

# W E L C O M E 03

SPRING / SUMMER 2018

Your SINGLE POINT OF SERVICE  
FOR HIGH-END FURNITURE



by  
**HUPPÉ**

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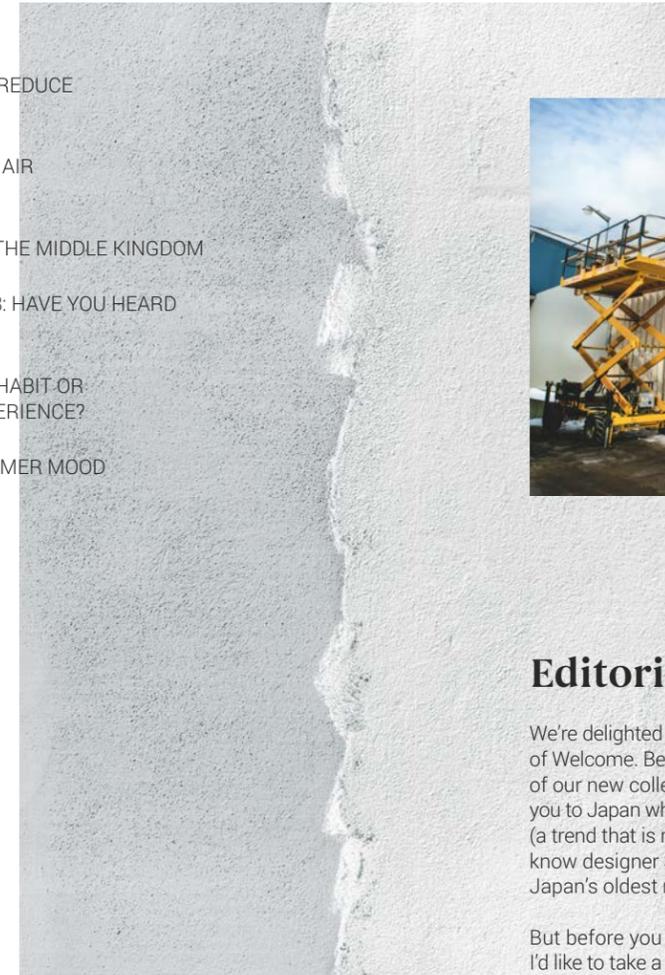


Chess 061 fabric. Birch 021 and Birch 023.  
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## Editorial

We're delighted to share with you this third edition of Welcome. Besides introducing you to a number of our new collections, we're going to transport you to Japan where you'll learn all about wabi-sabi (a trend that is making waves in the West), get to know designer Shin Azumi, and decipher one of Japan's oldest mysteries—the tea ceremony.

But before you immerse yourself in all that, I'd like to take a moment to thank you, our valued customers, for putting your trust in Huppé for more than 50 years. Thanks to you, our sales have continued to climb in recent years, reaching a record 43% growth in 2016–17. That achievement is beyond all our expectations.

This year we will be embarking on our third phase of expansion since 2014. We'll be able to meet the ever-increasing needs of our loyal North American customers and our new customers in China. That's right! We now have a permanent showroom at Tiamantti, in Shanghai.

**Jean-François Nolin**, President  
[www.huppe.net](http://www.huppe.net)

50<sup>TH</sup> ANNIVERSARY SPECIAL FEATURE

# Pride in How Far We've Come

In 2017, Huppé turned 50 years old. This milestone gave us an opportunity to look back on how far we've come. Huppé started out as a small company that made cedar chests and has become a leader in the design and production of high-quality modern and contemporary furniture. We take pride in knowing that for half a century, Huppé furniture has witnessed the major events and small

celebrations in our customers' lives, generation after generation.

Today we are entering a new phase in our history, one that is consistent with the values we hold dear—quality, innovation, and respect for our customers, our suppliers, and our employees.



—  
In August we invited our local suppliers, all our employees, and their families to join us in celebrating our half century. Adults and children alike enjoyed spending time together on a beautiful summer's day.

50<sup>TH</sup> ANNIVERSARY SPECIAL FEATURE

# Ray Bar by Joël Dupras



Cocktails are making a big comeback. So naturally, we came up with the idea of designing a bar to mark our 50<sup>th</sup> anniversary. The Ray Bar, a bar on wheels named after one of Huppé's founders, Raymond Hamel, was launched last fall at High Point Market. Its design is reminiscent of a cedar chest, the first piece of furniture Huppé created. Designer Joël Dupras spared none of the details as he recreated the glamour of the 60s, the decade when our company was born.

