

Hem

Ahead of the curve

Hem launches Bullnose Chairs by Marco Campardo



Photographer credit: George Baggaley

Robust, curvy and utterly distinctive, the Bullnose Chair by London-based Italian designer Marco Campardo is the latest seating design to join Hem's collection.

Crafted from beech wood, the Bullnose lounge and dining chairs are inspired by the classic rounded bullnose trim typically featured on joinery and skirting. Campardo first developed the Bullnose concept in 2020, seeking to develop a wooden chair using only components of a single shape. The result is a transparently constructed seating design that combines strength and sturdiness with curves and comfort.

"The Bullnose chair was first designed as a self-initiated project for my home in Croatia. I was trying to make an elementary chair starting from a bullnose profile – something you might normally see used for a shelf or a table. The rounded edges somehow shift your perception of the chair by

Hem

giving the impression of a soft object, even though it is crafted from solid beech wood.

When Hem first approached me about turning this lo-fi project into an industrial object, I was both excited and slightly apprehensive. It was definitely a learning experience to go through the process of almost breaking the object down, meticulously analysing it and decomposing it into its constituent parts, before figuring out how to adapt it for manufacture. We made some subtle and some more meaningful changes, but it is amazing to see dozens of chairs lined up and ready to be used."

– Marco Campardo, designer



Photographer credit: George Baggaley

Previewing at NYCxDDesign and officially launching in the Hem collection in September 2024, Bullnose is defined by the traditional curved trim that features on every wooden part. Each gently rounded component is crafted from beech, with different lengths and widths of wood carefully calibrated and angled to ensure the chair is strong, sturdy and ergonomically optimised for comfortable sitting.

Alongside the Bullnose Dining Chair, Hem is also launching the Bullnose Lounge Chair – a low-slung, deeply inclined version with a deep, wide seat that makes it

Hem

ideal for leisure and loafing. Both lounge and dining variants are available in three finishes: natural wood, yellow, and black.

The Bullnose Chairs will be on display at the Hem Studio at 460 Broome Street, on 16–23 May ahead of their online launch in September 2024.



Hem at NYCxDesign



Hem

The Sweden-born design brand Hem bolsters its reputation for pushing the creative envelope with a trio of startlingly original launches at NYCxDDesign.

From 16–23 May, Hem’s SoHo studio serves as a showcase for the latest pieces from the uncompromisingly creative brand and its limited-edition artistic collaborations platform, Hem X.

From Ellen Pong’s sculptural journey through the looking glass for Hem X, to Marco Campardo’s bold, beautifully blocky Bullnose seating, to iconic and offbeat 1960s glassware Swedish legend Erik Höglund, Hem’s new launches straddle art and design, classic and contemporary, functional and fantastic.

Ostensibly very different, the three designs on show at the 12th edition of NYCxDDesign are united by their confident expression, gleefully exaggerated details, uncompromising materiality and impeccable craftsmanship – testament to Hem’s unwavering dedication to ‘imaginative designs of obsessive quality’.

Join Hem on Friday 17 May for its Open House Party – an opportunity to explore the latest releases and familiar favourites – including the new Bullnose Chair by Marco Campardo, Worm Coffee Tables by Soft Baroque, and the Puffy Sofa by Faye Toogood – alongside limited-edition objects from the Hem X series, curated by New York-based gallery Superhouse.

Friday 17 May, 5–9pm
Hem’s Open House Party
Hem SoHo Showroom
460 Broome Street #201 (Level 2)
New York City, 10013
RSVP: hem@thelast.agency

For more information about Hem at NYCxDDesign, contact hem@zetteler.co.uk.

Notes for editors

Prices and availability:

Bullnose Chair: €449 / \$499 USD
Bullnose Lounge Chair: €689 / \$789 USD
Available online: September 2024

Hem

Hem

An independent design brand and platform for innovation, Hem believes great design can enrich lives. Collaborating with vanguard designers and renowned European manufacturers, Hem creates the auction pieces of tomorrow, bringing truly unique furnishings to those unwilling to compromise on design, quality or sustainability.

hem.com

Marco Campardo

Marco Campardo is a London-based designer focusing on production, research and teaching. He has a particular interest in making and material experimentation as a form of critical practice, using it to explore wider narratives about culture, materiality, identity and authenticity. The final result of this process is aesthetically and conceptually refined objects, whose final form is determined by the process of making. He was awarded the Ralph Saltzman Prize by the Design Museum in 2023.

marcocampardo.com

Bullnose Chair

Dining just got more interesting. Gently rounded beech wood sections lend the Bullnose Chair, by Marco Campardo, an unexpectedly distinct quality: robust but soft, imposing yet inviting. It has a read-me-like-a-book construction of wooden parts, with each element carefully calibrated for strength and comfort. Deftly handled angles and subtly placed curves improve sitting ergonomics. As well as being the perfect perch for endless dinners, the Bullnose Chair brings visual interest to the table. Pair it with an understated surface for an interior pick-me-up, line them up banquet-style for architectural effect, or carefully position just one or two for small space impact. The Bullnose Chair is available in different shades of stained beech.

Bullnose Lounge Chair

Low-slung, deeply inclined, gently rounded, the Bullnose Lounge Chair demands you take a break. This solid wood chair shares all the same qualities as its dining sibling, but is altogether more, well, relaxed. The bullnose-shaped wooden sections that characterise this seating series by Marco Campardo are as distinct and impactful as ever, lending the chair a unique profile and making it extremely robust and sturdy. A deep and wide seat makes for comfortable lounging. Choose the Bullnose Lounge Chair for extensive loafing, long-play days and stylish lounge sessions. The Bullnose Chair is available in different shades of stained beech.