

MERYL SIEGMAN

PRESS RELEASES

Scott Copas Joins Shayla Copas Lifestyle

Shayla Copas, the CEO of Shayla Copas Lifestyle and award-winning interior designer, author, event designer, and public speaker, welcomes the addition of her husband Scott to her growing brand. As a lifestyle enthusiast, and with her love of helping people, Shayla has recently introduced home furnishings design, high-end travel, and beauty to her constellation of products and services.

Scott Copas has worked for Baldwin and Shell Construction Company, established in 1946, for nearly five decades, starting as an estimator and becoming President and CEO in 2014. During Scott's tenure, Baldwin and Shell saw its profits grow from \$80 million to over \$300 million. He will leave a legacy of deep ethics and a high standard of accountability.

In January, 2022, Scott will bring his experience and talent as a business developer to Shayla Copas Lifestyle as CFO, overseeing the company's operations. According to Scott, "I am so excited to join Shayla, especially because of the rapid expansion of her brand." In fact, Shayla has grown her nationally recognized interior design company to become a comprehensive lifestyle brand, with Shayla Copas Interiors, Shayla Copas Travel, Shayla Copas Collections and The Hive Marketing & Public Relations under its umbrella. "Scott and I have been great partners over the years, helping with each other's businesses," Shayla explains. "Especially with the new travel company, which will host once-in-a-lifetime educational trips around the world, this is the perfect time for him to join the team."

Scott studied Architecture and Business Administration at the University of Arkansas at Fayetteville, the ideal background for his new career at Shayla Copas Lifestyle. Meanwhile, Shayla, after publishing *Four Seasons of Entertaining*, is currently working on her second book, to be published in 2023, and plans to add a beauty product line to her current offerings.

The couple, who shares a love of helping people, is recognized for their contribution to philanthropic causes. As Scott explains, "Giving back to the community by harvesting the fruits of our success is extremely important to both of us." Together, they have chaired several fundraising events and have helped raise over \$4 million for local causes, including the Children's Advocacy Centers of Arkansas, Easter Seals and 50 for the Future. Shayla earned the Philanthropist of the Year Award from the Women's Foundation of Arkansas in 2017, while Scott is the recipient of the 2021 Spark Stars Museum of Discovery Award.

Shayla concludes, "With the expansion of my brand comes enlarged territory. I am blessed to have so many avenues through which I can impact peoples' lives. My strongest affirmation is

this: Be unapologetically you and never compromise your individuality. In this chaotic world, we need more people who aren't afraid to stand for what is right." Scott is thrilled to embark on his new career, joining his wife as part of the cause.

Luciana Jabur Launches Bespokely Yours, the Go-To Source for Bespoke Furniture and Statement Pieces

Luciana Jabur, the founder of (Hand)made to Market, an innovation platform offering curated handcrafted accessories for the socially conscious consumer, has launched Bespokely Yours to connect interior designers with some of the world's most talented furniture makers in a trustworthy digital environment. Through its scouting, sourcing, product development management and logistics resources, it provides a personalized service that makes acquiring bespoke pieces easy, sparing designers the difficulty of navigating websites and importing goods from overseas.

Luciana has curated a network of exceptionally talented independent furniture makers from small towns off the beaten path to sophisticated urban hubs around the world. The result is a confluence of creativity stemming from the collaboration between masters of craft and interior design professionals, which ultimately helps clients experience the world through the power of design.

Bespokely Yours' network includes high-end artists and artisans whose inventive work represents a modern interpretation of techniques and materials combined with centuries-old heritage and tradition. Each one pushes the boundaries in his or her own way, leading to a masterful interpretation of art, culture and design. The partnership includes artists such as Francesco Profili, Kostia ((Constantin Laan), Joanina Pastoll, Jean-Baptiste Van Den Heede, Matthew Coutts and Maria Fernanda Paes de Baros, extraordinary furniture makers who work at the intersection of cutting-edge craftsmanship and contemporary aesthetics.

Born and raised in Brazil, Luciana has traveled extensively, and has lived in South and Central America, the Caribbean and Europe. Currently residing in the United States, she draws on her international travel combined with her keen eye to share her portfolio of distinctive furniture, décor, lighting and accessories with the interior design community. Luciana holds a master's degree with distinction from the London College of Printing, and is an affiliated researcher at the Parson School of Design's Development Through Empowerment and Design Lab.

