

Could you imagine...

ApparenzA Design Studio began with a simple request for “a few sketches” from a colleague developing furniture for a local retailer. Five concept drawings – not really much more than a sketch on a napkin – and the project grew legs, then wings. Five doodles turned into five lines of transitional furniture – over forty pieces. The local retailer became a national retailer, and now the product is available to the design elite through Kravet Textiles in every major US market. Anticipating graphite lines becoming tangible in the form of wood and metal was metamorphosis; walking into the showroom the first time was birth. ApparenzA learned to walk on its first day.

On the heels of its original success, ApparenzA began a long-standing collaboration with Polidor, a manufacturer with possibly the best furniture craftspeople in Western Europe, to invigorate their lineup for major U.S. release. ApparenzA Design Studio's signature style was honed across many diverse styles – English classic, glamorous transitional, straightforward modern. Dozens of pieces were conceived, designed, prototyped and displayed. Presentations were met with enthusiasm in the market, and inspiration is fed by enthusiasm. Now, several markets and many lines later, ApparenzA holds true to its first simple (but not simplistic) ideals:

Create a delicate balance between positive and negative space.

Every design should possess a reference to the strengths of classic design, without being bound by its limitations.

Form does not follow function; rather they should develop spontaneously to weave a thread of connection through the work.

Inspiration is Everywhere.

ApparenzA Design Studio is Frank M. Spano and Thom O'Leary, and is based in Westchester County, New York. Find us at [www.ApparenzADesign.com](http://www.ApparenzADesign.com).