



# **HOLLER DESIGN**



**hol·ler** \ˈhələr\

**Noun:** Appalachian dialect of the word 'hollow' meaning a small, quiet valley between mountains

**Verb:** to shout or proclaim loudly

# HOLLER DESIGN IS

A collaboration of husband and wife team **Matt and Melissa Alexander**, two southerners who have left home and returned with an imperative of what it means to be southern, and a desire to share that view with others.

...BUT MORE SPE-  
CIFICALLY IT'S...

# A DESIGN STUDIO

Our studio is located on the Alexander family farm in rural Tennessee. Here we focus on designing objects and spaces that are regionally influenced and culturally significant.

# A WORKSHOP

Our workshop is located in an old general store. Our work is inspired by rural forms and textures, yet is augmented by contemporary manufacturing practices. The result is not simply a romanticized view of southern objects, but a reinterpretation and recreation based on both our unique design sensibilities and the economies of contemporary manufacturing.

# A PHILOSOPHY

Our work embodies a core of southern values, including resourcefulness, self-reliance, and just plain old ingenuity. Our objects exhibit a “love of making,” and utilize an inherently sustainable production process, one which is grounded more in the tradition of craft than in the ‘green-washing’ of current systems of manufacturing.



# MATT

<b>From:</b>	Lascassas, T.N.
<b>Factoid:</b>	Possesses the uncanny ability to solve a Rubik's Cube in under 4 minutes

Matt grew up on a dairy farm in rural Middle Tennessee in a family of folk artists. From an early age he was instilled with a sense of imagination and taught the technical abilities required to solidify his ideas. His interest in the creation of objects, and the design of the space that they occupy, inspired him to pursue a degree in Fine Arts at the University of Tennessee, where he studied both architecture and sculpture. In 2005, Matt received an Honorable Mention in the Outstanding Student Achievement in Contemporary Sculpture category, an honor assigned by the International Sculpture Center.

After graduating from the University of Tennessee, Matt accepted a position at Cranbrook Academy of Art in Bloomfield Hills, Michigan for graduate study in 3d Design. During this time he honed his technical capabilities and facilitated several workshops in which he taught many of the processes involved in 3d design. At Cranbrook, Matt was a finalist for the prestigious Daimler Chrysler Emerging Artist Award, and his thesis work was a feature of an exhibit at the Daimler Chrysler headquarters in Berlin, Germany.

Soon after completing graduate school, Matt moved to Brooklyn and spent a year working as a Studio Assistant at Jason Miller Studio. At HollerDesign, Matt is chiefly responsible for schematic design, product fabrication, and business development. Additionally, Matt enjoys his positions as adjunct faculty member at the Art Institute of Pittsburgh and Watkins College of Art, Design & Film. Outside of work, Matt continues to pursue his own interests in art and sculpture, as well as perfecting the intricacies of home brewing.

# MELISSA

<b>From:</b>	Here and There (MI, TN, NY)
<b>Factoid:</b>	Has obtained mastery of the elusive art of baking the perfect chocolate chip cookie

Melissa grew up in Southwestern Michigan and East Tennessee. She became interested in architecture and design at a young age, and developed her skills while attaining a Bachelor of Architecture at the University of Tennessee in Knoxville. Melissa was a Bicentennial Scholar, an honor bestowed by the university based on academic merit. She was also the president of Tau Sigma Delta Honor Society, and upon graduation received the Alpha Rho Chi Bronze Medal for Leadership, Service, and Merit.

Melissa returned to Michigan after graduation and accepted a position at inFORM studio, a boutique architecture firm near Detroit. While there, she also pursued her own interests and, along with a partner, participated in an international design competition sponsored by the World Architecture News Association and The Royal Academy. Their entry, entitled ‘Urban Projections: A Conversational Streetscape’ won the first place award, and was published and exhibited at the Royal Academy in London.

Following her stay in Detroit, Melissa moved to Brooklyn to work with MADE, a design-build firm in Brooklyn specializing in high-end residential architecture. Through her experience, she has gained a wealth of knowledge in all scales of design, from large buildings to small renovations, furniture, products, and even graphic design.

At HollerDesign, Melissa collaborates on design and is responsible for development and documentation, as well as marketing. Additionally, Melissa enjoys her position as lecturer at the University of Tennessee, College of Architecture + Design, as well as fellow of the Nashville Civic Design Center.

# ROCKER 03

**Ebonized Poplar**  
18 ½" x 34 ½" x 41 ½"  
\$1375

Rocker 03 pays homage to the traditional form of the ladder back rocking chair, while employing a more contemporary aesthetic. Classic southern charm with a hint of urban chic. Equally at home on your front porch or in your loft apartment. Crafted by hand in Tennessee from locally sourced lumber and environmentally friendly finishes.

Rocker 03 was recently honored with a 'Made in the South' award from *Garden & Gun* Magazine.



**Reclaimed Pine**  
22" x 40" x 20"  
22" x 60" x 20"  
\$1500-\$1750

# FARM BENCH

The Farmbench. Reclaimed barn wood with a water-bourne lacquer finish and oversized leveling feet. Makes for a good place to rest your lazy bones. One and Two Seater options available...might even add a lamp to future versions. We'll scratch that itch when the time is right. Crafted by hand in Tennessee from locally sourced lumber and environmentally friendly finishes.



# 16 PENNY

Copper Fittings w/ LED Bulbs  
26" x 26" x 14"  
\$1500

The 16Penny Chandelier. Shining a light on all your good times. Fabricated out of copper plumbing fittings and 16 LED bulbs. Aircraft cable suspension with four adjustment points for spot-on leveling. Custom versions available upon request.



Walnut and Steel  
30" x 60" x 30"  
\$3500

# BENT DESK

1" walnut wrapped around a powder coated, bent steel base. Hides wires and holds pencils. It does what it needs to do. And it's handsome. BentDesk don't make no nevermind if you're a Mac or a PC.



# COAT TREE

Walnut Veneered Plywood

14" x 14" x 78"

\$500

Inspired by the structure of a tree and manufactured through the use of computer aided technology, CoatTree creates an inverse relationship with the object that it mimics: A tree is bare in the winter when CoatTree is at its fullest, and full in the summer when CoatTree is bare. The double thickness legs are created in birch plywood with a contrasting walnut veneer skin.



# CUSTOM WORK

Like what we do but don't see exactly what you need? Let us design and fabricate a special piece just for you!



Davis Credenza



Sprout Foods Desk



Harris Bed



**HollerDesign**

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**CATALOG DESIGN**

HollerDesign & Mike Borsare ([www.mikebosare.com](http://www.mikebosare.com))

**PHOTOGRAPHY**

HollerDesign



**made  
in USA**