

PRESS RELEASE

soft-geometry is excited to debut a new collection at the Architectural Digest Design Show in New York City from March 21st to 24th, 2019. This will be their first time at the fair where they will unveil a curious range of solid wood furniture inspired by desserts and different notions of 'sweet'.

The AD Design Show will bring together over 400 of the world's leading brands along with emerging contemporary talent; from furniture, accessories, lighting, and art to kitchen, bath, and building projects. The carefully curated fair, which is currently in its 18th edition, attracts 40,000 visitors each year.

soft-geometry
SPRING '19



AND FOR DESSERT

That last course to a meal captures a special fancy. There is youthful excitement as we wait for it, joy as our eyes feast on its domes, layers and candied colors, and magic, when our sweet cravings are met with the first spoon, scoop or bite. Drawing inspiration from the creative flair of a pastry chef or confectioner as she conjures up cakes, truffles, tarts and éclairs from humble staples of milk, flour and eggs, designers Utharaa L Zacharias and Palaash Chaudhary of soft-geometry look to re-imagine THE furniture staple of all time – solid wood.

Dessert Menu, presents a collection of solid wood pieces, each examining different notions of sweet, and together offers a succinctly curated menu that leaves you with the kind of (sugar) high that your spaces should inspire.

Link for a complete set of high Res images [here](#).

All photo credits - Palaash Chaudhary



DESSERT MENU

Five-Tier Leaning Shelf

Solid White Ash, in choice of Earl Grey or Buttered finishes

\$1899.00

A simple geometry of flat boards that demonstrate leaning, the five-tier leaning shelf offers a series of changing, unconventional views as your eyes move around the piece. The unusual play of planes are owed to a subtle difference in leaning angles of the two vertical boards, turned perpendicular to each other. The astute use of simple wood joinery in connecting these semi-floating boards, make both for uninterrupted expanses of beautiful Ash grain and allows the piece to be completely flat packed and easy to assemble.

Doughnut Coffee Table

Solid Oak in caramel Glaze

\$3899.00

True to its name, the Doughnut Coffee Table is a dense swirl of solid Oak, rich with varying grain and gradient in a clear caramel finish. Topped with a round glass top, the doughnut functions as an ideal table for coffee, cocktails and conversation, though also available on request without the glass top, for those who cannot resist running their hands all over its curved facade, or want to settle into the rather inviting centre.

Fluff Bench Jr.

Solid Maple with candy fluff

\$849.00

A fantastical furry creature of sorts, Fluff Bench Jr. is a bench in solid Maple with six legs and a fluffy belly. Junior is as appetizing as he is friendly, in an extremely pet-able candy-pink fluff, for use as an engaging mini-bench, side or sofa table.

More fluff flavors available on special request.

EXHIBITION LOCATION : Piers 92, 55th Street at 12th Avenue, NYC

EXHIBITION DATES : March 21 – March 24, 2019

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STAY IN TOUCH : <https://www.soft-geometry.com> | www.instagram.com/soft.geometry

HIGH RES IMAGES : [here.](#)

About **soft-geometry**

soft-geometry is a collaborative design studio exploring opportunities for softness, slowness and intimacy, built with time and process, in furniture and home objects. Inspired in part by a shared aesthetic for pure geometries and in part by their 'soft' personalities, founder- designers Utharaa L Zacharias and Palaash Chaudhary built soft-geometry as an antithesis to the big, bold, fast and perfect. They aim instead at a sort of forever experiment with form, color and materials that bridges artisan crafts and handmade processes on one hand; and the forms, language and efficiency of modern manufacturing on the other.

