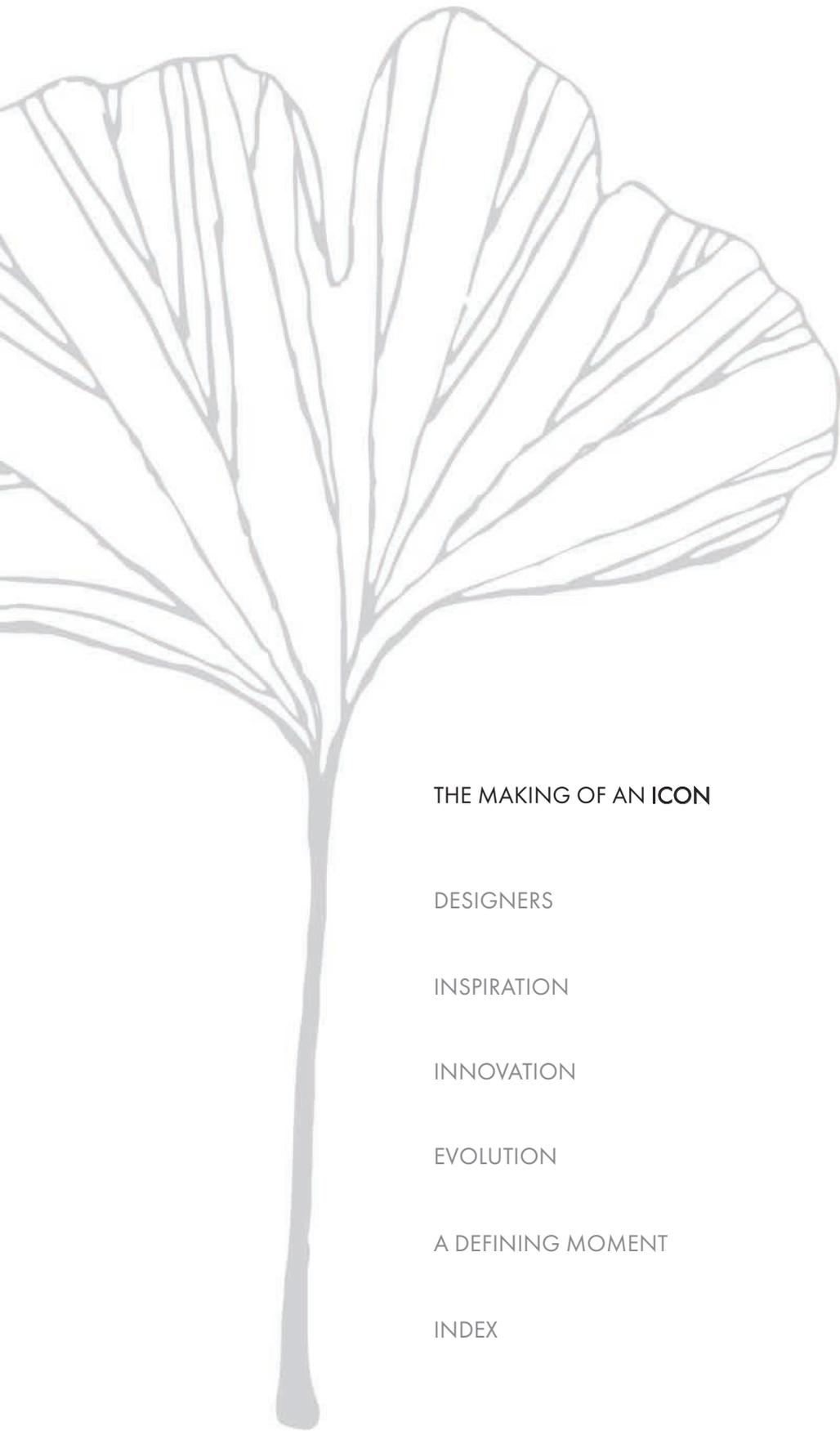


DAVIS®

GINKGO THE MAKING OF AN ICON



THE MAKING OF AN ICON

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jehs+laub

Markus Jehs and Jürgen Laub met during their academic studies of industrial design at the Hochschule für Gestaltung Schwäbisch Gmünd and became friends after an internship in New York in 1990. Soon after graduating, **jehs+laub** was founded in 1994.

Since 2009, **jehs+laub** have designed multiple award-winning collections for Davis, including the iconic Ginkgo family, Match table series, Poise Occasional, A-Chair, Soft and Soft Privacy, Sachet, Reed, and Hue.

