

Paradise City Arts Festival

AWARD-WINNING FAIRS OF FINE AND FUNCTIONAL ART

Google Taps Paradise City Furniture Artist

Google, the internet powerhouse, has selected the Modernist chairs of a Massachusetts artist to adorn their new corporate headquarters in Cambridge, MA. Google has ordered 10 of Trebbe Modern's *Painted Loungers*. The dramatic seating, hand-made in the Pioneer Valley of Massachusetts, was selected to add color and interest to the public spaces of their office suites.

Owner and designer **Michael Trebbe** exhibits the modern furnishings that he creates with the Paradise City Arts Festivals, based in Northampton, MA. It was at Paradise City in Marlborough, MA, last March that his Painted Lounger caught the eye of a designer with NELSON, an international architecture and design firm. NELSON works with more than 20% of the companies in the Fortune 100, and was ranked #2 of the Top 100 Design Giants in Corporate/Office design by Interior Design Magazine.

"I wouldn't have had that kind of exposure with any other arts venue." said Trebbe. "...it's also an honor to be selected to participate considering the caliber of the other exhibitors."

The identity of NELSON's client was not immediately disclosed to Trebbe. He was initially asked by NELSON to bring the chair in for a test-sit by a client who was interested in a pair of artful chairs. A week later he was told that the client liked the chair and was interested in purchasing ten. He was also told that the client was Google. "An order for ten chairs was enough for me", said Trebbe. "...but to find out it was for a global company that's so vital in the lives of billions of people, was just fantastic."

NELSON insisted that Google was adamant that, as with all of their projects, certain specifications had to be met. The first was the workplace safety of their employees. One of their concerns was that the chairs be made of a plywood that does not 'off-gas'. "Off-gassing" is a term that describes the leeching of lower grade plywood adhesives into the air.

Their second concern was the larger environment. Materials had to be as eco-friendly as possible, with a minimal impact on the environment. "I thought that was great." said Trebbe. "I use re-purposed steel in my work whenever I can find it. I've even pulled to the side of the road to grab bed-frames destined for landfills. It's a cheap source of rust-free, angle-iron."



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Buying local was important too. Google wanted a local artist and locally-sourced materials. Trebbe purchased the plywood for the project from Copper Beech Millwork in Northampton. "...that's an environmentally and socially responsible company as well. What better way to show you want to be a part of a community than to include your neighbors' skills, resources and products in your project?"

Michael Trebbe is currently building furniture for the upcoming Paradise City show in Marlborough, MA, November 18, 19 & 20. Trebbe lives and works in Hampden, MA. Originally an art and furniture restorer, Trebbe now designs and fabricates modernist furniture and furnishings. He sells his work online (trebbemodern.etsy) and exhibits at Paradise City Arts Festivals. He was selected by the DeCordova Museum as the October 2011 "Artist of the Month", a connection also made at Paradise City.