's outdoor Ginkgo tables, which Davis launched with additional options earlier this year. With this new and exciting design, jehs+laub studied weaving practices and eventually landed on a technique that they believe would provide designers with an invigorated aesthetic for the series while seamlessly blending within the Ginkgo collection.

Ginkgo Rope's seat and back is hand-woven in Italy by highly skilled artisans. Constructed of marine grade durable polyester rope, the series is offered in 7 collection specific colors with each colorway containing a nuanced palette of

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mélange fibers which adds a subtle depth to every rope's color. The underlying metal frame is finished in a highly durable powder coat and available in matte white or matte black.

Rounding out the features and benefits of this series, the chair is a great fit for spaces where a low-density stacking chair is needed, meanwhile the non-stacking lounge and barstool join in to add additional options for other high traffic applications. Ginkgo Rope is another exciting expansion of the Ginkgo collection as it further proves the universality of Ginkgo's exceptional design for commercial, hospitality and even residential interiors.

Markus Jehs and Jürgen Laub met each other during their academic studies of industrial design in Germany and became friends after an internship in New York in 1990. Shortly after they graduated, they set up their studio, jehs+laub, in 1994. From that time on they started to design furniture and lamps for Italian companies, such as Cassina, Ycami and Nemo. They soon expanded their collaboration with brands like Fritz Hansen, Knoll International, Renz, Stelton, Schönbuch, Cor and Wilkhahn. Davis Furniture began their long-standing collaboration with jehs+laub in 2009, and have since designed multiple award-winning collections, including the Ginkgo family, A-Collection, Poise, Sachet, Reed and Hue, to name a few.

Founded in 1944, Davis Furniture is a leading voice in the contract furniture industry focused on placing Design at the center of every initiative while looking to the future of the workplace. Davis offers cutting-edge, innovative and aesthetically pleasing products designed and manufactured to benefit the functionality of the user and the interior. This fourth-generation, family-operated company continues to maintain the highest corporate integrity, a devoted loyalty to its customers and a never-ending dedication to design.