GINKGOINSPIRATION

Inspiration is a process, rarely achieved by a singular action or experience. Design inspiration is a combination of many aspects: observing environments, learning about other cultures, studying classic designs, and more importantly than ever before, the influence of new technology.

The first Ginkgo chair design was born of the desire for a distinctively sophisticated multi-use chair. For designers **jehs+laub**, form follows function. While the desired functionality for this piece was the key to its design, the shape has become the most iconic aspect for Davis. **jehs+laub** were inspired by many things: patterns in nature, visual experiences, the plywood material at hand—but it was the functionality of this new piece that truly molded the vision for the Ginkgo design.



“The chair has to tell us
the details it needs.”

jehs+laub



“At the end, we have already
discussed the best solutions, so we know
that our design is the best it can be.”

jehs+laub



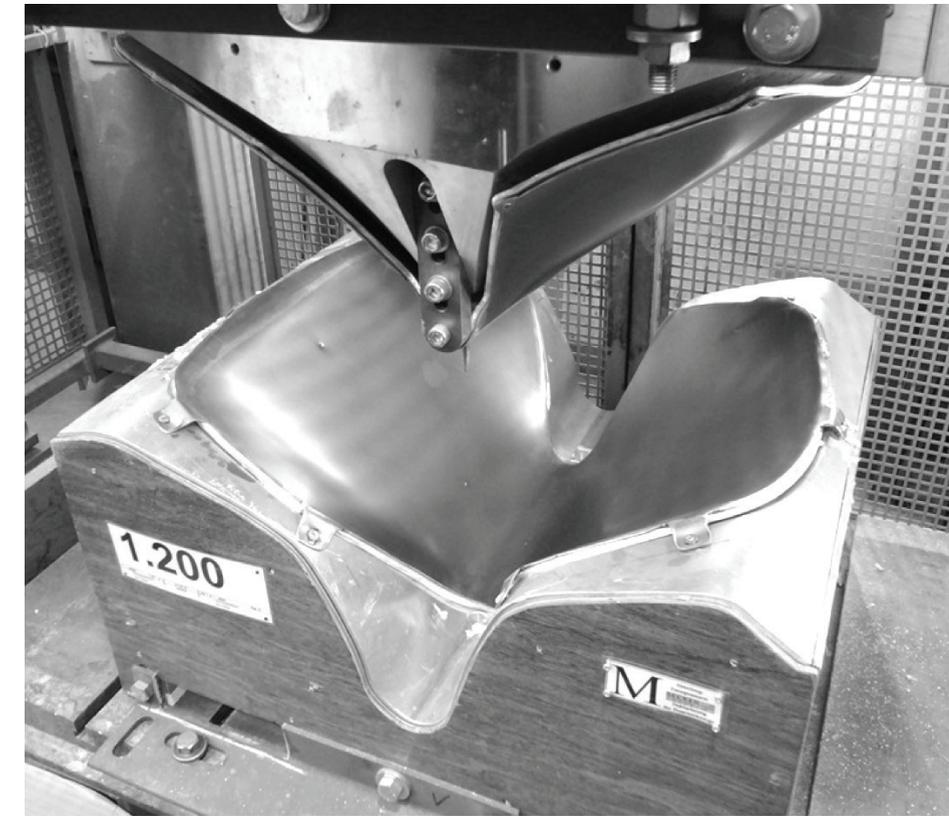
The original Ginkgo Chair.



All of the wood used in manufacturing Ginkgo is sustainably harvested from beech forests in Germany. Beech is an essential and sustainable natural resource. It is characterized by its enormous tension, stiffness and deformability, which makes it an outstanding and unique raw material.



Very thin sheets of veneer are peeled and conditioned using an electronic imaging process. The sheets are then laid out at various lengths for pressing. This process creates the taper in the shell design. Using heat and high pressure, the veneer package is pressed into a three-dimensional shaped part. The shell is then trimmed and routed using a CNC machine, after which it will be sanded and hand-sprayed with finish and lacquer.



Manufacturing bent plywood shells is a multi-stage process, and meticulous care is given at each step to ensure the highest quality parts. Ginkgo shells are made of beech veneer sheets with outer faces of walnut or oak veneer ready for finishing.



As the Ginkgo collection has grown, so has the application of the bent plywood material. Ginkgo Ply Lounge Low Back was the first piece to take the exquisite bent plywood design into a new environment. Additions like Ginkgo Ply Lounge High Back and Ginkgo Conference feature the beautiful exposed veneer shell in a new expression of the original design.



