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**Bloom combines the whimsy and simplicity of familiar forms to make a bold design statement.**

Martin Brattrud, a leading manufacturer of hand-crafted seating and tables for the contract market since 1946, presents Bloom, a collection of poufs and stools designed by Birsel+Seck. Combining craftsmanship, sculptural details, and versatile options, these new designs are natural statement-making pieces well-suited to a wide range of contract interiors.

Bloom is an exploration of familiar forms through the lens of design. Drawing inspiration from West African goblet drums, champagne corks, and forest mushrooms, Ayse Birsel and Bibi Seck reimaged these ordinary and jubilant shapes with a soft, organic, and playful hand.

“While an obvious fit for lounge and lobby spaces, Bloom is adaptable and suitable for any setting where beautifully-designed seating is needed,” said Tim Penczar, principal, Martin Brattrud.

Bloom is offered in two expressions: a monolithic built-to-the-floor version or with a light and airy metal rod base. Both have a swivel seat. For additional flexibility, the bottom of the built-to-the-floor Bloom can be capped in powder-coated metal for a more layered material and color expression. Three heights are available, with bar and counter height stools incorporating a circular metal foot ring.

“Ayse Birsel and Bibi Seck are known for combining simplicity and human-centered design to create impactful, yet easy-to-use forms. We were excited about combining their out-of-the box thinking and expressive style with our upholstery expertise to bring the Bloom collection to life,” said Mr. Penczar. Bloom can be upholstered in two knitted fabrics from Kvadrat Febrik, and both styles are available in a wide range of colors. This is Martin Brattrud’s first collection with Birsel+Seck.

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## About Ayse Birsal

Ayse Birsal is the Co-founder and Creative Director of the award-winning design and innovation studio, Birsal+Seck, and the creator of *Design the Life You Love*, a coursework and book that teaches non-designers how to create a meaningful life using her design process, Deconstruction: Reconstruction™, and its tools.

## About Bibi Seck

Bibi Seck is the Co-founder of the award-winning design and innovation studio, Birsal+Seck, and the founder of Dakar Next, a design studio-laboratory in Dakar, Senegal. Bibi was born in Paris and spent his formative years in London, Paris, and Dakar. He received his master's degree in industrial design in 1990 from ESDI, Paris.

## About Martin Brattrud

Located in the South Bay of Los Angeles, California, Martin Brattrud is a leading manufacturer of hand-crafted seating and tables for the contract market. With extensive custom capabilities, the company is renowned for banquettes and bench made upholstery. Martin Brattrud is led by design, forging partnerships with the industry's top designers. Thoughtful design, low environmental impact manufacturing, and product longevity combine in each piece Martin Brattrud creates.