



PRESS RELEASE, 12 September 2016

The WW Chair by Studio Makgill x H Furniture

New colour collaboration unveiled at designjunction 2016

Graphic design agency **Studio Makgill** is known for beautifully clean, eye-catching branding, site design and print. For this year's **designjunction**, however, the Brighton-based outfit is extending its talents into the world of furniture design, unveiling the results of a new collaboration with the rising-star Mexican-London brand **H Furniture**: the **WW Chair**.

H x SM

WW Chair



"As designers, I think we feel naturally comfortable with unknown outcomes and for us this project is an experiment. We have no master plan to ditch graphic design and become furniture designers. We are genuinely happy working across disciplines. This is an adventure – we can't wait to see what happens next."

– Hamish Makgill, Founder and Creative Director of Studio Makgill.

S M

PRESS RELEASE, 12 September 2016

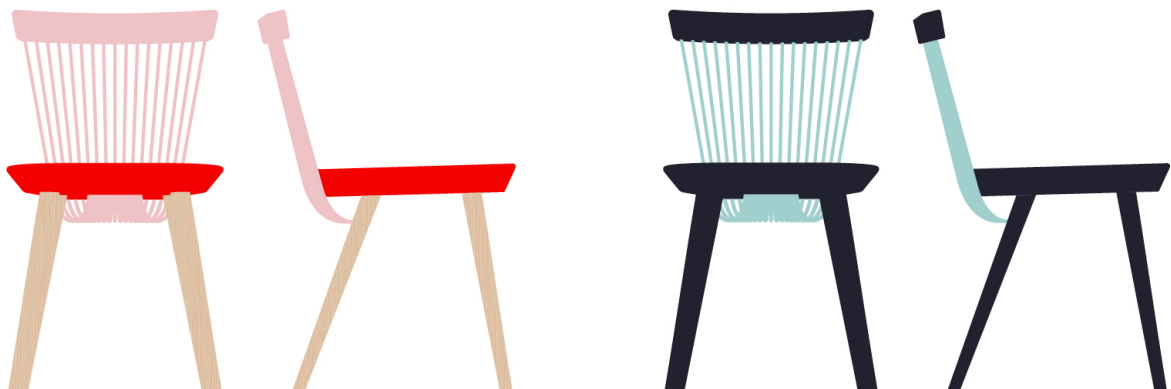


A striking modern update to the iconic Windsor chair, the WW Chair was released last year, designed by H's alter ego Herve. Crafted from solid wood, with a fan of powder-coated wire linking the seat to the backrest, the WW brings a contemporary material twist to a classic furniture form, rapidly becoming one of H's breakout hits and helping cement the young brand's reputation as one to watch.

Until Makgill came along, however, the WW was only available in plain or stained oak. But following a conversation between Studio Makgill's Hamish Makgill and his branding client, H Furniture's founder and creative director Alejandro Villareal, the two decided to work together on a limited-edition WW range that showcased six bold colour combinations that turn the already-dramatic chair design into an eye-catching statement piece of furniture.

"We did not want to alter the form of the chair in any way. We just wanted to explore how colour would change it. What was important was that whatever colour set we created could work together as a series of six chairs – the right amount for a dinner table. This was not an exercise in subtlety on our part – the colours are vivid. But the form can take such a bold intervention."

– Hamish Makgill, Founder and Creative Director of Studio Makgill.



S M

PRESS RELEASE, 12 September 2016

The set of six chairs – each with a distinct, but complementary, palette – will be available to view at **designjunction** from **22–25 September**, at a stand designed with Studio Makgill's characteristic minimalist flair.

The WW Chair collaboration isn't Makgill's only foray into furniture design; the studio has also created the easy-to-produce, sustainably manufactured Field Table and Bench (both can be seen as part of Camille Walala's LDF exhibit at Design Undefined, Clerkenwell London). So does this mean that we'll stop thinking of 'Studio Makgill, graphic design impresarios' and get accustomed to 'Studio Makgill, furniture brand'?



NOTES FOR EDITORS

Makgill and H- Furniture's WW chair series will be on display at stand B19 at designjunction, during the London Design Festival, from 22–25 September.

Address

Cubitt House
1 Granary Square
King's Cross
London N1C 4AA

Opening hours

Thursday 22 September 11am–8pm
Friday 23 September 11am–7pm
Saturday 24 September 11am–6pm
Sunday 25 September 11am–5pm



PRESS RELEASE, 12 September 2016

About Studio Makgill

Based in Brighton, Studio Makgill is a graphic design agency set up by branding wizard Hamish Makgill. With a particular love of print (hence their long-standing relationship with G. F Smith), the studio makes 'beautifully simple design' and compelling brand identities for a wide-ranging but select clientele, including the likes of James Joyce, H Furniture and U+I. Studio Makgill has a particular talent for stripping away the unnecessary and drawing out the essential, resulting in wonderfully clean, eye-catching and memorable design.

studiomakgill.com

Twitter + Instagram @StudioMakgill

WW Chair-1/ WW-01