EJ Welch Expands its Leadership Team

EJ Welch is continuing along its path of rapid expansion in the flooring industry under the stewardship of its new president, Kavita McCarthy. The latest initiative in its efforts to grow its brand nationwide is the hiring of a constellation of professionals with unparalleled experience in all aspects of commercial and residential flooring.

“Opportunities in the flooring industry are vast, from sales and operations to business ownership,” says McCarthy. She intends to take full advantage of those possibilities by bringing on board the following flooring executives:

Diane Drake, Vice President of Commercial Solutions, comes to EJ Welch with nearly 2 decades of experience in the commercial flooring industry. Having previously worked as Regional Business Manager at Tarkett/Johnsonite, Territory Manager at Masland Contract, and Corporate Account Manager at Tandus Centiva, she brings with her years of expertise in flooring sales management, new business development, project management and strategic planning.

Flooring professional Chris Vaughn is quickly rising through the ranks at EJ Welch. Originally hired as Territory Manager in Oklahoma in 2019, just a few years later he was elevated to the position of Senior Director. Recently promoted to Regional Director of Sales & Operations OK/CO, Chris offers a wealth of experience in account management, merchandising, and sales operations and management. He previously worked in Retail Sales at Bryan’s Flooring, as Outside Sales Representative at American Marazzi Tile, and as Territory Manager at Mohawk Industries.

Another flooring pro with 35 of experience in sales, management and leadership in the industry, Brian Brown was recently promoted from Branch Manager in Louisville, KY, where he has worked for nearly 5 years, to Account Manager. A graduate of the University of Kentucky with a degree in Strategic Integrated Communications and Account Management, he previously spent the past 2 decades at All Tile/CCS in its Southern-central regional sales management team, where he excelled in company growth and relationship building. He brings to EJ Welch an abundance of knowledge and experience in all categories of flooring, as well as experience in market penetration in different business sectors.

Jeff Eichler spent 3 decades in the flooring industry before joining EJ Welch as Regional Account Director. His impressive experience includes serving as Vice President of Sales at Custom Floors & Custom Stone, Territory Manager at Shaw Industries, Regional Vice President at Anderson

Tuftex and Sales Consultant at Sackett's Carpet. He received his BBA from Western Michigan University, Haworth College of Business.

McCarthy had only great things to say about Jeff: "His experience is a perfect match for our opportunity in the Mid-South, which is heavy in residential flooring. He has developed a stellar reputation and incredible relationships in the region he will be leading, bringing new levels of growth to EJ Welch. Some of our key suppliers have already reached out to me personally to share their enthusiasm about him."

With the goal of bringing the most innovative flooring and installation products in the industry to its customers, EJ Welch is proud of the history and heritage it's been building, and looks forward to its continued growth.

Renowned Artist and Lifestyle Entrepreneur Jane Pollak Introduces Her “Penny Rug” Collection of High-End Pillows and Wall-Hangings

The artist, business coach and nationally recognized inspirational speaker Jane Pollak has done it again: she has channeled her prodigious talents into creating one of the most sought-after and coveted collections for home décor, this time by reimagining the two-hundred-year-old folk art of penny rug making. The craft can be traced back to the Civil War, when homemakers used scraps of felted wool from clothing and blankets to fashion rugs, bedcovers, pillows and wall hangings. They used coins, and even cups and saucers, as templates to sew circles, then hand-stitched around them with cotton to create designs incorporating images from everyday life. Today, Jane has elevated this colonial craft to new levels with her collection, adding a contemporary spin and an artist’s creative touch.

Jane was recognized as having a natural talent for art as a young child, when she drew images on the basement walls of her family home, and later when, in the fourth grade, she was asked to paint a school mural. She established herself as an innovative, accomplished and enormously talented artist in the 1970s by mastering the art of pysanky, or Ukrainian batik egg decorating. Jane was invited to contribute eggs to the White House Easter Egg Roll, which later were consigned to the Smithsonian, earning her appearances on *The Today Show* and a feature in the *New York Times*.

