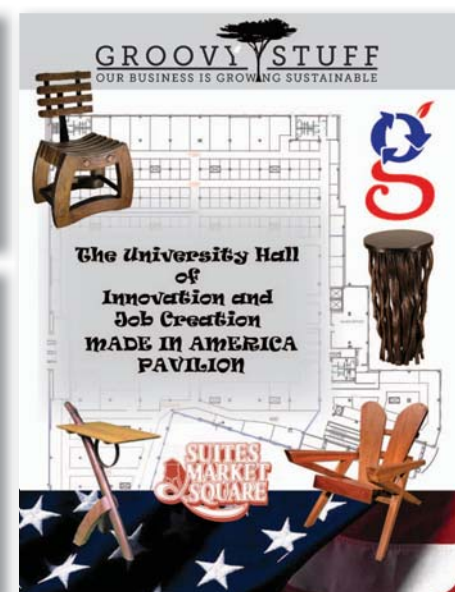
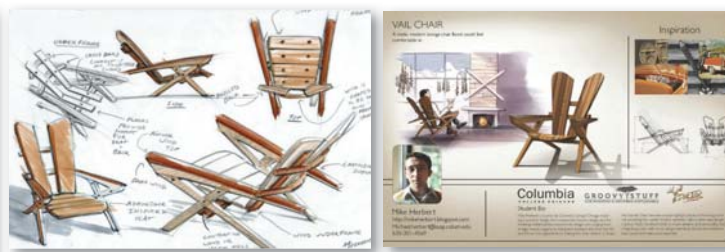


Groovystuff by Design: Connecting Education with Industry Challenge



Groovystuff's not-for-profit 2013 ICON Achievement Award Winning "University Hall of Innovation & Job Creation" and "Groovystuff by Design: Connecting Education with Industry Challenge" represent a breakthrough approach to the nurturing of home furnishings design talent in partnership with leading U.S. colleges and universities. Recognized by ICON for "Industry Contribution & Influence," the Groovystuff foundation was established in 2010 by Chris Bruning to improve the competitiveness of consumer products here in the US by providing students with job opportunities and by presenting professors and students with an invaluable opportunity to network with retailers, designers, manufacturers, suppliers, journalists, and industry professionals at the High Point Market. Since inception, the Groovystuff initiative continues to supply the residential home furnishings industry with the most current education, research, market statistics, technology, product design, and innovation as well as a revolving human resource of graduates from the educational programs and universities that service our industry. For more information, please visit www.groovystuff.com or www.facebook.com/groovystuff.

The University Hall of Innovation & Job Creation



Groovystuff by Design:

Featured Student Artists

Kacie Leisure
University of
North Carolina

"STACKING" Side Table
 Page 29



The Modular "Stacking" side table by University of North Carolina – Greensboro, Interior Architecture graduate Kacie Leisure was inspired by the wagon wheel rim. Utilizing this material provided a sleek and sophisticated look. The "Stacking" Side Tables can be used alone or in a group to celebrate the modularity of the design.



Eliza Hallock
University of Georgia
"RADIAL" Table Lamp
 Pages 9, 14



Eliza Hallock is a graduate from The University of Georgia with a degree in Furnishings and Interiors. Born and raised in Savannah, Georgia, Eliza is inspired by the coastal landscapes and southern traditions she has always known. After graduation, Eliza plans to stay in the South and pursue a career as an Interior Designer focusing on residential interiors. With her "Radial" table lamp, Eliza stayed with the rustic and natural look of both the Dick Idol Legends Celebrity Brand and Groovystuff product lines while modernizing the design to appeal to a wide variety of consumers.

Michael Herbert
Columbia College - Chicago
"VAIL" Chair
 Page 7

Mike Herbert is a junior at Columbia College, Chicago majoring in Product Design and Film/Video. He is inspired by historic design and the meanings behind artistic movements. To him, design isn't merely making objects look nice; it's to enable others in the world to see and experience excellent things. His "Vail" chair was created as a casual lounge chair that Bond would feel comfortable sitting in while sipping a martini!!! For a long time, he has been inspired by the glory days of American train travel and art deco architecture. Now, his involvement in church music, filmmaking, and art and design has given him



a broader perspective in pursuing what makes our created things worthwhile and meaningful.



