



FREE THE GRAIN

Understanding AD MODERN

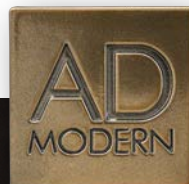
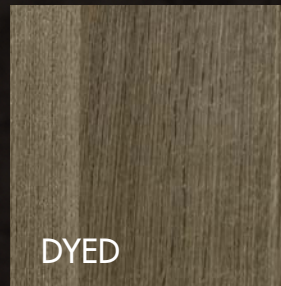
Our lives are cluttered. We all feel the need for something clean, authentic and timeless. That's what Modern means for us. Bold lines, honoring the materials and letting them speak for themselves. In our new collections, we've found a way to combine daring and restraint that allows the creation of pieces that are as beautiful and functional today as they will be 100 years from now.

In a search for just the right vibe, AD Modern found its beginnings in an unconventional way. In fact, there was no piece of furniture to get "inspiration" from, no finish panel to replicate, and no antique to reproduce. The inspiration for AD Modern came more in the form of cool places than from existing design. We considered our favorite boutique hotels, trendy restaurants, and of course, our favorite outdoor spaces where nature is best on display.

To create the vibe, we started with clean lines to create the frame of the structure. This allows the character of the wood to stand out – juxtaposed with the deep colors of the finishes. Finally, each piece has been carefully accessorized using various metal, glass, textile, or stone elements.

FREE THE GRAIN

Nothing is more authentic and timeless than nature. To reveal the unaltered character of nature's most beautiful materials, AD Modern has been designed utilizing fuming wood and dying wood - two processes that have been all but lost to modern industrialization. These techniques create deep color tones limiting the need for conventional stains, sealers and glazes that are applied onto and "cover" the wood. For more on fumed and dyed finishes see the "Authentic Finishing Techniques" article on the next page.





Authentic Finishing Techniques - AD MODERN

What you see with AD Modern is what happens when you don't imprison wood beneath excessive layers of chemicals and varnishes. You see, there are two kinds of finishing. One hides the wood. The other reveals the nature of the wood and makes sure that beauty lasts.

We don't finish the wood. We help it become what it was meant to be, not with tricks, but with techniques that coax the beauty out of it rather than enforce an unnatural conformity on an organic and varied material.

AD Modern Organics Fumed Oak & Olive Ash

First discovered when unfinished oak furniture was enclosed in a barn during a cold winter, wood fuming was found to add a rich brown color without altering or covering the wood's grain. The tannins in the wood had reacted with naturally occurring elements such as ammonia in the enclosed space. Today we are able to expose the tannins in a similar way using

a pressurized chamber to help control the color. Once the color is achieved, the only thing lacking is a clear coat to help protect the surface.

AD Modern Classics Dyed Oak & Birdseye Maple

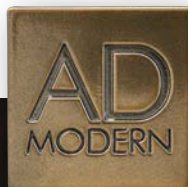
A second technique used in AD Modern is the process of dying wood. One challenge for AD Modern was to offer a gray tone without covering the grain. The

solution was to dye the wood similar to how quality full aniline dyed leathers are colored. Each piece of the wood is selected, separated individually, and gently bathed in dye. Like fuming, this actually enhances the grain while adding color and helps limit the need for topical coatings.

In both of these techniques the effort is focused on selecting the best materials to begin with so that little – if anything must be done to make them beautiful.

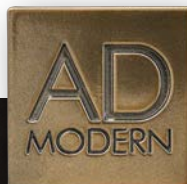
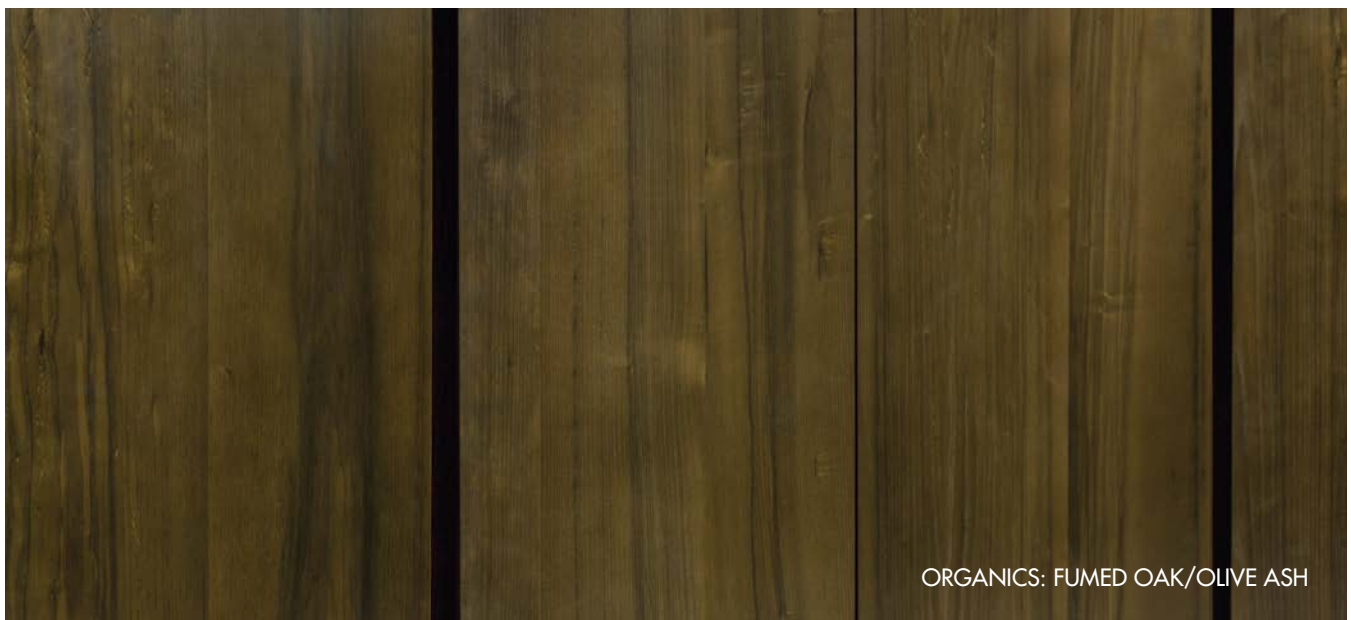
BIRDSEYE MAPLE

Sourced from North America, birdseye maple is a rare and mysterious wood. The markings that make birdseye maple are the small "eyes" formed within the tree as it grows. It is unknown what causes them so they can be very difficult to locate. Adding to the rarity of birdseye maple, are the unique handling requirements to obtain it which require that the mature tree be harvested in the colder months before the sap rises. Our birdseye maple is sustainably harvested in the northern United States and then dyed in Italy.





Authentic Finishing Techniques - AD MODERN





FREE THE GRAIN

AD MODERN Extras

AD MODERN FEATURES

- Soft close drawer guides and door hinges
- Leveling feet on most items
- Ambience LED lighting on select items
- Power receptacles for charging and media (select items)
- Hidden LED nightlights on bedside pieces
- Sunbrella performance fabrics (where applicable)



BEAUTIFUL EVEN TO THE TOUCH

Finely crafted goods tend to impress most in the seemingly minor details. AD Modern is no exception. We devoted special attention to how the doors of a cabinet feel as they open and how they gracefully close. Similarly it is felt in how the drawers of a dresser carefully close themselves shut with a simple nudge. Soft-close door hinges and drawer guides are another simple proof that with AD Modern, beauty is more than skin deep.



SOFT CLOSE
HINGE

