

DESIGN  
WITHIN  
REACH  

---

JOURNAL



NO BOUNDARIES

SUMMER 2024

Tide Collection by Gabriel Tan



Exclusively at Design Within Reach  
studios and DWR.com



## DESIGN WITHIN REACH JOURNAL

NO. 5 | SUMMER 2024

**Creative Director**  
Omar Nobil

**Editorial Director**  
Jordan Hruska

**Editor**  
Jill Simpson

**Senior Writer**  
Rachel Filipinas

**Art Director**  
Satoe Onizuka

**Graphic Designer**  
Mark Lundberg

**Producers**  
Dyana Applebaum  
Samantha Butcaris

**Copy Manager**  
Richard Haslob

**Production Artist**  
Belinda Villarreal

**Digital Asset Manager**  
Amanda Petz

**Photographer**  
Adrian Gaut

**Stylist**  
Rebecca Bartoshesky

## No boundaries

In summer, the world feels wide open. We're brimming with inspiration from a trip to Mexico City – a place where indoors and outdoors merge and homes open up wide to bright skies and lush foliage. Vibrant art, food, and design from a wide range of cultures converge and captivate. The city's colors, textures, and layers inspire us to venture into new territory when it comes to our own spaces.

Discover how modern design leads the way to experimentation, innovation, and creativity. It encourages us to pave our own path – sometimes literally, in the case of artist Pedro Reyes and fashion designer Carla Fernández, who implemented volcanic rock and concrete to create a dynamic home inspired by Mexico City's brutalist and modernist architecture (P.36). It inspires us to try new techniques, like Danish designer Arne Jacobsen's organic, instinctive approach to design that shaped icons like the Egg Chair and Swan Chair (P.20). It blurs the boundaries between indoors and out – from our bestselling outdoor collections (P.24) to Casa Bruma (P.04), a striking home outside of Mexico City designed to blend seamlessly with its landscape. Sometimes all it takes is modern design to transport you to new places – enjoy the view.



# Into the wild

Discover a home shaped by its environment.

By Rachel Filipinas

Bruma, Spanish for “mist,” is a fitting name for the family retreat of Eduardo and Mayra González and their two children. Many mornings, Casa Bruma is shrouded in fog. But even in clear conditions, it remains hidden, disappearing into the dense forest. This is a home inspired and defined by its environment.



Lispenard Sofa from Herman Miller® \$5195-\$8095 **\$4156-\$6476**  
Eames® Molded Plywood Lounge Chair from Herman Miller® \$11195 **\$956**  
Eames® Coffee Table from Herman Miller® \$395-\$2595 **\$796-\$2076**  
Eames® Turned Stool from Herman Miller® \$395-\$1295 **\$796-\$1036**  
Limited-Edition Uno Pouf \$615-\$395 | Neso Handloomed Wool Rug \$895-\$4595

When Eduardo and Mayra purchased the plot of land to build Bruma, they were drawn to the mission behind it: Protect the land and reinvest in it. Located in Valle de Bravo, a lakeside destination a few hours outside of Mexico City, the site was former farmland. “The idea of the site was to improve the land, not the other way around,” Eduardo says. The plot came with a set of rules – including

that no trees could be cut. The house also had to be completely self-sustainable: All water could only be sourced from collected rainwater, and electricity had to be generated from solar panels. That was the biggest challenge. The second? The plot itself. It was on a steep slope, right where forest and prairie meet. Eduardo enlisted architects Fernanda Canales and Claudia Rodríguez for the project.





Copenhague 20 Dining Table \$645-\$1075 | Eames® Molded Fiberglass Armchair from Herman Miller® \$745-\$1175 ~~\$996-\$940~~ | Nelson® Bubble Lamp® from Herman Miller® \$395-\$1295 ~~\$316-\$1036~~ | Transversal Bookshelf \$6795



Within these constraints, the architects discovered a sense of freedom: Forgo the traditional idea of a house, and design a series of small buildings fully integrated into the environment. This “exploded” house consists of nine individual blocks, each serving a different function. The main quarters (bedrooms, living room, dining room, and kitchen) are connected by covered walkways. The remainder of the blocks were arranged to complete the central courtyard. To capture the views and maximize sunlight, Canales and Rodríguez carefully studied every tree and framed each block according to the landscape. Low-maintenance and easy to transport to the rural site, each block was constructed from concrete mixed with black pigment to blend into the trees.

