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For: **POLaRT**

POLaRT INTERVIEW

Josue Reynoso Franco for HOMEdit, Feb 2017

• How did you develop the concept of Polart? From where did the inspiration come?

POLaRT is an acronym for "polymer art". My father founded in 1979 a workshop which he called PolRey, an acronym for "Poliuretanos (polyurethane) Reynoso (our family name)". When he started in the furniture industry, he chose to reproduce French Provençal frames using molds and polyurethane. Over time, PolRey became the largest factory in the western hemisphere specialized in Baroque furniture. When I took over, I was intrigued about how the Italians had "coined" the phrase "Mobili d'arte", which literally means "Art furniture". I decided to incorporate that to our identity. POLaRT was then created with the intention of inspiring tomorrow with the best from the past. That to say, my inspiration came from revamping dad's classics...

• Why go for the bold colors?

My favorite past time is reading, and I love referencing things I do to things I read. In Orwell's 1984, is scary to see how society is turning to "sameness". We all have things we have to shout out, but we need to do it in subtle manners. This is my subtle manner. POLaRT stands out among the rest because it breaks free from "sameness". Every customer is free to choose any color combination. I believe that we could offer at least one piece suited for everyone, yet it'd be difficult to make two guys in a room agree which piece that'd be. To me, that's breaking free of "sameness".

• Some of the bold colors are not for the faint of heart. How do you advise customers, whose homes may be of a more traditional style, about incorporating Polart designs?

Be eclectic. Mix. Stand up to a discussion. Let me elaborate.

Most fashion designers today invite its followers to mix colors, shapes, as well as ranges of

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prices. It is old school to marry yourself to a style or brand. On a marketplace full of options, be fair, pick more than one vendor... Travel guides will explain this as "spreading your wealth".

Our product is love or hate, and one thing's for sure: it isn't unnoticeable. Hence, pick your favorite, and bring back to life that forgotten niche in your house. Start a conversation out of it; or simply put it in your favorite place, there were everyone goes. Let them know what you love. Be ready for the back-fire.

• What is your design process? How do you choose/develop a new design for production?

It has to be something out of the ordinary. As of now, we're working with a Flemish designer to create a "day of the dead" collection. It's great to travel the world and see how some Mexican traditions have found their way above walls. The collection will feature skull-modeled furniture in our assortment of colors. "las catrinas" are the inspiration for this collection; they are representations of the dead that are painted in very bright colors. Anyone who has visited Mexico must have seen them.

Our design process is closer to sculpture. For one of our vendors we did an amazing collection of butterfly chairs and sunflower tables.

• Which pieces are your biggest sellers?

Chairs! My wife can always simply find a way to fit another one in our house. Besides, chairs are welcoming. More sitting space means more people can be invited.

• What exciting new things are you working on?

Besides the above mentioned skull collection, we're working on developing new finishes... This year we will introduce a velvet finish that will both raise our number of followers, as well as that of our haters!

For more information please visit: <http://www.polartdesigns.com/>

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EDITOR'S NOTE: For more information about POLaRT and to arrange to speak with a company spokesperson, please contact Sofia Torres or Josue Reynoso at (956) 765-2760 or media@polartdesigns.com .

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