In the early 2000s, Jane traded in her sketch pads for business books and transformed her art studio into an office as she began a new career as a successful business coach, author and public speaker. She authored *Decorating Eggs: Exquisite Designs with Wax & Dye* and a handbook for entrepreneurs, *Soul Proprietor: 101 Lessons from a Lifestyle Entrepreneur*, and gave a TED talk. Then, in March 2020, a week before the pandemic-related lockdown began, Jane’s creative juices once again began to flow. On an impulse, she attended a workshop with the well-known textile artist Liz Alpert Fay, reigniting a passion that had laid dormant for over two decades. “My inner artist was doing pushups,” Jane explains about returning to her first love.

She began crafting traditional wool appliqué penny rugs in a richly hued and contemporary palette, using the finest small batch-dyed wools, Perle cotton filaments, glass beads, and vintage buttons. “I love every part of the process, using old-fashioned tools and starting with the simple forms. I want my hand - and the imperfection of my pieces - to show. That is where I feel most alive.” The result is a stellar collection of one-of-a-kind pillows and wall hangings, each one crafted with a unique design and combination of materials.

Wander Designs Introduces a Collective of Fiber Artists Creating Functional Artwork for Home Interiors

Katrina Boshenko, the owner of Wander Designs, a prestigious interior decorating firm based in Austin, TX, announces the launch of a collaboration of fiber artists from around the globe creating useable artwork for the home. Based on her love of textiles and the notion that its integration of color, texture and pattern should serve as the centerpiece of a living space, Boshenko has realized how artwork constructed of fiber can be incorporated into home decor as a functional entity.

Wander Design's collective, which includes Fiber Artist Beth McTear of Honest Alchemy and Sarah Neubert, Masterweaver and Instructor, is a growing network of women weavers and artisans from around the world. Taking inspiration from the quality and beauty of the craftsmanship Boshenko encountered in her travels to Mexico, Indonesia and Morocco, the network will soon include artists from developing countries, with a percentage of proceeds going to local charities and women's art collectives.

"My design work focuses on textiles as the main element in a room," says Boshenko. "I love to balance a room mixing neutrals with the patterns and textures of textiles, throwing in a splash of something unexpected. Unique creations made from fibers can be turned into a functioning art installation as the centerpiece of any space."

The focus for now is on window treatments and accessories. Pictured here is a residential project in Austin, for which Boshenko transformed an artistic weave into a functioning valance, a distinctive interpretation of traditional window dressing. The range of products is currently being expanded and will be rolled out in the coming months.

Clients can choose among weaves using exclusively 100% sustainable fibers and plant-based pigments, derived from elements such as coffee beans, eucalyptus and indigo, all sourced from reputable fair-trade resources. Another option includes textiles made from natural fibers such as linen or silk that are eco-dyed, a contemporary application of traditional dyeing techniques. Pictured here is a stunning example of eco-dyeing as a functional textile, created for another residential project in Austin.

Each Wander Design fiber art project is uniquely designed and created meticulously by hand to meet the client's specifications and aesthetic, with careful attention given to matching the right artist to each particular installation. All work is done on a custom basis, with a lead time of four to six months.

Marc Phillips Introduces Lilia's Collection, Flatweave Rugs Hand-Loomed by Nomadic Women in Iran

Marc Phillips Decorative Rugs, a leading innovator and manufacturer of outstanding hand-made rugs, is launching a collection of Persian flatweave rugs created by women from the nomadic communities of Iran. Known for its commitment to minimizing environmental impact and devotion to maintaining an eco-friendly company, with this introduction Marc Phillips is taking its support of the preservation of the ancient tradition of weaving itself and the use of natural dyes one step further to include the advancement of women artisans.

"I wanted a new line that would add a dimension of social and economic responsibility to our collection of environmentally sustainable rugs and carpets," says Marc Phillips, the company's founder. "Named for my great-grandmother, Lilia's Collection preserves the authentic soul of the art of rug-making by bringing contemporary carpets as magnificent as those made centuries ago to our discerning clients."