Bruma offers the feeling of a secluded village in the forest. Inside each room, floor-to-ceiling windows open to the outside and let in the light. Because blocks are uniquely oriented, each offers a different view and experience. “It’s like you’re in more than one place,” Eduardo says. “One room might have a totally different feeling than another – even the temperature and light.”





Above: Chisel Lounge Chair \$695-\$2195 | Limited Edition Uno Pouf \$615-\$995 | Layers Rug \$2995-\$6995  
 Right: Hackney Lounge Sofa \$4145-\$8895 | Knot Pillow \$145



Hackney Lounge Sofa by HAY

**HAY**

Exclusively at Design Within Reach  
 studios and DWR.com



INTRODUCING

## Bluff Chair

Designed by Hlynur Atlason for Heller,  
exclusively at DWR







DWR JOURNAL | SUMMER 2024

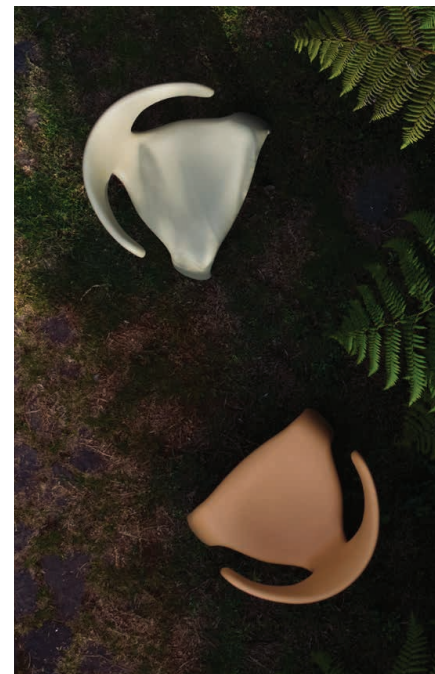
## Sculpture garden

New designs by Hlynur Atlason for Heller.

Bringing his refined design approach to the outdoors, Hlynur Atlason created two new chairs for Heller: the DWR-exclusive Bluff Chair and the Limbo Chair. Made in large part from recycled plastic in colors that harmonize with the outdoors, both designs deliver relaxed comfort with sculptural, cradling curves.



"By working carefully with angles and proportions, we're able to create an experience where you're no longer aware of the chair when you're seated."



Left: Bluff Chair \$1175 | Above: Limbo Chair \$1175



# Super natural

Indoors or out, let nature lead the way.

Described by architecture studio VERTEBRAL as a “house built for a garden,” this home near Mexico City’s Chapultepec Forest features a steel and glass design that opens to the lush world outside. But you don’t have to be immersed in nature to connect with the outdoors. Branch out with natural textures, rich tones, and a mix of materials to bring a little bit of the outside in – from the Emmy Sofa in olive leather to the woven wicker of the PK22 Easy Chair, designed by Poul Kjærholm in 1956.



Emmy Sofa \$5095–\$10,495 | Monarch Chair \$4880–\$5285 | PK4 Lounge Chair \$2899  
Risom T.301 Hexagonal Coffee Table \$1995–\$2395 | PH Floor Lamp \$2320–\$2530 | Tapia Rug \$225–\$945

Discover new arrivals that bring in texture, shape, and the impeccable craftsmanship of Danish modernism. For the 1944 Monarch Chair, designer Vilhelm Lauritzen drew inspiration from the wings of a monarch butterfly. Its double-curved solid wood armrests extend outward, like open wings, while soft upholstery and a hand-polished

frame create a poetic interplay between integrity of materials and organic form. A trained cabinetmaker, designer Poul Kjærholm introduced fresh materiality to midcentury designs – as in his iconic PK22 Chair, which combines a steel frame with the warmth of wicker to create a chair that’s simple, comfortable, yet elegant.





Outline Sofa by Anderssen & Voll  
**MUUTO**  
Exclusively at Design Within Reach  
studios and DWR.com

Outline Sofa \$4195-\$11,945 | Around Coffee Table \$549-\$1,149 | Swon Chair \$5499-\$11,499 | Anvi Flatweave Jute Rug \$495-\$1795



# The art of Arne Jacobsen

The iconic designer helped shape Danish modernism with two masterpieces: the Egg™ Chair and the Swan™ Chair, made by Fritz Hansen.

