

# DISTRICT EIGHT

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## District Eight Self-Representing Latest Concept & Collection with New Showroom in North America

**North Carolina, USA – 23rd Oct, 2024** Sài Gòn's District Eight has marked a significant milestone for 2024 by establishing its own branch in North America with a new showroom launching at 313 Space this High Point Fall Market.

This establishment heralds a new era for District Eight, providing the brand with the freedom to fully express its potential in the market. With a dedicated domestic distribution center and tailored trade programs, the brand's commitment to North American consumers is significantly strengthened, while maintaining its intimate Asian roots. The brand's visual identities - retail concepts, and craftsmanship stories are now comprehensively adapted for the local market. Each piece is crafted to excite – not just incite; every collection comes with a story and a subtle intention, signature qualities that many have come to appreciate.

Located at showroom #213 of the new 313 Space during the High Point Market, the spirit of District Eight comes to life. Building on the success of April's Salone del Mobile 2024, the ongoing narrative is brought to High Point Market to showcase our globally unified brand standards. This space is designed for open dialogue about Vietnam today, reflecting its evolution through various historical periods and influences—from neighboring countries to French Indochina and the West.

Visitors will discover the latest launches featuring collaborations with internationally renowned designers and award-winning collections from District Eight's own studio. The Lodge collection, designed by **Jean-Marie Massaud**, includes a series of expertly crafted chairs, stools, and bag holders inspired by the concept of travel and storied voyages to Vietnam. Within one of the prime spots, the Stilt & Joss Collection are showcased, upholding **Toan Nguyen's** principles— “complexity behind simplicity”. On the wall, District Eight reserves space for Italian maestro, architect, and designer **Michele De Lucchi's** masterpiece, the Inumbra Wall Mounted Shelving – a reinvention of modular components that form a shelving system. Among the rooms, **studioutte's** Limen collection features low-to-the-floor tables distilled to their purest portal shape. And not to be missed, the Knot Table – an

Archiproducts award-winning design from D8 studio that features intricate Asian weaving patterns creating a gentle rhythm between the legs, offering both beauty and stability.

This occasion is the prologue to the upcoming activities for District Eight's expanding portfolio and narratives into its passion to elevate crafts.

Contact Information:

- 313 Space Location: #213, 2nd Floor, 313 South Centennial Street, High Point, North Carolina
- Opening Days: 23rd to 30th Oct, 2024
- Schedule Your Personal Experience: [info@districteight.com](mailto:info@districteight.com)

## FACT SHEET

- Since its inception, District Eight has been committed to a comprehensive approach that allows the brand to deliver products that truly represent its essence. By owning all processes in-house – from the initial design phase to research and development, mass production, and distribution – District Eight ensures that every piece not only embodies the brand's unique vision but also meets its rigorous quality standards.
- District Eight stands out as a Vietnamese brand to forge collaborations with internationally acclaimed designers. These partnerships have led to the creation of collections that reflect both global trends and distinct aesthetic:
  - 2020 & 2021: The Stilt Collection and its expansion, by Toan Nguyen, introduced a balance of form and function.
  - 2022: The Inumbra Shelving System by Michele del Lucchi showcased architectural constructs in furniture and materials.
  - 2023: The Joss Collection by Toan Nguyen and the Collette Collection by Adam Goodrum presented modern interpretations of classic designs.
  - 2024: This year marks the introduction of three distinctive collections—the Lodge Collection by Jean-Marie Massaud, the Limen Collection by studioutte, and an expansion

of the Joss Collection by Toan Nguyen—each bringing a fresh perspective of Vietnam to furniture design.

- Expanding Outreach:
  - District Eight Italia s.r.l: Launched in 2022, the Italian branch, including an office and distribution center in Tolentino, Italy, signifies their commitment to bringing District Eight closer to European clientele.
  - Retail showroom in Sài Gòn, Việt Nam: 2022 also saw the inauguration of District Eight retail showroom, encapsulating the global retail concept and inviting visitors to experience the essence of District Eight firsthand.
  - Trần Đình Xu Showroom - This new location of District Eight's Sài Gòn showroom is not just an extension; it's a complete reinvention. Situated in a renovated colonial-era ice factory on Tran Dinh Xu street, the space carries a strong brand language and fully showcases its conceptual vignettes and texture highlights. This venue also serves as a boutique events space, offering a unique blend of history and contemporary design.
  - District Eight North America Showroom at 313 Space, North Carolina, USA: Here, customers can book a visit to immerse themselves in the reality of the brand. The showroom is open during the High Point Markets, providing an ideal opportunity for firsthand experiences of the latest collections.
- The dedication to excellence has not gone unnoticed. District Eight is honored to have received three Archiproducts Awards, a testament to our innovative designs and craftsmanship:
  - 2020: Furniture Category Winner for the Stilt Armchair by Toan Nguyen.
  - 2022: Furniture Category Winner for the Joss Collection by Toan Nguyen.
  - 2023: Furniture Category Winner for the Knot Dining Table designed by District Eight.
- This April marks District Eight's second edition for Salone del Mobile, following the debut in 2023.

