

2021 Inspiration Palettes



GRAND RAPIDS
CHAIR CO

The Comeback: '80s Influences

The '80s design comeback may have debuted a few years ago, but this style isn't going anywhere. Think sculptural pieces with bright (yet well-placed) patterns and colors. In a word, this style helps spaces feel joyous—and we could all use a bit more of that, couldn't we?



Cool Colors, Clean Lines

Simple yet bold, the Hurdle collection's angular yet thin frame provides the perfect medium for colors like neon yellow or cobalt blue.



Totally Tubular

Aside from bright colors, '80s interiors often featured soft shapes and circular tubing. For this reference, look no further than the Sir Burly stool which features a solid white oak seat and beefy steel tubing.



Above: Bright yellow colored Reece barstools line the '80s-inspired restaurant, Electric FeelGood in Houston, TX. Left: Tubular Leo chairs are paired with a hot pink and speckled sculptural banquette for a wild, can't-miss look.



Feel Good Design: Wellness

With the recent world events, wellness has gone from a trendy topic to a requirement for corporate and commercial spaces. In design, wellness surpasses the fashionable açai bowls and rightfully centers on creating spaces that are safe for people and planet.

Our favorite takes on wellness incorporate sustainable materials, biophilic elements, outdoor-indoor spaces, improved air and sound quality, and finish palettes that reflect nature.



Look Good, Feel Good

The Andrea Table (below) is proudly made in our American factory, using sustainably sourced lumber from North American forests. PS: All of our wood table tops come standard with an antimicrobial top coat.

Get the Look: Top Left: Sherman Chair. Top Right: Hurdle Stool. Bottom Left: Dowel Lounge Chair. Bottom Right: Opla Chair with Seat Pad.



Going for Bold: Maximalism

Born from a decade that ranged from anemic white walls and rustic barn wood, maximalism ushers in a sense of glamorous excess. An exuberant palette of unapologetically bold patterns, saturated colors, and precious finishes work in concert to create a layered and eccentric atmosphere.





Color Craze

Like millennial pink is to avocado toast, bold saturated colors are intrinsically synced to maximalism. And unsurprisingly, it's one of our favorite aspects of this style. For brands big and small, color is also one of the easiest and most effective ways to make an impact.

But instead of an accent wall, maximalism suggests you place color on multiple surfaces (think floor, ceiling, tiles, tabletops, chairs, anywhere you'd like) – and place with gusto.

Play with unexpected color palettes like bubblegum pink and deep green or a deep burgundy and a blush pink (a personal favorite).



Pattern Play

Patterns are a must for the maximalist style. We're swooning over oversized florals and classic black and white check. But to successfully execute maximalism, there needs to be a level of restraint. According Dorothy Draper, the queen of cabbage rose and modern Baroque style, "Too much of anything is the beginning of a mess."





The New Neutrals

A monochromatic neutral color scheme is the epitome of cool. As a counterpoint to maximalism, a tonal look combines layers of varying hues, textures, and materials to create a space that feels both contemporary and bold. Add natural materials like stone and wood to enhance the tactile experience to create a space that's effortlessly chic and relaxed.



Beige ain't boring: Beautiful, natural, and warm to the touch, real wood makes every chair and table unique. For tonal looks, we're especially drawn to the light and medium stains like Natural, Dune, and Honey.

Get the look. Clockwise from the top right: Andy Lounge in Honey and camel leather. Bottom right: Merano in Natural. Bottom Left: Leaf in Natural. Top Left: Brooke in Honey and leather.



Above: The Reece chair in a custom blue powdercoat and Honey stain. The rich, natural tones modernizes this classic diner.

Casual Luxury

Falling somewhere between modern and traditional, you will find our last and most versatile trend: cozy and cool. This style can be achieved by using tried and true materials with an emphasis on high performance and luxurious fabrics. Warmth and comfort are at the heart of the style, so we opted for a mix of tweed, velvet, and boucle in jewel-toned colorways.



Familiar yet fresh, Cozy
and Cool combines
vintage favorites
updated with modern
and bold color palettes.



Modern Day Jewel Box

Far Left: The Deco, an NYC food and drink hall, features a gilded bar, sleek furniture, and striking geometric details. Although sadly closed, The Deco upped the ante in food hall design.

Leo Season

Inspired by a Lincoln suspension, Leo features multiple hand-bended steel tubes that cascade seamlessly into the frame and legs.