By Rachel Filipinas

Growing up in Copenhagen, Arne Jacobsen dreamed of becoming an artist. Even at a young age, he was self-assured in his vision: As a child, he painted the wallpaper in his bedroom entirely white, unheard of in the early 20th century. Later, as a well-established designer and architect and influential figure in Danish modernism, Jacobsen worked like a true artist: He was experimental, intuitive, and ultra-meticulous. This exacting nature shaped Jacobsen's work. In 1955, he was commissioned to design the SAS Air Terminal and Royal Hotel Copenhagen. It was a Gesamtkunstwerk, German for "total design."



**EXCLUSIVE TO DWR:** DESIGNED BY FASHION DESIGNER RAF SIMONS, KVADRAT'S ATOM FABRIC FEATURES A SPECKLED BOUCLÉ INSPIRED BY POINTILLIST PAINTINGS.

DWR JOURNAL | SUMMER 2024



Jacobsen devised every element, down to the cutlery used in the hotel restaurant. Heralded as the world's first design hotel (and Copenhagen's first skyscraper), it was a quintessential example of his signature functionality and minimalism. Outside, sleek, precise lines cut through the city's skyline. Inside, it's layered with warmth, texture, and softness – including furniture like the Egg Chair and Swan Chair, designed specifically for the hotel.

Jacobsen wasn't afraid to improvise and experiment. He preferred to work organically, exploring new ideas and techniques along the way. He molded the first prototypes of Egg and Swan from chicken wire and plaster in his garage, and he continuously refined models until he felt they were perfect. Jacobsen collaborated with Fritz Hansen to utilize styropor foam – a radical new material at the time – which offered the freedom to achieve the chairs' sculptural



forms. The result: two iconic chairs with organic curves that stood in contrast to the hotel's angular architecture. Placed in the hotel lobby, the Egg Chair offered an intimate and sheltering form for weary travelers. In rooms, the Swan Chair welcomed guests with its open silhouette.

Since then, these Fritz Hansen-produced chairs have become symbols of Danish modernism and beautiful examples of craft merged with technology. Every chair is still carefully hand-stitched by master craftspeople. Now, these iconic styles have been updated in Atom, a bouclé fabric by fashion designer Raf Simons for Kvadrat and exclusive to DWR. Inspired by pointillist paintings, Atom's vibrant, speckled pattern brings another dimension to Jacobsen's designs – making them fresh works of art for today and beyond.

Swan™ Chair \$5499-\$11,499 and Egg™ Chair \$9699-\$21,109 in DWR-Exclusive Atom Fabric  
Top right: Egg and Swan Chairs in Room 606 (the Arne Jacobsen suite) at the SAS Royal Hotel, photo by Eric Petschek. Bottom right: Arne Jacobsen sitting in the Egg Chair, photo courtesy of Fritz Hansen.





DWR JOURNAL | SUMMER 2024



Dulwich Round Extension Table \$3895-\$4195 | C Chair \$1199-\$1299 | Ambit Pendant \$285-\$959 | Rond Bowl \$470



# Forged in nature

Discover surprising details right outside your door.

Named for its hillside site, Casa Echegaray is designed to emerge from the ground. Each level offers a new view of the topography: Its lower levels are sheltered by the excavated bedrock, bringing a sense of privacy even to outdoor spaces. As the home rises from the rocky terrain, it opens to an airy pavilion that overlooks all of Mexico City.



Softlands Dining Table \$4995-\$7595, Dining Chair \$1795, Adjustable Chaise \$3995, 2-Seater Sofa \$5995, Lounge Chair \$2995, and Coffee Table \$2495 | Bilboquet Wine Glasses, 2-Piece Set \$100

INTRODUCING  
Softlands Outdoor Dining Collection  
Designed by Gabriel Tan for DWR Authored

Marrying all-weather durability with thoughtful craftsmanship, Softlands offers an inviting approach to outdoor dining with plush cushions and softly rounded ceramic and teak tables.



"In nature, there are no straight lines. We were conscious to use curves and shapes found in nature – the landscapes and islands inspired us."