Ginkgo Conference High Back (left) and Ginkgo Arm Chair (above)

“The original design utilizes the unique shape in plywood, which was key.”

jehs+laub



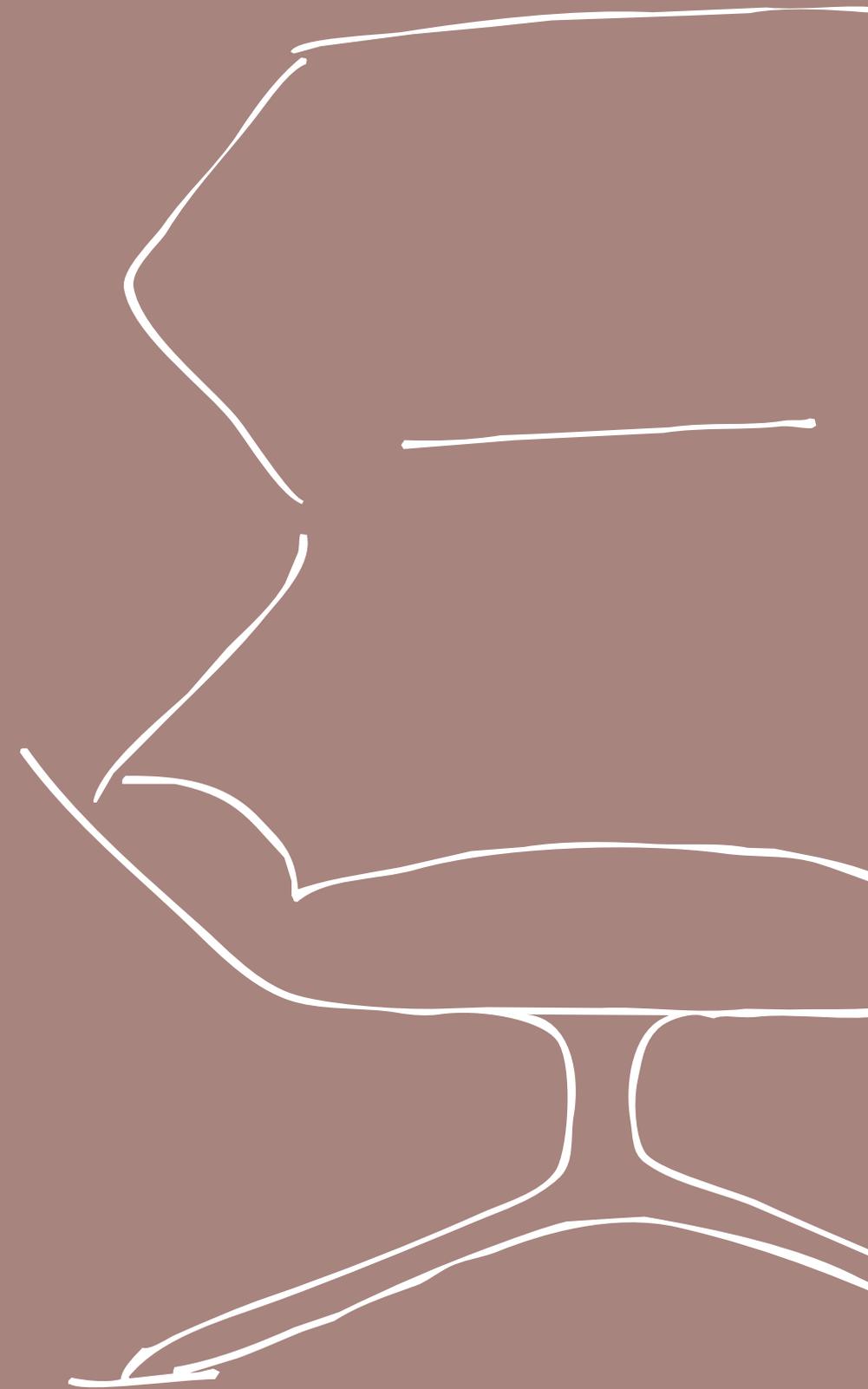
Ginkgo Ply Lounge Low Back and Ginkgo Ply Lounge High Back with Footrest

GINKGO INNOVATION

After the Ginkgo chair's initial release in 2011, the design quickly became a favorite in the commercial market. Although the initial driving force of Ginkgo's design was not necessarily the form, the organic shape of Ginkgo was fundamental, specifically in the bent plywood material. As popularity grew, the shape became more iconic and increasingly significant. With a rise in organically influenced spaces and architecture, this bent plywood chair by **jehs+laub** was a great solution for channeling a natural aesthetic in an elegant way.