A special version of the bar, limited to just 50 numbered pieces, was also produced. The "50<sup>th</sup> Anniversary" Ray Bar features an elegant white marble or black granite top and is adorned with a solid brass lock and hardware as well as drawers lined with merino wool felt.

## 50<sup>TH</sup> ANNIVERSARY SPECIAL FEATURE

# Mixology, Huppé Style

Our signature cocktails, the perfect blend of inspiration and refinement, were a hit with everyone who celebrated our 50<sup>th</sup> anniversary with us! We're pleased to share the recipes so you can enjoy the same level of excitement at home.

Cheers!



## Spritz Huppé

Classic. Festive. Herbaceous.

1 oz. Apérol  
½ oz. lemon juice  
¼ oz. artisanal grenadine  
2 basil leaves  
Top up with sparkling wine (cava or prosecco)

- Serve in a wine glass
- Stir directly into the glass over ice
- Garnish with a basil leaf

Huppé has a soft spot for timeless classics! This fresh take on a spritz will transport you back to those warm summer nights with its fresh and delicately herbaceous flavor. It's generally served as an aperitif, but there's no harm in sipping one well after the sun goes down!



## Simple Cedar Chest

The taste of refinement

1 oz. London Dry gin  
¾ oz. Amaro Montenegro  
¾ oz. sweet vermouth  
1 dash Angostura Aromatic Bitters  
(orange bitters would work too)

- Serve in an Old Fashioned (or rocks) glass
- Stir over ice
- Garnish with a flamed orange zest

A tribute to Huppé's very first cedar chest! This cocktail has all the right ingredients to make for a memorable 50<sup>th</sup> anniversary. Served in an Old Fashioned glass, it's the epitome of elegance —and anything but ordinary!



## Mojito Borealis

Mojito with a northern twist

2 oz. Puerto Rican or Cuban white rum  
¾ oz. lime juice  
½ oz. maple syrup  
1 dash Angostura Aromatic Bitters  
8–10 mint leaves  
Top up with spruce beer

- Serve in a Collins (highball) glass
- Pour ingredients directly into glass and stir
- Garnish with a lime wedge and a mint leaf or spruce sprig

North meets South. Sweet! With this savvy fusion of tropical and boreal flavors, you'll have one foot in the sand and the other in the snow!

## Effort is a Virtue

Perfect balance

¾ oz. London Dry gin  
¾ oz. bourbon  
½ oz. orange liqueur (Triple Sec, Dry Curacao, or Cointreau)  
¾ oz. tonic syrup (Old Timer's or Jack's)  
3 dashes Angostura Aromatic Bitters  
Top up with ginger beer (such as Old Tyme)

- Shake all ingredients (except ginger beer)
- Serve in a Collins (highball) glass and top up with ginger beer
- Garnish with a lime wedge and fresh ginger slivers

Astringent, acid, and bitter notes offset the heft of the bourbon and gin to deliver a powerful cocktail that's remarkably smooth. Just like Huppé furniture, it's a perfectly balanced blend of noble and authentic ingredients.



# Even More Choices for Creating Unique Furniture

## Natural stone, a timeless choice

Although natural stone is a completely different material from fabric, lacquer, and wood, the qualities we seek are always the same: beauty, durability, and functionality. The stones we've selected have two more major pluses—they are both sourced in North America and can be cut to 3/8 of an inch, a very rare quality that makes it easier to incorporate them in our furniture. We reinforce the stone with carbon fiber mesh and use it to enhance our tables, sideboards, and chests without adding unnecessary weight.

## Saint Henry Black Granite

This magnificent black granite comes from Saint-Henri-de-Taillon, Quebec. Greyish blue flecks and a matte finish give a touch of elegance to all the pieces it adorns.

## White Cherokee marble

White Cherokee marble comes from a quarry in Tate, Georgia, and is used in the restoration of many historic buildings and monuments in the United States. It has stunning black and dark grey veining. A noble material in a class of its own.



## High-quality Upholstery Fabrics

As for our upholstered furniture, we are very proud to offer new textiles from Spanish manufacturer Crevin. The two new fabrics are Club and Blend, in our Efficiency® line.