Softlands Collection by Gabriel Tan



Exclusively at Design Within Reach  
studios and DWR.com



Softlands Square Dining Table \$4995, Dining Chair \$1795, Lounge Chair \$2995, and Oval Dining Table \$7595





DWR JOURNAL | SUMMER 2024



## Off the grid

Relax in designs where comfort is second nature.

Indulge in the long, lazy days of summer with our bestselling outdoor collections. The Crosshatch Collection from Geiger features an airy lattice of cord wrapped around its embracing teak frame. The DWR-exclusive Sommer Collection offers flexible comfort with a woven resin cord seat inspired by Danish paper cord furniture. With its soft cushions and teak frame, the Terassi Collection by Studio Tolvanen for DWR Authored offers a plush home for lounging and dining.

Left: Crosshatch® Lounge Chair \$2595, Ottoman \$1195, and Side Table \$795 | Rawii Strom Jug \$99  
Above: Sommer Lounge Chair \$1245 and Ottoman \$645 | Sommer Dining Table \$2395-\$3395 | Terassi 3-Seater Sofa \$6195 | Terassi Dining Set \$7745 | Crosshatch® Settee \$4495





NEW: PACHA CHAIR IN LEATHER



NEW: MUSE VELVETS



Muse Corner Sectional \$6495-\$7495 | Pacha Chair \$3499-\$5999 | Curvi Nesting Tables, 3-Piece Set \$3995 | Reflect Sideboard \$2995-\$4449  
1972 Pendant \$1199-\$3499 | Palo Flatweave Linen Rug \$595-\$2795

## Muse Collection

Designed by Sarah Ellison, exclusively at DWR

Australian designer Sarah Ellison's designs are all about comfort and bold proportions. Now offered in new velvets, the Muse Corner Sectional melds a strong silhouette with welcoming livability. Its spacious, modular, and inviting design offers room for everyone to relax.

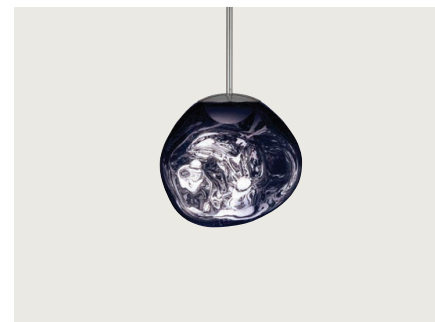


"I like the idea of having fewer pieces of furniture but making them statement pieces. I don't think you need to fill a room with lots of things, you just need to have the right things."





DWR JOURNAL | SUMMER 2024



## Changing course

Welcome a season of long, leisurely meals.

Create a dining room that evokes a warm and welcoming spirit. Designed by Sean Yoo for DWR Authored, the exclusive Mtera Extension Table is beautifully crafted from solid wood and easily expands to make room for up to 10. Keep your tabletop essentials organized with storage solutions like Muuto's Reflect Sideboard, which features slightly curved doors that reflect light. And add showstopping lighting and a plush rug underfoot for the essential finishing touches.

Left: Mtera Extension Table \$5795-\$6195 and Bench \$1395-\$1495 | Bacco Chair \$575-\$845 | Cork Bowl \$230-\$695  
Above: Sky Nest Pendant \$4345 | Pira Shelving \$1721-\$5633 | Reflect Sideboard \$2995-\$4449 | Melt Pendant \$880-\$1350 | Palla Flatweave Linen Rug \$595-\$2795





### A place to linger

The best seat in the house is the one around the dinner table. Find a wide range of dining chairs to suit any space and style – from classics like Fritz Hansen's Series 7 Chair and the DWR-exclusive Bacco Chair to new arrivals like the Daumiller Chair (pictured right), which transforms solid FSC-certified pine into a bold form that's contoured for complete comfort.

Above: Soborg Model 3052 Dining Chair \$1405–\$1880 | Afternoon Plus Chair \$530–\$650 | Monarch Chair \$4880–\$5285 | Bacco Chair \$575–\$845 | Daumiller Chair \$899 | J39 Chair \$995–\$1295  
 Bottega Counter Stool \$1495 | Series 7™ Upholstered Chair \$659–\$1449 | Proové Standard Chair \$1335 | Right: Moon Round Dining Table \$4499–\$9999 | Semi Pendant \$449–\$799







## Kelston Bed

Designed by Matthew Hilton for Case, exclusively at DWR

The bed that does it all: Featuring generous proportions and padded curves that offer luxe comfort, Kelston invites round-the-clock relaxation with a unique articulating headboard that can be individually adjusted to comfortably support reading, watching TV,



or lounging in bed. It also incorporates a trove of hidden storage. The mattress platform rises smoothly on gas pistons to reveal a roomy compartment perfect for storing everything from off-season clothing to suitcases and skis.

