



TRANSFORMING SIMPLE PLACES
INTO PUBLIC SPACES



Where would we be without parks and gardens? Our children play in them. Lovers stroll through them hand in hand. We sit down in them to read a good book. They're places where we spend quality time. Here at Fermob, we share this same passion for parks & gardens.

Photography: Timothy Schenck, courtesy of The Trust for Governors Island

PARK CULTURE

“THE CHAIR IS AN INSTANT PLACE-MAKER FOR PARKS, PLAZAS AND PUBLIC SPACES.”

Ignacio Ciochini, IDSA, Vice President, Design, Bryant Park Corporation



In the early 1990s, Bryant Park Corporation unveiled plans to turn Bryant Park, a once crime-ridden area, into a safe haven of peace and tranquility for the public. Fermob's Bistro chair was chosen by Holly Whyte and Dan Biederman after researching placemaking and moveable chairs. In 1992, 4,000 Fermob Bistro chairs were first installed on the parks lawns, squares and footpaths and have been a constant fixture in Bryant Park every year since.

Dan Biederman, President of Biederman Redevelopment Ventures states:

“We’ve found different Fermob chairs that are in harmony with the varying aesthetics, history, and functioning of parks we’ve developed across the United States. They’re beautiful, durable, easy to maintain, and most importantly, comfortable. What more could you want in a chair?”

BRYANT PARK - NEW YORK, NY



LUXEMBOURG GARDENS



Fermob is a supplier of the SENAT model chairs located in Jardin du Luxembourg and Jardin des Tuileries in Paris, France.

Inspired by the garden seats, Fermob worked with designer Frederic Sofia to give the SENAT chair a makeover.

After researching park visitors, he designed a curved seat for greater comfort and better ergonomics.

The Luxembourg Collection has found its way from the historic gardens of France to the parks and public spaces of America.

LEVY PARK - HOUSTON, TX



SUSTAINABILITY



In June 2017, Fermob was awarded Gold Exemplary Recognition by the Sustainable Furnishings Council for its deep environmental commitment and exemplary implementation of a range of best practices for sustainability.



MOVEABLE CHAIRS: THE POWER OF CHOICE

A defining, often overlooked characteristic of a successful park or public space is offering a place for the public to sit.

“A wonderful invention - the moveable chair. . . The possibility of choice is as important as the exercise of it. If you know you can move if you want to, you feel more comfortable staying put. . . They (moveable chairs) are a declaration of autonomy to oneself and rather satisfying.” - William H. Whyte

Common questions about Fermob include “When can I get it?” and “What’s the price?” and by the way, “Do people complain about theft?”

▶ Fermob has **stock in its Atlanta warehouse** and other orders are available in 10-12 weeks.

▶ Pricing varies due to our many furniture collections.

▶ Theft depends on the area and density with many parks reporting no thefts. Most large parks have security to act as a deterrent & some parks in less trafficked areas find it necessary to lock them up at night.



TARA GREEN, President of Klyde Warren Park in Dallas, TX, when asked how many chairs lost to theft, reported “None, zero. Nobody believes us - it’s true. We do have park security 24-7.”

JEROME BARTH of Bryant Park says movable seating should not be viewed as a fixed asset like a statue but instead as a commodity such as garden mulch that will need to be refreshed annually. “These chairs increase the social life of the park,” Barth says. **“You cannot quantify that financially.”**