Carpet weaving, an essential part of Iranian art and culture that dates back thousands of years to 400 BC, reflects the tradition and history of Iran and its various people. Regarded as objects of high artistic value and prestige, flatweave rugs, which are woven on a loom rather than knotted, are part of the rich tradition of Persian carpet weaving. The rugs in Lilia's Collection represent a continuation of a way of life that has been passed down through generations, a revival of natural dyeing techniques using plant-based pigments, and the reintroduction of traditional tribal patterns, woven with centuries-old artistry. Each carpet is unique, its production based on emotion and inspiration, with every pattern having meaning. This innovative collaboration gives nomadic women weavers a sustainable way of life, along with the assurance of housing and education for them and their children.

Lilia's Collection represents an exclusive and necessarily limited number of rugs and carpets, including kilims and soumaks, each one the product of up to two years of weaving by as many as twenty artisans, requiring 20 kilos of sheep wool and up to 50,000 knots.

Brand Advisory and Business Coaching Firm, GC Collaborative, Launches Social Media Division

GC Collaborative, the influential brand advisor and consulting firm based in Los Angeles and New York, has teamed up with L.A.'s trendsetting Emily Raiber Media, social media specialists offering SEO, web design and content solutions. The result is the creation a full-service partnership offering a complete package of marketing and branding strategies and solutions.

Ginna Christensen, GC Collaborative's founder, brings eighteen years of experience in the Architecture and Design industry to the new venture. Fluent in marketing strategy, product development, brand consulting and industry networking, she helps her clients stand out by enabling them to identify their goals, discover what makes them different, establish their core message and create new connections that result in greater brand awareness and more business.

Emily Raiber, the principal of Emily Raiber Media, is an accomplished media professional with over a decade of experience producing TV programming and content in both news and entertainment. Her consulting company leverages social media to promote brands strategically for maximum growth.

"I was interested in creating this partnership because I understand the importance of using social media as part of a larger marketing and brand messaging strategy," says Ginna. "The combination of my insight into the world of interior design and Emily's expertise using social media platforms creates a whole new dimension of service I can offer my clients."

With this newly formed strategic partnership, GC Collaborative is able to infuse its clients' brand message into a social media strategy. The result is a comprehensive resource that provides greater brand awareness, increased engagement and the ability to attract the right clientele.

Casabianca Home Unveils Sensational Collection of Motorized Dining Tables at October High Point Market

Casabianca Home, the iconic manufacturer of innovative contemporary home furnishings, introduces a collection of motorized tables at High Point Market 2019. These remarkable dining tables, available in five styles, offer the best the market has to offer in design and technology.

“We couldn’t be more excited about this fantastic new addition to the Casabianca line,” says Isaac Hadida, Casabianca’s CEO. “What sets it apart is a patent-pending motorized mechanism that fits inside the tables, keeping the modern and elegant look while blending state-of-the-art innovation and design. Its maintenance-free, smooth operating system extends to perfection, making it different and better than anything else on the market today.”

The state-of-the-art tables are constructed with the highest quality, longest-lasting components available: marine-grade stainless steel, aluminum tracks for easy gliding, stain-resistant Italian porcelain, stunning white marble and extra-durable tempered glass.

The ingeniously designed tables are operated with the simple push of two buttons, located on the table frame or on a sleek remote control which provides wireless power. Constructed with safety in mind, each table is outfitted with a set of keys to prevent it from operating, creating a safe environment for children and pets.

Elegantly designed, sophisticated yet functional, and made using the best technology in the world, the collection offers multiple choices for every aesthetic. The tops are available in scratch-resistance clear, colored and smoked glass, marbled porcelain and white marble. The stylish, clean-lined bases come in stainless-steel, white lacquer and walnut veneer. Come see for yourself this unique and innovative addition to the furniture market.

SinCa Design Introduces a Stunning New Collection of Furniture and Objects for Home Interiors

Dave Sinaguglia and Maria Camarena, the husband-and-wife co-owners of SinCa Design, an up-and-coming manufacturer of wood furniture based in Tolland, CT, announce the launch of an outstanding new collection of wood furniture for the home. The fully customizable pieces, created to function as a group featuring complementary design and materials, include a chair, credenza, mirror, set of five tables and wall sconces. Crafted from white oak and walnut, and incorporating limestone and rattan, the collection represents an evolution for SinCa by incorporating materials other than wood.