Kelston Bed \$7295-\$9995 | Sonno® Mattress \$1295-\$4195 | Wiley Bedding (visit [dwr.com](https://www.dwr.com)) | Loop Armoire \$2695-\$3295 | Thierry Table \$995 | Sternlite Table Lamp \$799



# Artists in residence

In Mexico City, artist Pedro Reyes and fashion designer Carla Fernández create a home that blurs art and architecture, work and life.

By Rachel Filipinas

Sculpture, artist Pedro Reyes says, is read through shadow: how light moves across the surfaces, how it disappears in the contours. For Reyes, sculpture is inherently collaborative – it shapes material into form, engages with its audience, and changes with its surroundings. It's art in constant evolution.



Avio 5-Seater Sofa with Table from Knoll® \$20,608–\$35,941 | Scarpa Lounge Chair \$4595  
 Florence Knoll Square Coffee Table from Knoll® \$1064–\$7912 | Saarinen Side Table from Knoll® \$894–\$3305  
 Post Floor Lamp \$375–\$1149 | Atollo Table Lamp \$1285–\$2975 | Tres Rug \$3595–\$6995

## INTRODUCING

### Avio Collection

Designed by Piero Lissoni for Knoll

The Avio Collection skillfully balances volume and visual lightness with generous, sheltering cushions set atop slim frames, creating beautifully proportioned, welcoming forms. Shown here is the roomy sectional with built-in corner table.



Based in Milan, Italian designer Piero Lissoni has a diverse portfolio that spans architecture to interiors to graphic design.





Avio 5-Seater Sofa with Table from Knoll® \$20,608-\$35,941 | Scarpa Lounge Chair \$4595 | Florence Knoll Square Coffee Table from Knoll® \$1064-\$7912  
Commodore Sideboard \$6895 | Abello Table Lamp \$1285-\$2975 | Tres Rug \$3595-\$6995

The Reyes House – designed by Pedro and his wife, fashion designer Carla Fernández – displays this same elasticity. Outside, it's a futuristic bunker, a nod to the Brutalist architecture of Mexico City. Inside, it's a cavernous compound that expands the idea of home. "It's a space for all our ideas," Carla says. In addition to their family, it houses Pedro's studio and Tlacuilo ("one who writes" and "one who paints" in Nahuatl), a lending library with thousands of books. On any given day, it's also an exhibition space, a residency for

indigenous artisans, and a gathering place. The house showcases the possibilities of its materials: concrete and volcanic rock, a recurring material in Pedro's work and one that's readily available. "There's so much energy right below our feet, it would be foolish not to honor those resources," he says. To bring out different textures and shades, Pedro used a variety of techniques throughout: walls of handmade bricks, rugged surfaces of chiseled concrete and volcanic rock, concrete cast in bamboo framework. The result is a striking

contrast of dark and light, modern and ancient. "The handmade process conveys a sense of warmth," Pedro says. It's this love for handicraft and process that drives the couple's mission to preserve Mexican culture. The house is filled with folk art, books, textiles by local artisans, and Pedro's own artwork and furniture. "Our house represents what we love – the handmade," Carla says.



"PEOPLE THINK OF CONCRETE AS COLD, BUT THE HANDMADE PROCESS CREATES A SENSE OF WARMTH."

– PEDRO REYES

Above: Fashion designer Carla Fernández and artist Pedro Reyes in their Mexico City home. Photo by Ana Hop.





Sirapoon Dining Table \$8595 | Scarpa Dining Chair \$2595-\$2795 | Totem Pendant \$575-\$1675 | Macchia Bowl \$443 | Monk Vase \$365

Artworks, Pedro Reyes



## Show and tell

Storage that puts artistry on full display.

Combining traditional Italian craftsmanship with innovative production techniques, Glas Italia works with designers from around the world to create artful furniture that reflects the multifaceted beauty of glass. Known for his refined approach to design and eye for striking detail, Italian designer Piero Lissoni melds elegance with function in these ethereal cabinets.

