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**POLART INTRODUCES DIRK VERMEIRE'S CALAVERA CHAIR AT
INTERNATIONAL CONTEMPORARY FURNITURE FAIR**

NEW YORK – Indoor and outdoor high-end furniture manufacturer POLaRT will introduce Dirk Vermeire's *Calavera Chair* at the upcoming International Contemporary Furniture Fair (ICFF). The chair is the first piece of an anticipated collection that will bring forth the essence of Mexico's most recognized holiday, Dia de los Muertos. Celebrated on Nov. 1, the holiday honors the dead.

“Not only does the *Calavera Chair* capture the essence of Dia de los Muertos, but it is also a nod to our Mexican heritage,” said Josue Reynoso, CEO and founder of POLaRT. “The chair is our way of delivering a beautiful product while sharing our culture with the rest of the world.”

With the English translation of calavera being a representation of a human skull, the chair is depicted as a giant skull, decorated with ornate details to represent Dia de los Muertos. The chair is constructed of polyurethane, steel and the fabric of one's choosing. These fabrics include Sunbrella, marine vinyl and velvet.

The chair will be produced in both indoor, outdoor and flock versions and will be available in the brand's 20 signature bright colors and durable materials. It will also be available in the three flocking colors – blue, purple and the company's signature orange – with plans to expand the colors as the FLOCKaRT collection grows. The chairs are priced to retail at \$719 for outdoor version and \$599 for interior designs.

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The design of the *Calavera Chair* was the first collaboration with a furniture company for designer Dirk Vermeire, whose background as an artist is rooted in his Flemish culture. His works have been presented at high profile art shows across the globe, including Art Basel. He currently resides between Ghent, Belgium, and Marbella, Spain, where his Plexiglas studio is located.

The 29th annual ICFE will take place at the Jacob K. Javits Convention Center in New York City from Sunday, May 21 to Wednesday, May 24. This will be POLaRT's second time participating in the show. The company's space is located at Booth 420 of the convention center.

Founded in 2011, POLaRT is a high-end design leader in indoor and outdoor Victorian and Modern Baroque home furnishings created with a twist. Bright colors offset the collection's traditional styles to deliver a contemporary look and feel. The company's innovative management team, based in San Luis Potosi, Mexico, is committed to growing the company's distribution by partnering with unique retailers throughout the U.S. For more information, visit POLaRTDesigns.com.