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Skram launches re-designed Lowdown Media Unit

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This Spring at the ICFF in NYC, North Carolina based Skram Furniture Company is set to debut an assortment of new items by lead designer A. Jacob Marks. Among these is the re-designed Lowdown Media Unit, which boldly underscores Skram's mission of crafting approachable modern furniture of unparalleled workmanship.

The new Lowdown Media Unit, a mindful reconfiguration of one of Skram's most popular pieces, offers both aesthetic and functional improvements. The new piece is slightly taller and considerably longer than the original, emphasizing the sleek, understated profile that lends the piece its name. In addition, the Lowdown is now available with optional leather door and drawer faces. As shown at the ICFF, the Lowdown will feature ebonized white ash woodwork with tan saddle leather door and drawer faces. The contrast between the ash and the leather in both tone and texture produces dramatic visual effects, achieving the austere, crisp presentation characteristic of Skram casegoods. Of the leather, Marks observes, "Beyond the beautiful mottling effect produced by the saddle leather in this application, its tactile qualities are incredible. It really has wonderful character. And like any well-crafted leather good, it will only get prettier as it develops a patina over time."

While the Lowdown as presented at the ICFF is the first piece to demonstrate the leather faces, Skram has expanded its material offerings to include leather as an option on a variety of its casegoods. Says Marks, "Because the leather is so versatile, customers will have the opportunity to use it creatively on select Skram casegoods in combination with our range of solid timber options."



As striking as the Lowdown is, it makes no compromise in terms of function. The piece has also been reconfigured from overlay to inset panel doors to better frame and highlight the door and drawer arrangement. The company has also transitioned from recessed pulls to heavy-duty touch latch mechanisms on all doors and drawers, a move that further accentuates the striking austerity of the piece. Constructed with two back-panel cut outs, fully-integrated wire management, graduated drawers flanked by cabinets behind flap style doors, and offered with an optional remote transmitter and panel for suspension of a flat screen television to the cabinet rather than the wall, the piece is perfectly suited to function as a self-contained, versatile media unit.

As presented at the ICFF, the Lowdown measures 84w x 21d x 18h and is customizable in material, scale, and configuration.

Press, retailer, and customer inquiries may be directed to Skram at 919 245 0045 or sales@skramfurniture.com.

ABOUT SKRAM FURNITURE

Lead designer and owner Jacob Marks was recently named one of the top 50 young designers of the Americas in *Young Designers: Americas*, a Daab publication. His work is rooted in a philosophy that argues for the "inextricability of good design and fine workmanship." A self-taught furniture maker and designer, Jacob's furnishings show technical mastery while exuding warmth and enduring value. The Skram workshop is a 17,000 square foot studio located in a former cotton mill in Hillsborough, North Carolina, a colonial town in the state's Piedmont region. It is organized to permit the efficient manufacture of Skram products, and makes possible Skram's undertaking of major projects. Jacob is ably assisted by longtime friend and floor manager Seth Tice-Lewis and six other expert craftsmen. According to Marks, "Every piece is built by someone, myself included, who is striving for perfection every time. Workmanship is an easy word to throw around, but for us it is more than a slogan." Skram's commitment to authentic materials, innovative design, and sustainable practices provides entrée to high-profile projects in the residential, commercial, and hospitality markets. Their pieces can be modified in material, scale, or configuration to accommodate specific needs for a truly custom solution.