The rich colors are the perfect backdrop to daily life as they are highly wear resistant and easy to clean with just water and a mild soap. Go ahead, enjoy that glass of wine on your sofa!

As an added bonus, all Efficiency fabrics are produced in compliance with the ISO 14001 environmental management standard.

## Irresistible colors and finishes

Lastly, this year marks the arrival of brass and graphite, two new shades of metallic lacquer that are sure to delight designers everywhere.

There is also a new option for wood—our Drift finish, reminiscent of driftwood. It is available on white oak.

# New

## Koval table by Karim Rashid

Unveiled last fall at High Point and then at the Toronto Interior Design Show, the Koval table was created in collaboration with renowned designer Karim Rashid.

It combines a number of different materials and is distinctive for its unique, contemporary look. The curved top is made of solid white oak with an insert made of white marble, black granite,

or lacquered glass. It is also available without the insert. The inset frame and legs are made of lacquered steel and come in 13 different colors. The legs are finished with matching pieces of solid oak.

**Koval comes in three sizes:**  
78" x 40", 102" x 40", and 54" x 54".



## Wolfgang Collection by Luca Nichetto

The Wolfgang family is growing!

We told you about them in the last issue and now they're finally here—the Wolfgang bar stool and high-back lounge chair with ottoman are now available at Huppé. But that's not all. Italian designer Luca Nichetto has added a chair and stool in lacquered tubular steel. These light, stackable pieces are perfect for small dining spaces. Give everyone a comfortable seat at the table while you put the world to rights over a good meal.

"Five years after Wolfgang first launched, I took the collection in a new and exciting direction. These more delicate metal pieces retain the curves found in the original chairs but they're lighter. They are easier to stack, transport, and store."

Luca Nichetto, designer of the Wolfgang Collection for Huppé



## Memento Collection by Joël Dupras

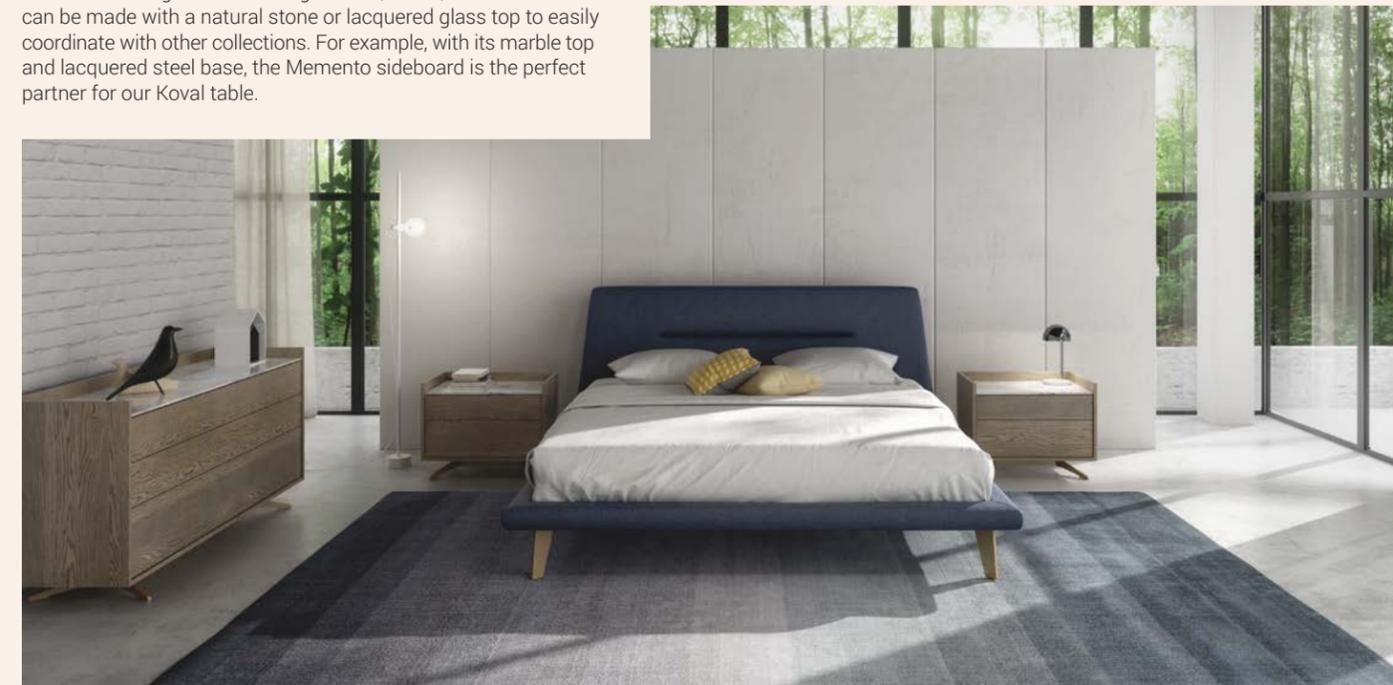
The Memento Collection includes several modern and elegant pieces for the bedroom and dining room. Each item is finished on all four sides and has a metallic lacquered base, a fun new take on 1960s industrial design.

