

Atomic Furniture - Mid Century Retro Cool Design Craze Sweeps the World

Los Angeles, CA (PRWEB) October 10, 2006 -- The Mid Century retro modern furniture boom has taken center stage in the world of design furniture today. In recent years, mid-century modern furniture, glass, ceramics, and textiles have become hugely popular among those who appreciate the stylish contribution these pieces make to contemporary homes.

At the close of World War II the US was electrified with optimism about the future. America began a love affair with fashionable living in a post atomic world. Kidney shaped tables, boomerang sofas, and amoeba forms are the hallmarks of this distinctive 1950's furniture style. Retro modern chic is characterized by space age materials, innovative biometric designs, and trend setting colors.

The leading architects of this school include Ray and Charles Eames, Harry Bertoia, Arnie Jacobson, Isamu Noguchi, and Eero Saarinen among others.

A Google search indicates that the foremost source for Mid Century furniture is Gibraltar Furniture which features retro modern and a wide array of discount architectural modern, high quality items at discount prices. Gibraltar Furniture is one of the leaders in the world of Internet modern architectural products. "Gibraltar sells both original and reproduction furniture manufactured in Italy, America, and Asia, with original specifications, exceptional qualities, and the finest selections, at cut rate prices."

Gibraltar offers the classic Noguchi style coffee table for only \$545 where Knoll sells this piece at Design Within Reach for \$1,195. Similarly an Eames style Lounge Chair and Ottoman will set you back \$3,125 at DWR but wholesales for only \$1,599 at Gibraltar.

Located at www.gibraltarfurniture.com (telephone 800 416-3635), this West coast Company and has been in operation for over 50 years. Gibraltar is located in Beverly Hills, 90210, and is an insider secret weapon for cool merchandise at warehouse prices. This supplier is an excellent resource for factory direct pricing on all mid century pieces and offers designs by Wright, Bertoia, Saarinen, Jacobson, Nelson, and Kjaerholm at cut rate prices.

With roots in prewar Germany, modernism leapt to popularity in postwar America. Early advocates included architects Ludwig Mies van der Rohe and Walter Gropius. Incipient modernism blended functionality with frugality. Between 1945 and 1960, architects like Frank Lloyd Wright and designers like George Nelson revolutionized the home furniture landscape and helped create the template for the modern retro look.

Baby Boomers and Generation X consumers are clamoring for post war pieces that are still breathe taking and beautiful today due their clean and chic lines. Modern architecture was a direct rebuttal to the busy neoclassical styles that came before.

Retro modern furnishings feature styles such as low-slung sofas and ovoid glass coffee tables that spotlight asymmetrical and free-form shapes. Huge advances in post war polymers, injection molding techniques, and machine techniques helped designers fashion unique products that previously were unimaginable.

That lime-green Egg chair of grandma's--which you thought hideous as a child--would now be snapped up in a second by a savvy collector. Modern Retro is not about slavishly recreating a period feel. Instead it encompasses the best designs, eclectic forms, colors, and patterns.

In addition to classic designs Gibraltar is introducing a new series of innovative furniture products that take their inspiration from mid century school of design. Companies such as Jet Age and Lunar Lounge Design are creating exciting new items in the retro cool tradition.

Gibraltar also provides the entire line of products from Blu Dot, Emeco, Gordon International, Modern Outdoor, Serralunga, Compar, Dare Décor, David Edwards, Fabulox, Color & Life, Firefarm, Girari, Gray, Havaseat Chairs, Innovation, IQMatics, Janke, Jet Age, Kenshoma, Lunar Lounge, Malik, Modern Outdoor, Offi, Oeuf, OFM, Ogus Design, The Phillips Collection, Studio4LA, Touch Design, Trevi Outdoor, Veneman, Zuo, and 100Times Better among others.

For additional information on the news that is the subject of this release contact Bradley Friedman, director of Public Relations via email.

Images for all products can be obtained at www.gibraltarfurniture.com

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"Noguchi Free Form Sofa"

Vitra sells the Freeform Sofa set for \$9445. Gibraltar offers a replica for only \$1750 in crème, mocha, or a combination.



The Marshmallow Sofa appears to be "exploded" into its separate parts

"1956 Nelson Sofa"



"Nelson Marshmallow Sofa"

The red Nelson Marshmallow Sofa retails for \$2695 at DWR. Gibraltar sells a replica of this classic for half price- \$1295.



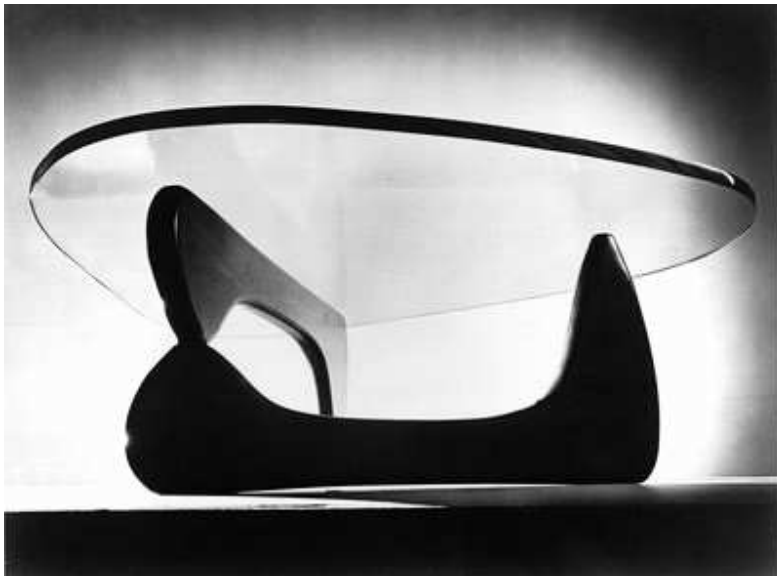
"Eames Coffee Table"

Mid-century icon found at www.gibraltarfurniture.com



"Noguchi Table from Gibraltar Furniture"

Gibraltar sells the Noguchi style table for only \$545. Plan on spending \$1195 for a similar table at DWR.