In keeping with the unique and minimalist furniture created by SinCa, the design is sculptural, refined and playful. According to Maria, “The inspiration for this new collection are the memories of my upbringing in Mexico and France. After living in New England for almost a decade, I wanted to create new pieces that evoke the feeling of where I grew up.” The pieces, made from components sourced in keeping with SinCa’s commitment to reducing its footprint through reforestation, are about the exploration of shape and form.

Founded in 2016 and chosen by *Dwell Magazine* in 2019 as one of the Dwell 24 “emerging designers who need to be on your radar now,” SinCa is a furniture design studio known for its meticulously designed and hand-crafted pieces using traditional woodworking techniques. Its products represent a perfect reflection of the mix of Dave’s and Maria’s backgrounds and skills. Having started her career as an industrial designer in Mexico, where she founded her first furniture design studio, Maria obtained an MFA in Furniture Design from the Rhode Island School of Design. Dave received formal training in woodworking from the International Yacht Restoration School in Newport RI, and holds an MFA in Sculpture from the University of Connecticut.

The “Ready Set” Group of Beauty Professionals is Ready to Revolutionize the Beauty Industry

Ready, set, go! The “Ready Set,” the gang of thirteen behind Ready to Beauty, the first-of-its-kind global think tank for multicultural brands and entrepreneurs, is preparing to revolutionize the beauty industry. This group of former L’Oreal executives, vendors and global business consultants has united to demand a new day for beauty. Founded by Corey Huggins, Global CEO and Managing Partner, Ready to Beauty is driving the beauty conversation to include a cross-cultural and diversified community. With a background of years in marketing and strategic planning for industry powerhouses, including L’Oreal, CPG, Maybelline and Kiehl’s, Huggins is joined by the most seasoned and knowledgeable executives and forward-thinking minds in the beauty industry. With over 150 years of combined experience at the highest level, the multicultural Ready Set is a group of visionary leaders who share a desire to shake up the beauty world by introducing new ways of thinking about – and doing – beauty. “We exist because we believe everyone deserves to have a seat at the table,” says Huggins. “We believe the concept of ‘multicultural’ is bigger than its current incarnation. Beauty is global, not just one shade range, one type of hair or style.”

Taking its inspiration from the Irascibles, a group of young, diverse artists including Jackson Pollack, Mark Rothko and Robert Motherwell who in the 1950’s turned the established fine art world upside down, challenging it and creating the school of abstract expressionism in the process, the Ready Set is poised to transform the traditional landscape that has yet to fully embrace beauty through a multi-spectrum of richness and diversity.

With a mantra of “We know beauty, we are multicultural, we have a global metier,” the group understands the global macro and micro trends influencing the industry; has an intimate and firsthand awareness of the differing needs and desires of the Black and Brown consumer; possesses the necessary sensitivity and sensibility for curating and showcasing diverse cultures and backgrounds across the Diaspora. There is no group more ready and qualified than this constellation of vision, talent and experience in the beauty industry to pave a new path and provide an elevated platform to disrupt and transform traditional beauty norms.

“I foresee a bigger, bolder new day for beauty,” says Huggins. “I grew up with the heroes of our story not being like me. We – black and brown men and women – are demanding change. We are no longer willing not to be our own heroes.”

Ready to Beauty has set an ambitious agenda for the fall. It will kick off its Fall 2020 initiative with the first in its Curated Commerce Program, a pitch contest entitled “Ready to Present.” This ultimate pitch opportunity will offer multicultural entrepreneurs and beauty companies a one-in-a-million chance to show off their brand via a short, presentation-style recorded performance. The clips will be streamed from the bird’s-eye studio at the Star Shop and projected onto a billboard in New York’s Times Square, the crossroads of the world. The winner will receive a prize package with a value of \$50,000, including AmalGlam distribution, Allure.com merchandise and Ready to Beauty mentorship. At the same time, the company will launch its “Ready Campaign,” featuring some of the hottest niches in emerging/legacy brands across multiple digital platforms.

Beauty world, be prepared for change. As Huggins puts it, “By drawing blueprints for success, we will make beauty much more expansive. We will succeed in a way that’s bigger than anyone has ever dreamed was possible.”