The bed is covered entirely with fabric and has slightly tilted upholstered headboard, perfect for reading. The curving, cozy shape is an invitation to enjoy a comfortable night's rest.

Memento storage furniture—nightstand, chest, and sideboard—can be made with a natural stone or lacquered glass top to easily coordinate with other collections. For example, with its marble top and lacquered steel base, the Memento sideboard is the perfect partner for our Koval table.

"When you have a mission to help clients create distinctive spaces with more possibilities and greater quality, it just makes sense to work with a designer like Karim Rashid."

Joël Dupras, Director of Design and Art Director at Huppé



## Teo armchair by Joël Dupras

There's more to the stylish and inviting Teo chair than meets the eye. What looks like an elegant accent chair is actually a cozy pivoting rocking chair!

With its slightly concave extra-deep seat cushion, adjustable headrest, and overstuffed armrests, Teo is sure to become your favorite armchair.



## Howard Collection by Joël Dupras

Attention to detail, sleek lines, lightweight appearance—Howard is designed to impress. Elegant legs, made of black walnut or solid birch and positioned at an angle, give the desk a look that is all its own. The top comes in a variety of colors and can be made of walnut or birch veneer or lacquered tempered glass.

An optional two-drawer file cabinet has space for your office supplies and legal-sized papers. In addition to grommet holes, the file cabinet features a closed compartment in the back for a computer tower. It can be installed on the left or the right and although it appears to be floating, the drawer unit attaches to the underside of the desk.



For optimal storage, two other pieces with grommet holes are available: a filing cabinet with three drawers, one of which is legal sized, and a small two-door cabinet with an adjustable shelf. Discrete steel handles coated with electrostatic black paint are located on the edges of the drawers and doors.

# HUPPÉ is Working to Reduce Greenhouse Gases

As a responsible corporate citizen, Huppé is committed to practices that help protect the environment, whenever possible. We are especially proud of our partnership with Tree Canada and of our heat recovery system.

PARTNERSHIP WITH :



## One bed = one tree

Did you know that Huppé planted 2,500 trees last year? For each bed sold, Huppé donated \$4 to Tree Canada for a tree to be planted on its behalf.

- Investment of over \$10,000 for reforestation
- Trees planted in British Columbia, Manitoba, Ontario, Quebec, and New Brunswick
- Once mature, these trees will capture 353 tons of CO<sub>2</sub>
- Goal for 2018: 2,800 trees

## Sustainable practices

Did you know that Huppé has invested \$350,000 in purchasing and installing a next-generation heat recovery system and air exchanger? With this new equipment, we can recover the heat generated in our stain and varnish chambers. The system transfers heat from exhaust air to ducts that preheat the fresh air entering the factory.

- 75% reduction in our natural gas consumption
- Net reduction in greenhouse gases of 104.5 tons per year
- Equivalent to the CO<sub>2</sub> captured by 740 mature trees

# Kite

## THE CHAIR IN THE AIR



The Kite chair, produced by Huppé under license, is designed by Shin Azumi and plays with the notions of full and empty. The outer frame is created with straight lines that merely sketch the outline of geometric shapes, as if the designer wanted the seat—the most important part of a chair—to be the only opaque element visible inside a transparent space.

Kite is inspired by and named after a box kite. The chair does indeed look as if it is light enough to fly.

### ABOUT

## Shin Azumi

Shin Azumi was born in Kobe, Japan, in 1965. After earning a degree in product design, he moved to London and pursued a master's degree at the prestigious Royal College of Art. With his master's in hand, he and his wife, Tomoko, opened the Azumi Studio in London. In 2005, Shin opened the "a studio," also in London. This new business offered design services for products, furniture, lighting, and commercial interiors for restaurants, stores and exhibition spaces.