The next question for **jehs+laub** to tackle was, "Where does Ginkgo go from here?". The first continuation was introduced in 2015.

The Ginkgo Lounge answered the question of how Ginkgo's design could adapt to a new environment. Introducing a lounge chair with the same organic aesthetic that the original Ginkgo was known for opened new doors for the product's design. Bringing in the fresh aspect of molded foam with full upholstery treatment—and combining it with the existing plywood story—was the first step to elevating Ginkgo from a simple chair to an iconic collection.





Through the years, manufacturing has become a more streamlined and automated process. Even though we employ the use of several state-of-the-art processes and machines, much of the manufacturing process is still done by hand. Our cutting and sewing departments incorporate automated work when possible, but no machine will ever replace a skilled eye and a craftsman's handiwork.





Ginkgo Lounge shells are constructed of molded foam for optimal seating comfort and manufacturing efficiency. Molded foam offers more seating support, greater durability, and a better finished appearance for upholstered pieces. It also accrues no waste in manufacturing unlike typical slab foam. After patterns are cut and sewn, the molded foam shell is upholstered. Upholsterers manipulate the cover by hand to ensure the fabric is perfectly fitted. The Ginkgo Lounge features an innovative upholstery connection detail on its back that makes the chair virtually seamless.







Ginkgo Lounge High Back with Footrest



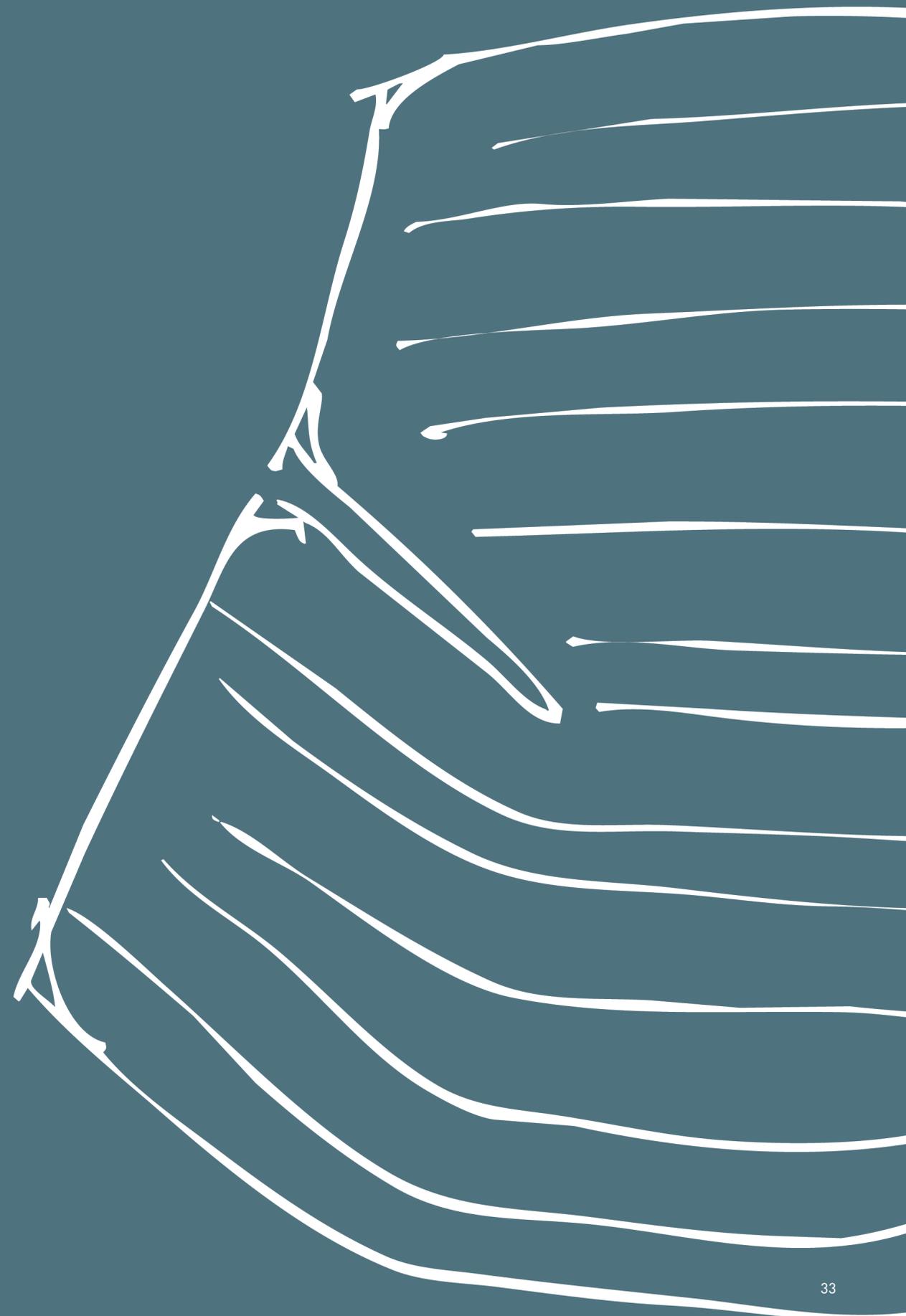
Ginkgo Lounge High Back and Mid Back

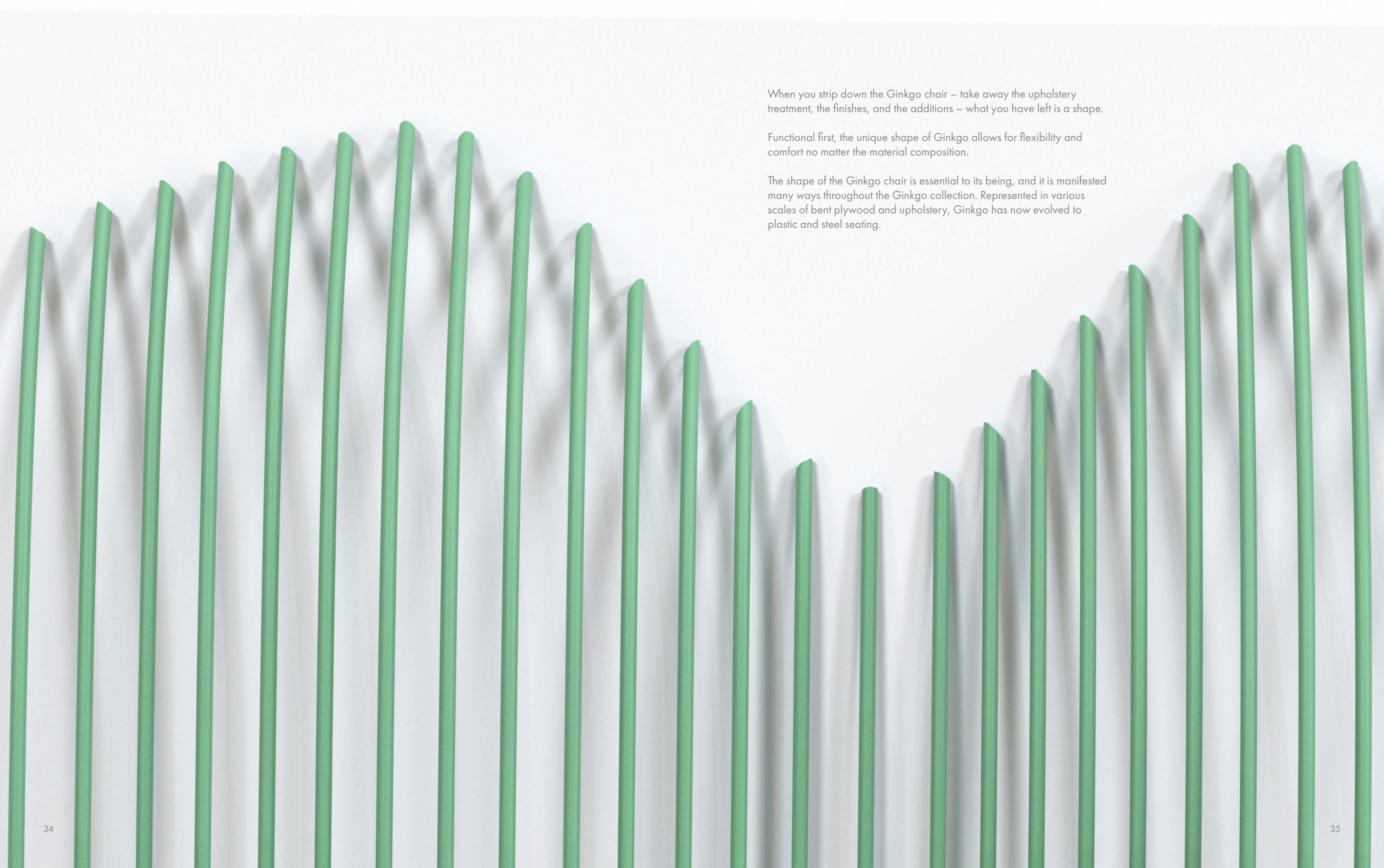
GINKGOEVOLUTION

The Ginkgo collection has continued to grow over the years. Introductions for 2018 brought the largest evolution of the Ginkgo family with new materials like wire and plastic. This evolution clearly defined the existing collections while simultaneously linking them into one cohesive product family.