"Eames Lounge Chair & Ottoman in walnut"

Made out of 7-ply rosewood or walnut veneer frame, 100% Italian leather upholstery, urethane foam padding, die-cast aluminum braces and stainless steel glides.



"Eames Lounge Chair Set"

DWR sells this combo for \$3125. Gibraltar charges only \$1599 for the set.



"Turning Point Table"

Description: The 1950's atomic look marches forward.

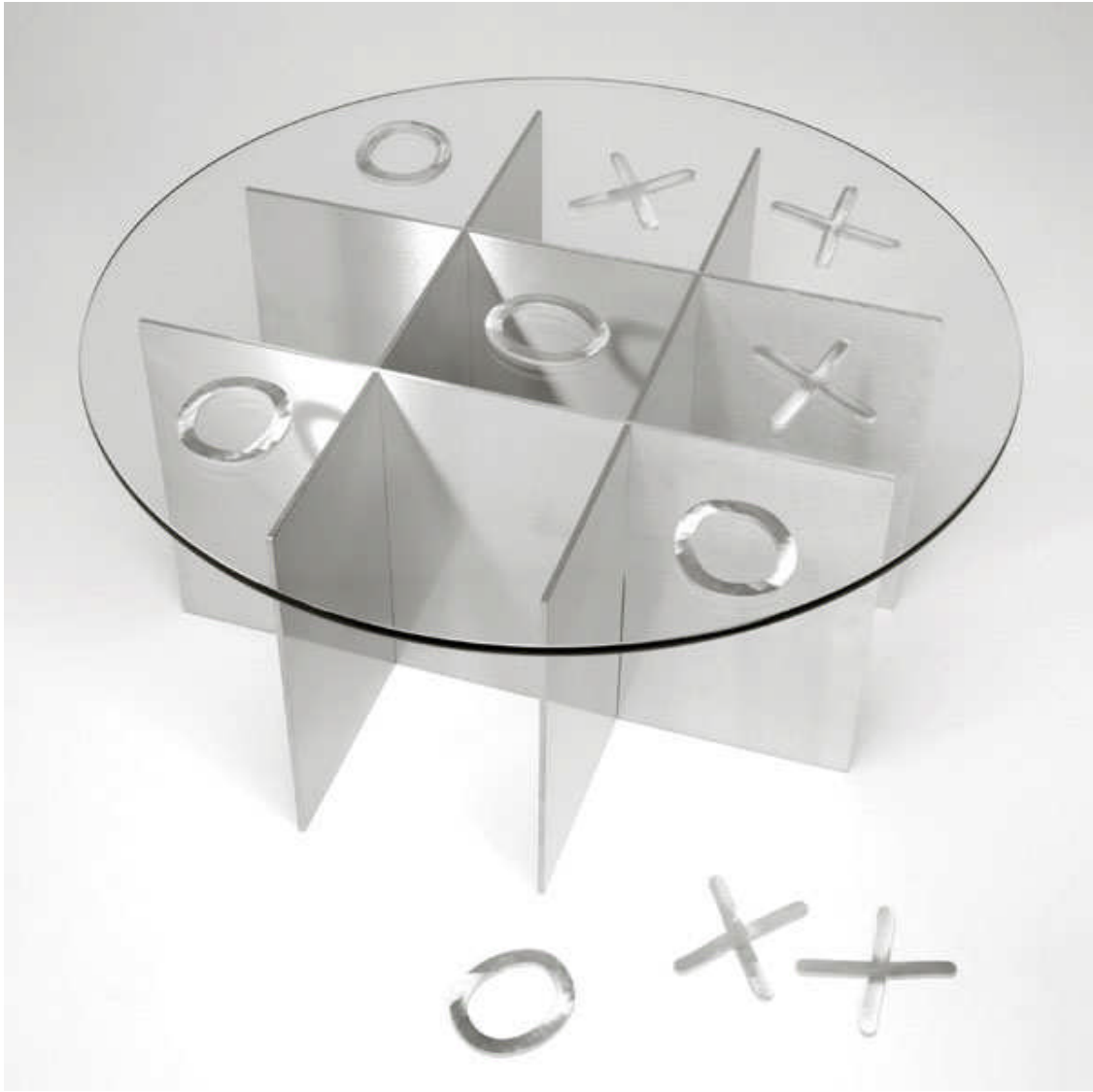


"Orbit Table"
Retro look from Jet Age via Gibraltar Furniture.



"Jet Age Table"

New mid century table featured at Gibraltar Furniture



"Sharkbite Table"

Gibraltar offers one of a kind retro furniture products at discount prices.



"Space Age Furniture"

Gibraltar offers discounts on Lunar Lounge products.



Lunar Lounge from Gibraltar"

Retro style furniture from Gibraltar is both futuristic and fun.