Featuring a mix of clear and tinted glass, the Quantum Bookshelf (opposite) transforms boxes into an artistic composition that elevates each object. The Commodore Sideboard (below left) features sliding doors with a textured check pattern that adds dimension and blurs what's inside. Both are crafted from tempered glass that's light yet incredibly durable.



Left: Quantum Bookshelf \$7395 | Spin Candelabra \$750-\$1100 | Above: Commodore Sideboard \$6895 | Opal Bowl \$170-\$325 | Puck Coupes, 2-Piece Set \$120





DWR JOURNAL | SUMMER 2024



Reid Collection by Nicholas Dodziuk



Exclusively at Design Within Reach studios and DWR.com

Reid One-Arm Sofa \$5395-\$8095, Storage Ottoman \$2695-\$4895, and Chaise \$4295-\$7245  
Vala Swivel Recliner \$4595-\$6195 | MR Table \$2035 | Saurinen Side Table from Knoll® \$894-\$3134  
Sten Floor Lamp \$2895 | Mita Handloomed Wool Rug \$1095-\$5295

NEW OPTIONS

## Comfort, your way

Featuring original designs from DWR Authored

To design a living room you love, start with comfort that offers customizability. The Reid Collection delivers plush seating in a wide range of fabrics, leathers, and configurations – from sleeper sofas to new sectionals with storage. Hlynur Atlason reimagined the recliner to create the refined Vala Swivel Recliner, offered in our full suite of upholstery options.





## The perfect fit

Introducing new storage options from USM Haller.

Here's the secret to creating your perfect closet: a storage system that beautifully displays (or hides away) your wardrobe. Made in Switzerland, the new USM Haller Wardrobe features sleek, all-steel construction that's built to last for generations and a flexible, modular design that can be easily expanded upon. A variety of colors and options, including drawers, drop-front cabinets, and hanging rods, lets you design a custom closet that truly fits your needs.



USM Haller Small Wardrobe \$3683 and Large Wardrobe \$9963 | Diamond Cowhide Rug \$1495-\$3995





Eames Storage Unit  
by Charles and Ray Eames

**HermanMiller**

Available at Design Within Reach  
studios and DWR.com

DWR JOURNAL | SUMMER 2024



## The Herman Miller® Event



**APRIL 25–MAY 16**

on coveted Herman Miller classics, including the Eames Lounge Chair, Noguchi Table, Nelson Bubble Lamps, Aeron Chair, and more.

Herman Miller Sale runs April 25–May 16, 2024. :  
Herman Miller. Discount applies to merchandise only, excluding Gift Cards, taxes, and shipping.  
Offer is nontransferable and cannot be combined with other promotions or discounts, nor applied  
to past purchases or future deliveries. At DWR Outlets, offer is valid only on regularly priced items.  
Product exclusions apply. We reserve the right to change or end this promotion at any time.



Left: Eames® 4x2 Storage Unit \$3995 **\$3196** | Above: Eames® Lounge Chair and Ottoman \$5395–\$9995 **\$4316–\$7996** | Noguchi® Table \$2295–\$2595 **\$1836–\$2076** | Nelson® Bubble Lamp® \$395–\$1295 **\$316–\$1036**  
Eames® Aluminum Group Chair \$2075–\$3545 **\$1660–\$2836** | Nelson® Platform Bench \$1695–\$2495 **\$1366–\$1996**  
Cover: Lispenard Sofa \$5195–\$8095 **\$4156–\$6476** | Eames® Molded Plywood Lounge Chair \$1195 **\$956** | Limited-Edition Uno Pouf \$615–\$995 | Eames® Coffee Table \$995–\$2595 **\$796–\$2076**  
Neso Handloomed Wool Rug \$895–\$4595 | Inside cover: Tide Lounge Chair \$545 and Coffee Table \$695 | Bola Lantern \$475



DESIGN  
WITHIN  
REACH  

---

JOURNAL

4 STAR POINT, SUITE 301  
STAMFORD, CT 06902

PRESORTED STANDARD  
U.S. POSTAGE  
PAID  
DESIGN WITHIN REACH



THE HERMAN MILLER® EVENT

APRIL 25-MAY 16