Motivation for this family evolution came as **jehs+laub** began to look toward the future. Changes in market demand made the solution of a plastic chair a priority. Following this thought, a change of materiality led them to Ginkgo Wire as well. The Ginkgo color palette has always been very organic, and this new evolution of Ginkgo marks the inclusion of seven new colors ranging from understated and neutral to bright and invigorating tones.

Each new Ginkgo product has been in some way directly inspired by a previous version; however, each manifestation of Ginkgo has its own unique details. Bringing polypropylene and solid steel into the Ginkgo family has brought a full shift into the scope of Ginkgo and what it entails. The family now includes collections for guest, lounge, dining, conference, executive, and outdoor environments.





When you strip down the Ginkgo chair – take away the upholstery treatment, the finishes, and the additions – what you have left is a shape.

Functional first, the unique shape of Ginkgo allows for flexibility and comfort no matter the material composition.

The shape of the Ginkgo chair is essential to its being, and it is manifested many ways throughout the Ginkgo collection. Represented in various scales of bent plywood and upholstery, Ginkgo has now evolved to plastic and steel seating.



Ginkgo Wire is constructed of solid steel rods which are precisely measured and cut before being placed into a specially designed fixture and welded by hand.





The Ginkgo Wire Family



The Ginkgo Wire family of chairs, barstools, lounges, and tables is the result of a highly engineered design and manufacturing process that leads to a minimal, sophisticated silhouette. Ginkgo Wire makes it possible to take the inimitable design of the Ginkgo line into outdoor environments with outdoor quality finishes and upholstery solutions.

“The desired goal was
a truly unique and elegant
multi-use chair.”

jehs+laub



The durability and economy of the plastic chair has revolutionized the contract furniture industry, allowing designers an increasing selection of options for their projects.

