

DECCA | CONTRACT



AVA

Pure in line and precise in execution, Ava explores the contrast between soft and hard, a welcoming upholstered core wrapped by a wood surround resting on a metal base. The collection offers the choice of an upholstered back at shoulder height and a high-back option that creates a sense of enclosure and privacy ideal for focused conversation.

By combining pared down forms with an inspired mix of materials, Jess Sorel has created a contemporary seating collection that conveys warmth, as well as a formal elegance suited to executive environments, reception areas and lobbies.











Jess Sorel

Jess Sorel's career has spanned nearly twenty years in the contract furniture industry, resulting in a body of work that demonstrates his passion for questioning the status quo. Formerly designer and design director at Metro Furniture, Jess established **sorelstudio** in the San Francisco Bay Area to provide product design, creative direction and design strategy services to its clientele. He thoroughly enjoys working with his clients to help achieve their creative and strategic objectives. Sorel's thoughtful approach is evident in the success of his many projects and product designs.

Driven by an intense curiosity about the context in which objects are made and used, Sorel's primary focus is on understanding and interpreting the world around him, with an eye on the evolution of culture and technology and their impact on the way we live, work and play.

Jess Sorel holds numerous design and utility patents and his work has been featured in *Abitare*, *Azure*, *Blueprint*, *Contract*, *Domus*, *Dwell*, *Fast Company*, *I.D. Magazine*, *Interior Design* and *Metropolis*.