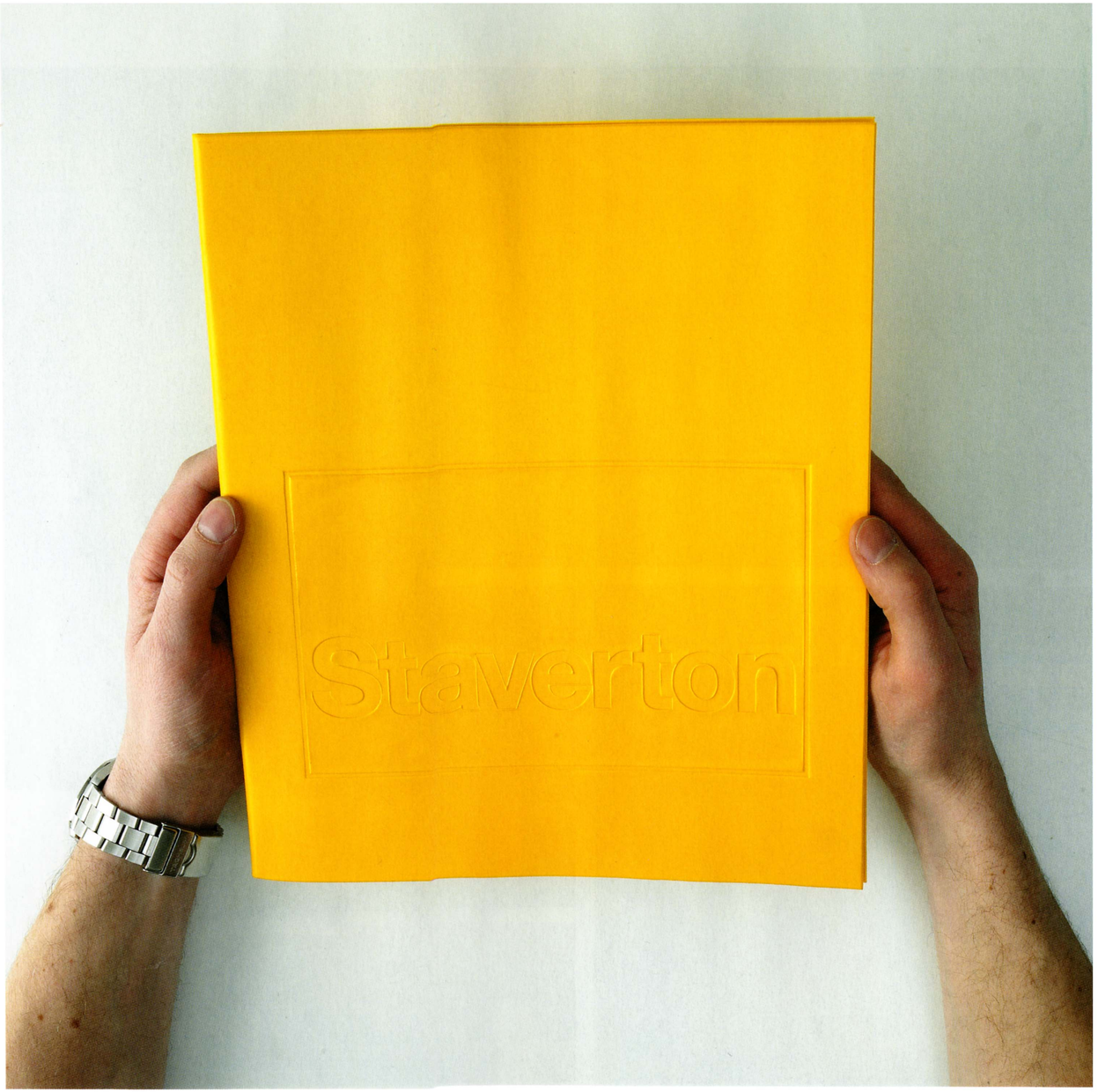

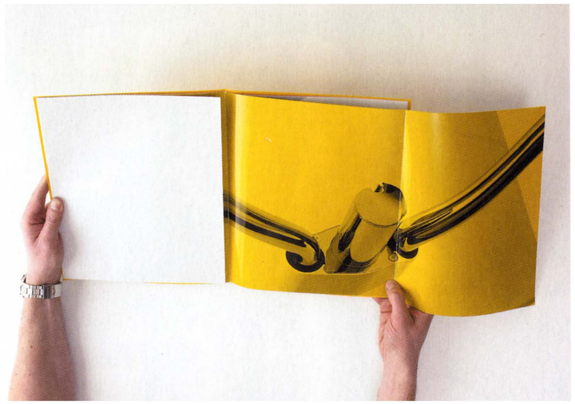

BEST IN BOOK
STAVERTON PRODUCT BROCHURE

Looking through a brochure showcasing office furniture is not, perhaps, the most enticing of prospects. However, design studio SEA's brochure for Staverton's sleek desk, table and bench designs is a beautiful object in itself. The bright yellow PVC cover is heat-embossed with the Staverton logo (also by SEA). Inside, high gloss pages are adorned with beautifully detailed, clean photography of the furniture by Lee Funnell. Technical line-drawings of the product range complete the publication. "Everything about this range of furniture is about material choice," says SEA project manager Chloe Franklin, "and so the finish of the furniture itself informed, and is reflected by, the high-gloss pages of the brochure."

Entrant/Design consultancy: SEA
Client: Staverton
Design directors: Bryan Edmondson and John Simpson
Art director: Bryan Edmondson
Senior designer: Stuart L Bailey
Project manager: Chloe Franklin