The colors chosen for Ginkgo Plastic and Ginkgo Wire are inspired, very much like the original Ginkgo chair, by nature, architecture, and design. All of the shades are strikingly architectural, naturally harmonious, and can be combined in any way.

A DEFINING MOMENT

The Ginkgo family as a whole has followed a path of inspiration, innovation, and evolution, finally arriving to where we are today. Each individual product follows that same path on a smaller scale. Inspiration in functionality and aesthetics is essential to each new design we bring to the market. Innovation is a way to constantly challenge our own norms and elevate our products to their fullest potential. We strive to let all our products naturally evolve into a fully realized design story, fulfilling possibilities and driving our company and the furniture industry forward with each new step.

In 2019, we will celebrate our 75th year at Davis Furniture. As we look back at our past and the years that have brought us to this moment, we are also looking forward. What does this milestone mean for the Ginkgo product family, and what does the Ginkgo product family mean to Davis?

Our goal as a member of the contract furniture industry is to continue setting the "Davis" bar high, and to hone the skills and designs we have into the best possible iterations of themselves. Ginkgo as a family unit includes so many options, applications, and opportunities, and we are excited to seek out the full evolution of this beautiful design story.

Ginkgo is an iconic moment in our company history. It is certainly not the first, preceded by many quintessential Davis products, and we certainly hope and believe that it will not be our last.





GINKGOINDEX

The Ginkgo family story is one best told by inspiration, innovation, and evolution.

HEADQUARTERS

2401 College Drive
PO Box 2065
High Point, NC 27261
336.889.2009

SHOWROOMS

Chicago Merchandise Mart
222 Merchandise Mart Plaza
Suite 3-115
Chicago, IL 60654
312.330.0292

-

New York Design Center
200 Lexington Avenue
Suite 1304
New York, NY 10016
212.683.7272

-

Davis Showroom
1025 Thomas Jefferson St NW
Suite 135G
Washington, DC 20007
202.753.4545

