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OF THE

CH+D AWARDS
2006

PLUS
SFDC
WINTER
MARKET
REPORT

WINNER OF THE
RESIDENTIAL INTERIOR
DESIGN AWARD:
SAN FRANCISCO'S
NORTHBROOK DESIGN

FEBRUARY 2006 WWW.CALIFORNIA.COM \$4.99



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MODERN REVIVAL

SAN FRANCISCO FURNITURE COMPANY ZOCALO INTRODUCES A COLLECTION OF ACCESSIBLE, MIDCENTURY-INSPIRED DESIGNS.

BY CERISE HENZES



Founded more than 10 years ago by Jeremy Sommer, San Francisco-based furniture company Zocalo got the design industry's attention when it debuted its eco-friendly Echo Collection at the International Home Furnishings Market in High Point last October. Responding to a growing demand for reproductions of mid-century furniture, design director Jorge Jaramillo and product designer Margaret Leigh collaborated to reinvent the popular aesthetic with softer lines and a warmer palette in hopes of appealing to a more traditional clientele. "We took a look at the market, which was churning out the same designs from 40 years ago," says Jaramillo, who earned a degree in industrial design from Pontificia Universidad Javeriana in Bogotá, Colombia. "We wanted to take advantage of that revival, but also to evolve and develop a reinterpretation of the classics."

Intent on creating a collection of environmentally sound pieces at affordable prices, Jaramillo and Leigh, a Huntington Beach native and graduate of the California College of the Arts, crafted their curvilinear collection from cross-grained bamboo veneers, bent plywood and polyweave, a 100-percent recyclable and nontoxic plastic. Each piece balances an organic form with beautiful details, including oxidized-metal drawer pulls and rich chestnut finishes, for an overall effect that is contemporary without feeling sterile.

After being lauded by *InFurniture* and *Home Accents Today* as a highlight of the 2005 Fall High Point Market, the Echo Collection was picked up by several independent retailers and is scheduled to hit stores in March. ■

Zocalo's Jorge Jaramillo and Margaret Leigh pose with signature pieces from their new Echo Collection. A second line in the collection features furniture made of polyweave, including the Otto bed (right) and nightstand (above).



GABRIELA HASBUN