Assembly is a mid-century modern furniture store that sells mint condition, used, and refurbished home decor products. Mid-century modern style championed functionality, sleek lines, and a mixture of organic and geometric forms. The goal for this identity was to create a brand that embodied the beauty of that era, but maintained a contemporary, sophisticated feel.

The wordmark is a crafted, bold mark that is able to speak to both the vintage and modern aesthetic that the brand captures.

Assembly’s goal is to redefine the modern eclectic; to help clients create elegant spaces that are livable and affordable. It champions functional elegance by offering pieces that are long-lasting and impervious to trends.
Dear Venice Beach,

Thank you for your interest in Assembly, and our workshop series. Assembly is Vancouver’s leader in mint, refurbished and custom-built modern furniture. Our goal is to install the modern eclectic, and to create elegant, livable spaces. The Creating Space Workshop Series features lectures, workshops and get-togethers aimed to help define the modern eclectic and to help participants build spaces they love.

In your letter, you asked about whether Kathleen Bartle would be involved in the upcoming spring series, and I am glad to confirm that she is the case. As the Director of the Vancouver Art Gallery, Kathleen Bartle has led the 65-year-old organization through a period of unparalleled growth. Since she joined the Gallery in 2005, the institution’s endowment has increased from $200,000 to a high of $660.5 million, and membership has grown from 6,000 to a high of 16,639 Gallery members.

The spring series will also feature world-renowned designers/innovators Dino Amer, president and founder of Dineen—Dallas Handshoe, Editor in Chief of Sweet Magazine—Ashkan Scevola and 10th-century writer/blogger Stephen Cohn. We are very excited about the Spring 2014 lineup, and hope you will be in attendance. Check out www.assembly.com for more details.

Regards,

Matthew Laing
Owner
Creating Space Workshop Series
Creating Space is a bi-annual workshop series that provides a place for discussion, education, and interaction for modernist enthusiasts. The Creating Space Workshop Series is run and curated by Assembly, and features lectures, workshops and get-togethers aimed at helping participants build spaces they love and to help define the modern eclectic.
Creating Space
Workshop Series

Spring 2014
Assembly x Creating Space

Kathleen Bartels
Eero Aarnio
Neils Bendtsen

Spring 2014
Event Schedule

Kathleen Bartels—Director, Vancouver Art Gallery

Eero Aarnio—Designer/Innovator
Eero is a Finnish interior designer, creator of his world-renowned furniture for the 1960s, which have influences on modern style today. His experiences as a furniture designer and effect on the modern interior of the 60s led him to create items that are now part of design history. His furniture and innovations will be showcased at this event.

06/17/2014
Vancouver Convention Centre
7pm

Neils Bendtsen—President & Founder, Bensen

Amanda Dameron—Editor in Chief, Dwell Magazine

Amanda Dameron has been a design and architecture writer and editor for over 20 years, contributing to publications such as Dwell, Bloomberg Businessweek, and Architectural Digest. Her expertise in interior design and space planning will be shared at this event.

05/27/2014
W2 Woodwards
7pm

05/09/2014
W2 Woodwards
7pm

Rethinking Space—Workshop

Stephen Coles—Writer, Mid-Century Modernist

The designation of the Mid-Century Modernist is an honor bestowed upon a few select designers in the history of design. Stephen Coles is one of these practitioners, known for his work in the 1950s and 1960s. His influence on modern design will be discussed at this workshop.

05/06—06/2014
OSC Community Spaces
10am—9pm

05/16/2014
Vogue Theatre
7pm

Assembly

Assembly is a not-for-profit organization that presents unique design and creative events in Vancouver. Their mission is to foster the growth of design and creativity in the community through engaging programs and community-building events.

07/100