Shin's creative process is guided by his desire to create maximum impact with a minimal solution. He also wants his pieces to be used every day and to give joy and satisfaction to the people that own them. In his opinion, a design is not complete until it is in use.

Shin's work can be found in the collections of several major museums in Europe and Japan. He also has numerous international design awards to his name and has been recognized several times with an FX International Interior Design Award and Good Design Award.



# Huppé on Display in the Middle Kingdom



We are extremely proud to announce that Huppé now has a showroom inside Tiamantti at the Shanghai Home Expo, China.



With black beams on the ceiling and backlighting on the walls, the 2,300-sq. ft. showroom will look familiar to anyone who shops at High Point. Many of our signature pieces are on display, including the Gravity and Slim storage systems, Wolfgang chairs, Kite chair, Chelsea sectionals, Fly tables and chairs, Silk and Linea beds, and more.



**TIAMANTTI**

Edward. Multipurpose and inviting.



Melange ME051 and Matiss MA053 fabrics. Light Natural Walnut 500. Black lacquer 324.

For customization options, go to [www.huppe.net](http://www.huppe.net).



## A NEW TREND FOR 2018

# Have you heard of wabi-sabi?

We're hearing a lot about wabi-sabi these days in blogs, magazines, and decorating shows on TV. Multiple websites have identified wabi-sabi as the big trend for 2018.

So what exactly is wabi-sabi? Is it a way of living, a philosophy, a style? Wabi-sabi can be thought of as a type of interior environment that helps us see the beauty of what is natural, understated, and simple (wabi), and experience calm through objects that are ephemeral, impermanent, and timeworn (sabi).



The wabi-sabi movement was born about 700 years ago at a time when Japanese culture was starting to distance itself from the influence of Chinese arts and Buddhism. Its popularity began to grow in part thanks to certain tea masters of the Zen Buddhist tradition who wanted to give the tea ceremony a more spiritual dimension. Tea masters encouraged the use of simpler tea bowls, made by Japanese potters, rather than the popular Chinese porcelain bowls that had been used until then. They favored small, modestly decorated tea rooms that fostered interaction among participants in the tea ceremony.

Today's interest in wabi-sabi seems to stem from the same desire for simplicity, authenticity, and well-being that popularized yoga, meditation, and the minimalist movement. Wabi-sabi is all about hand-made pieces that come with small imperfections or signs of wear, in contrast to mass-produced items with no soul. It highlights natural materials like stone, wood, and linen, and favors soft, understated colors.

Many Western designers have embraced the wabi-sabi style. One of the best known is Axel Vervoordt, author of the book *Wabi Inspirations* (2010). A Belgian antiques dealer, Vervoordt is known for his work with Japanese architect Tatsuro Miki in designing the TriBeCa penthouse, a luxury suite with wabi-sabi influences, for the Greenwich Hotel in Manhattan.

Come to think of it, Huppé furniture does have some wabi-sabi characteristics: clean lines, natural materials, (mostly) artisan production, and serenity. What's more, because they are such high quality, Huppé pieces will stand the test of time and over the years they will take on that aged look treasured by wabi-sabi enthusiasts.

**TRIBECA SUITE**  
[www.thegreenwichhotel.com/penthouse](http://www.thegreenwichhotel.com/penthouse)

There are plenty of examples of wabi-sabi décor on the Internet, especially on Pinterest.

# Tea Drinking: A DAILY HABIT OR A CONTEMPLATIVE EXPERIENCE?



Tea originated in China and soon become popular all over the world. Today it is the second most consumed beverage on the planet, after water. Since its discovery 4,000 years ago, tea has been acclaimed as having many great virtues. It was thought to combat drowsiness, cure headaches and digestion problems, calm anxiety, and chase away evil thoughts. More recently, modern science has proven the benefits of tea, including its stimulant properties and antioxidant effects, which are valuable in fighting certain cancers. Our ancestors were right on the money, it seems!

Besides the effects of tea on our physical health, it's a known fact that this infusion made from the leaves of the *Camellia sinensis* bush has the power to bring people together, whether for a British afternoon tea or a Japanese tea ceremony, known as *chanoyu*. Yet these two rituals are so different that it's hard to believe they are based on the same drink.