### About District Eight

Established in 2010 in Sài Gòn, District Eight is a design brand realizing contemporary perspectives across a multi-disciplinary practice. Its name connects to one of Sài Gòn's vibrant 24 districts, Vietnam's cross-section of global outlooks and rich local heritage. Through distinct historical periods and the conflux of cultures, from neighboring countries to French Indochina and the West, Sài Gòn deeply informs the continually evolving, international spirit of District Eight. Defined by an inherent sense of Asia in its designs, a journey of influences renders each piece unique and nuanced, one that is more felt than pronounced.

The rich cultures and heritage of craftsmanship in Sài Gòn resonate deeply with District Eight's innate passion for elevating crafts. This connection inspires the exploration of techniques and solutions that bring authentic ideas and premium materials to life. From the initial concept to development, from the artisan's touch to the meticulous production line, every detail is infused with intention and dedication, resulting in designs of exceptional worth and character. With a commitment to uncompromising quality, District Eight's distinctive works have propelled beyond domestic borders across markets in Asia, America and Europe, including opening an Italian division, inspiring international recognition and elevating Asian designs onto a global stage. Beyond furniture, District Eight actively contributes to Asia's design scene, fostering creativity and collaboration to drive impactful innovation.

### About Jean-Marie Massaud

Jean-Marie Massaud is a French designer with extensive experience in furniture, architecture, transport, and product design. He also leads a talented and expert team that brings to life demanding and high-quality design projects.

In his work, the final drawing represents only the visible part of a deeper contemplation on reduction and synthesis. Functionality, economy of means, and adaptation to the context are concealed behind the lines of light and essential designs, embedded in a familiar yet always singular answer. Regardless of scale and industry, he is equally comfortable imagining a flying hotel or challenging a historical furniture company.

Through various collaborations, Jean-Marie Massaud is paving a way where each project is a further step toward the union of pleasure and responsibility.

### About Michele de Lucchi

Michele De Lucchi – an internationally renowned designer, architect and writer – has been one of the biggest names in architecture and the Italian design scene since the 1970s. During the age of radical and experimental architecture, he was a prominent figure in movements like Cavart, Alchymia and Memphis, where he contributed his creativity and inclination for experimentation to designs including furniture, lighting and metal objects. Among his works for major Italian and European brands, his global-bestselling Tolomeo lamp produced by Artemide earned him the Compasso d'Oro award in 1989 and 2001 for Olivetti's printer Artjet10. In his career, he developed numerous important architectural and hospitality projects in Italy and abroad, including cultural, corporate, industrial and residential buildings such as the Triennale di Milano, the Palazzo delle Esposizioni in Rome, the Cini Foundation in Venice, the Neues Museum in Berlin and the Gallerie d'Italia in Milan. At present, Michele De Lucchi is a founder and member of AMDL CIRCLE, a creative multidisciplinary studio renowned for its humanistic architecture and design. Since 2018, AMDL CIRCLE has focused on Earth Stations, future sharing architectures that combine technological development with humanist principles.

#### *About Toan Nguyen*

Graduating from the ENSCI (Paris) in 1995, Toan Nguyen pursued his training in Barcelona with Alberto Lievore, and then in Milan with Antonio Citterio for a decade as Head of the Design Department and Partner.

In 2009 he founded his own studio in Milan, subsequently embarking on a series of successful collaborations with several major brands in high-quality industry and fine craftsmanship in Europe, North America, and Asia, on furniture, lighting, ceramics, as well as on technological products.

For Toan Nguyen design is a discipline intimately bound up with the object, in the traditional sense of the term. Priority is given to physical relationships with users. Displaying an immediate sense of meaningful utilization, precedence is accorded to intelligible forms and optimized manufacturing processes, without, however, ever neglecting the sensuality of materials and the emotional impact of the object.

Toan Nguyen's creative individuality has been acknowledged by flagship contemporary design brands such as District Eight, Dedon, Fendi Casa, Laufen, Rolf Benz, Vibia, Brown Jordan, Coalesse, RH, Studio TK, Lema, Viccarbe, Walter Knoll, Wendelbo, among others, a substantial number of whose creations have been awarded prestigious international prizes.

### About Adam Goodrum

Adam Goodrum founded his Sydney design studio in 2006. A design obsessive since graduating from the University of Technology Sydney in Industrial Design, his practice is characterized by invention and curiosity, while his aesthetic and approach are inflected with rigor and integrity. Focusing on furniture, product and collectible design, his work is inherently elegant, often underpinned by a poetic union between art and mathematics. The recipient of every major national design accolade, he has worked internationally with Alessi, Cappellini and Kvadrat and locally with Nau and Tait. Adam is half of Adam&Arthur, a practice exploring the nexus of traditional straw marquetry craftsmanship and contemporary object design. Adam's work has been showcased throughout the world and is collected by museums in Australia and internationally.

### About studioutte

Established in 2020 by Milan-based architects and designers Guglielmo Giagnotti and Patrizio Gola, studioutte is a multidisciplinary practice for architecture, interiors, furniture and objects. The vision of studioutte is distinctly Italian yet an integrated, harmonious reality. Its hybrid design is composed of vernacular architecture research and influences across various regional practices. Through a clear, expressive approach that eludes reiterated and extreme elements, the aim is purity, a concentration into a primitive essence. A warm assertiveness meets an animistic devotion to objects and interiors. Reaching beyond the formality of simplicity, ideas are distilled into essential poetic forms and spaces.

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