



Dror ^{by} **HORM.IT**

QuaDror furniture debuts at Salone del Mobile 2015

Crafted from deluxe materials, Dror's versatile structural support system is applied to furniture for the first time.

APRIL 1, 2015, New York — Dror and Horm.it are pleased to announce the launch of QuaDror Furniture, an intimate collection of ethereal objects for the home. Produced by Italian manufacturer Horm.it, the series will debut at Salone del Mobile 2015.

The QuaDror Furniture collection showcases the simple brilliance of Dror's highly adaptable structural support system through pure, elegant materials. Glass, gunmetal, and light- and black-ened-ash enhance the geometric profile of distinctive tables and shelving, where trestles are replaced by elongated QuaDror structures. The series marks QuaDror's introduction to the domestic environment, and Dror's first collaboration with Horm.it.

Dror originated QuaDror after stumbling upon a fascinating discovery: strategically cut, intersecting shapes can be locked into place with geometry, forming a powerful hinge. Named QuaDror, the structural building block can lay flat or fall open into a freestanding triangular base, where its strong supports that are constantly in tension. The slight angles of its self-correcting edges are always parallel to the ground, allowing for stackability: QuaDror's for L-shaped components can be elongated to form a trestle-like support, or thickened for a block-like appearance. Adaptable to a variety of materials, QuaDror can be used to build almost anything.

QuaDror Furniture is the latest addition to an ever-growing pool of implementations for the structure developed by Dror. From prefab housing and noise-cancelling walls to medical equipment and bridges, QuaDror's applications are as numerous as its effects: depending on its context, the structure can protect, delight, simplify, support, or surprise.

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About Dror

Dror is an ideas-driven design practice that disrupts conventions of art, architecture, and design. Our audacious, experimental projects strive to profoundly impact communities and environments around the globe. The New York studio is led by Dror Benshetrit, a designer, thinker, dreamer, and futurist who's holistic approach informs a striking range of affecting, unconventional work. Together, we tackle visionary pursuits that result in increased brand equity for our partners. We collaborate with top-tier companies, developers, and institutions that share our commitment to design excellence. Since launching in 2002, we have partnered with Alessi, Bentley, Cappellini, Yigal Azrouël, SHVO, Target, and TUMI, among others, through which we acquired unique expertise in projects that vary in nature and size. Fueled by Benshetrit's boundless curiosity, the practice's international work illustrates our creative spirit and penchant for challenge.

About Horm.it

In Old Aramaic, the word *horm* means "sacred enclosure with the right to asylum." This enclosure, metaphorically speaking, has been constructed and looked after in Northeast Italy, a few kilometers from the city of Pordenone. Since 1989, when the company was founded, Horm.it furnishes living spaces by creating emotions and transforming homes, public spaces and workplaces into warm, welcoming and functional environments. The values that distinguish Horm.it are: design, entrusted to internationally-famous architects and designers, passion, which is the engine that drives the entire process of generating ideas and, finally, the home, understood as a private or commercial environment and destination of all products of the collection. On the living-space design landscape, Horm.it defines its identity through two distinct design approaches, proposing both pure, functional forms and true domestic sculptures that occupy the subtle space that divides seriality from art. Wood, the star of Horm.it's history, is combined with glass, stone and metal that, together, offset each other in an aesthetic logic from the neutral tones of white and black, contrasting with possible optional lacquered colors.

Notes for Editors

QuaDror Furniture will be on view at Salone del Mobile, April 14–19, 2015, Hall 7, Stand M36.

QuaDror Furniture will make its US debut at WantedDesign, May 15–18, 2015, in New York City.

For interviews, high-resolution images, and further information, please contact:

Tiffany Jow, Communications Director

tiffany@studiodror.com

+1 212 929 2196 ext. 3046

studiodror.com

Horm.it Press Office

press@horm.it

+39 04341979100

horm.it

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