## ***Tea at four o'clock, the perfect time for a chit chat***

We've all seen movies where members of British high society gather to eat cucumber sandwiches, cakes, and scones with jam and cream as they drink Darjeeling served in dainty porcelain cups. The purpose of this tradition, which was started in the 19<sup>th</sup> century by the Duchess of Bedford, was to help these fine people pass the time until supper but afternoon tea soon became a perfect opportunity to share news and gossip.

## ***Chanoyu, the quintessence of living in the moment***

Tea ceremonies have been a part of Japanese culture for hundreds of years. At first, this highly refined and codified art was the exclusive privilege of Zen monks and aristocrats but later spread to all levels of Japanese society.

All aspects of the ritual must contribute to a feeling of peace, allowing tea drinkers to experience the present moment, get closer to nature, and be in harmony with themselves and others. Tea ceremonies are therefore traditionally held in a small tea room at the bottom of a garden, away from everyday hustle and bustle.

To develop harmony between drinkers and nature, tea masters choose the tea room's accessories and decorative elements according to the season and the desired ambiance. For example, in July they will place a wild flower in a bamboo vase. They might put a poem written in calligraphy to evoke a light breeze or another refreshing image in the specially designed alcove. The goal is to create a focal point that will give rise to a shared emotion and put everyone in the same frame of mind.

During the ceremony, all the actions performed by the tea master and participants are codified and choreographed as expertly as a ballet. The master symbolically cleans the precious ceramic bowl chosen for the occasion before adding matcha (a green tea powder) and hot water, whisking the mixture, and passing the bowl to the guest of honor, who slowly admires the handmade bowl, drinks from it, cleans the rim, and turns it around before passing it to their neighbor for the process to be repeated. This silent ceremony creates a meditative ambiance in which each person can explore the depths of their soul, without the distraction of conversation.

After cleaning all the utensils used to make the tea and inviting participants to admire all the pieces and marvel at the work of the artisans who created them, the tea master closes the ceremony and stands at the door to bid the guests farewell. As they leave, participants embrace the inner peace they found by separating themselves from the outside world.



THE QUINTESSENCE OF LIVING IN THE MOMENT



# Huppé's Spring & Summer Mood

Our team has a few suggestions to put an even bigger spring in your step.

## Music

**ARCADE FIRE**  
*EVERYTHING NOW*

**LOUD**  
*UNE ANNÉE RECORD*

**MICHAEL KIWANUKA**  
*LOVE & HATE*

**THE BARR BROTHERS**  
*QUEENS OF THE BREAKERS*

**THE WAR ON DRUGS**  
*A DEEPER UNDERSTANDING*

**THE NATIONAL**  
*SLEEP WELL BEAST*

**MILK & BONE**  
*DECEPTION BAY*



## Films

**LADY BIRD**  
GRETA GERWIG

**THE SHAPE OF WATER**  
GUILLERMO DEL TORO

**THREE BILLBOARDS  
OUTSIDE EBBING, MISSOURI**  
MARTIN MCDONAGH

**THE DEATH AND LIFE  
OF JOHN F. DONOVAN**  
(COMING THIS FALL)  
XAVIER DOLAN

**FIRST MAN**  
(COMING THIS FALL)  
DAMIEN CHAZELLE

## TV Series

**WESTWORLD, SEASON 2**  
(COMING TO HBO, APRIL 22)

**SHARP OBJECTS**  
(COMING TO HBO THIS SUMMER)

**MANIAC**  
(COMING TO NETFLIX IN 2018)



## Instagram

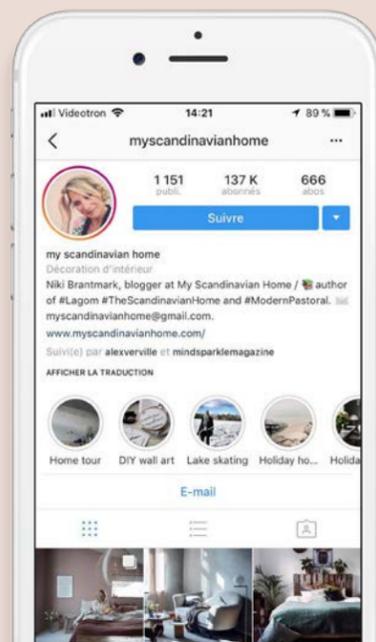
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