Black Crow Studios Introduces the Rebellion Collection in Collaboration with the Academy of Art University School of Fashion

Tracey Hiner, the creative visionary behind Black Crow Studios, announces the introduction of her newest wallpaper collection, Rebellion. An artist, innovator and rebel to the core, Hiner is known for creating unique, art-driven wallpaper and textiles in her design studio in Long Beach, CA, as well as her commitment to supporting important social causes.

The Rebellion Collection represents an inspiring collaboration with her alma mater, the Academy of Art University School of Fashion in San Francisco. Moved by images she saw on Instagram, Hiner reached out to the Fashion Department in order to introduce fashion students to the world of interiors and mural-style design. She explains, "This collection is an opportunity to give back and to help lift up emerging talent, because it's so hard for textile designers to make a mark in this world. Being able to give students some traction and hopefully a little boost to the start of their careers is very uplifting."

Hiner chose two students based on how well their work aligned with the Black Crow Studios brand. Using digital files, she scanned the artwork and then reverse-engineered the digital manipulations they had done. "We started with their original ideas," Hiner continues. "I played with them in different ways, putting the BCS twist on them, driving them even further. I wanted to show these students that their ideas were just the beginning - you can keep pushing and really get experimental." Her goal is for this to be a long-term collaboration. "I would love for this collection to be known as the place to look for new, fresh ideas from the future leaders of the textile industry," Hiner concludes. "The students are paid for any sales of their collection just as any other collaborator or artist we work with. I don't think this is typical, but it's the right thing to do."

Like her other collections, the artwork for Rebellion is created in house by mixing custom paint colors to match its story. It is printed on smooth matte, PVC-free, non-woven wallcovering.

With a commitment to giving back, Hiner founded Rebel with a Cause, which dedicates each of her collections to a different charity and donates up to 50% of her income from each sale. She serves as an example to the industry by encouraging others to take a stand for causes that matter to them, make a difference and create a world we can all be proud of.

The Great Spirits Baking Company Announces New Partnership with Mr. Checkout Distributors

The Great Spirits Baking Company is pleased to announce its new partnership with Mr. Checkout Distributors. The producer of delectable spirit-infused baked goods, Great Spirit is the official licensee of globally-recognized liquor brands including Jack Daniel's, Captain Morgan, Guinness and Baileys. Founded in 1989 and headquartered in Oviedo, FL, Mr. Checkout is a leading group of independent and full-line grocery distributors serving over 60,000 outlets throughout the U.S., representing products in supermarkets, super drug retailers, and convenience and grocery stores.

“We are thrilled to be partnering with Mr. Checkout,” says Michael Valenti, CEO of Great Spirits. “With its vast network of distributors, we anticipate an immediate uptick in the availability of our fantastic product across the United States.” The items to be distributed are mouthwatering four-ounce, individually wrapped sliced cakes available in four flavors: Guinness, Captain Morgan, Baileys and Limoncello.

Founded in 2018, the Great Spirits Baking Company is a successful startup that mixes artisan craftsmanship with commercial automation to produce a range of delicious sweet treats including decorative layer cakes, cheesecakes, donuts and brownies. All of its desserts are produced in SQF-certified facilities that strictly adhere to FDA food safety regulations.

“Our individually packaged slices are the perfect on-the-go indulgence,” Valenti continues. “They go great with coffee, so we look forward to Mr. Checkout placing them next to the self-serve coffee stand or at the checkout register.” The product is a great choice for markets due to its impressive shelf life of nine months for frozen and ninety days for thawed servings. Even better, stores don’t need a liquor license to sell them: the slices are non-alcoholic, since the spirit used to make the cake is baked out and just its delicious flavor remains.

Thanks to the win/win partnership with Mr. Checkout, the company’s spirit-infused slices will be available at stores and groceries starting in May, 2020.

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The collection will be introduced in at the 19th annual Architectural Design Show, Booth M519 on March 19 - 22th, 2020 at New York’s Pier 55. It can also be viewed on-line at www.sincadesign.com as well as in person at the Salon Design showroom in Boston. If you

would like more information, please contact Maria Camarena at hello@sincadesign.com or by calling 401-659-5432.