

H Furniture

BY TIFFANY JOW

For more than a year, Alejandro Villarreal struggled to convince manufacturers to produce his forward-looking designs at a fair price. “I knocked on the doors of many companies with ideas,” the London-based architect says, “but it was very difficult to get them interested.” So Villarreal, who leads the multidisciplinary creative agency Hierve (named after the Spanish word for “boiling,” to suggest a boiling over of concepts), started a line of his own.

Called H Furniture, the brand’s pieces are a picture of ingenuity devised by Villarreal and Hierve’s crew of designers, who are based in London and Mexico City. H debuted in January at the IMM fair in Cologne with three modest collections, each named for a specific material or technique: Brick (a brilliant, wholly unexpected fusion of the

building material and wood), Corner (painted, faceted tables and credenzas inspired by the 45-degree angle), and Leather (seating with references to classics like the Barcelona chair).

The brand makes its next big push in May, with the release of new iterations of the Brick table, Brick stool, Corner table, and Leather chair. H will also unveil the Loom collection—a seating range inspired by a manual belt-making loom discovered in Oaxaca—and launch its e-commerce website. Villarreal and his team are also putting the final touches on a home accessories line, which will include bowls, trays, and containers. Each refreshingly distinct piece is a concerted effort, though Villarreal argues that, for Hierve, staying relevant isn’t such a strenuous task: “It’s in our DNA to innovate and create something new.”

(OPPOSITE) Detail of H’s Brick table.
(NEXT PAGE, TOP TO BOTTOM) Brick table. Corner sideboard. (FOLLOWING PAGE, TOP TO BOTTOM) Leather chair. Leather high stool.