Brent Dutton
Auburn University
"PATHOS" Patio Chair
 Page 28

The boldly designed teak "Pathos" patio chair by Auburn University graduate Brent Dutton is at home equally in nature or on a contemporary

patio. Inspired by Asian ox-carts, the "Pathos" patio chair offers a comfortable place in which to relax but with an "antique modern" feel. The "Pathos" patio chair is uniquely constructed from re-purposed heavy ox-cart wagon wheel rims that once helped farmers plow their fields and transport the fruits of their labor to market.



Michelle Walbert
Appalachian State University
"DESCHUTES" Bench
 Page 42



Shelly Walbert is an Oregon native and an Industrial Design graduate from Appalachian State University. Driven by perception of design serving people, she strives to develop products and furniture which address real consumer and environmental needs. The "Deschutes" bench is inspired



by the river in the Oregon mountains which shares its name. Michelle is interested in pursuing a career in the furniture industry.



Rachel Jones
Auburn University
"ECLIPSE" Mirror
Page 29

Rachel Jones is an Industrial Design graduate from Auburn University, and she plans on pursuing a career in furniture design. Both sustainability and

the importance of human interaction are integral parts of her design process. Inspiration for her "Eclipse" mirror originated from organic architecture and the way basic shapes can be manipulated to create something new. Rachel hopes to see the world and how different cultures live and bring those experiences into her design work.



Joe Loco
Appalachian State University
"SHASTA" Teak Desk
Page 28

Joe Loco studies Industrial Design at Appalachian State University and has been awarded first place in ASUIDSA's Pizza Battle Royale and "Editor's Choice" for the inhabitat.com Spring

Greening Design Competition. His work has also been shown at the Dwell Magazine design exhibition in Los Angeles, CA. His "Shasta" teak desk blends both rustic materials and contemporary styling. He aspires to work in an environment that allows him to design a variety of products with a solution based approach.



Janice Kammler
University of Idaho
"TIME REVEALED" Side Table
Page 11

Janice Kammler is studying Interior Design with a minor in Art and Architecture at the University of Idaho. Her daily inspiration comes from her background of living in Nevada

and traveling in the Northwest. The chocolate color and curves of the jungle vines in her "Time Revealed" side tables resemble roots exposed from the receding water levels of Lake Mead near Las Vegas. She has a eye for high end design and a keen interest in sustainability and historic preservation and plans on utilizing these talents in the Commercial Contract and Hospitality industry after graduation.



Chad Griffith
Auburn University
"SEÑOR" Coat Rack
Pages 19, 30

Chad Griffith is an Industrial Design graduate from Auburn University with a minor in Sustainability. Zero waste and minimal environmental impact are primary components of his style. In his fabrication "Señor", he creates a coat, umbrella, hat rack from a discarded oxen yoke thus eliminating the use of virgin materials. His focus is simple, engaging, and attractive designs that last.



Sally Bluemke
Purdue University
"STICKWORKS" Table Lamp
Page 9

The "Stickworks" table lamp by Purdue University design student Sally Lolene Bluemke is a standard desk

lamp that was inspired by the world renowned artist Patrick Dougherty. Sally was inspired by the intricate and elegant weaving done by Dougherty and implemented a similar technique in the center of her lamp.



Jeremy Maher
Appalachian State University
"BALANCE" Side Table
Page 29

Jeremy Maher is a Product Design graduate from Appalachian State University. By focusing on function and craft, his designs are simplistic while filling a niche. His

"Balance" side tables incorporate the rustic feel of the Celebrity Dick Idol Legends Brand with the organic touch of sustainable materials provided by Groovystuff into a contemporary interpretation. His experience in wood working, metals, plastics, and ceramics has given him a well rounded skill set with which to work.

