



FOR IMMEDIATE RELEASE

**CONTACT :** Stephanie Aron  
**TEL:** 706.340.1055  
**EMAIL:** stephanie@smf-d.com

## CLEAN + GREEN – Skylar Morgan Furniture + Design at Verde Home

**Atlanta, Georgia (March 9, 2009) Skylar Morgan Furniture + Design (SMFD) and Verde Home** have joined forces to make modern, green furniture easily, imminently available to the environmentally conscious design junkie. From its lofty residence in the Brickworks complex on Atlanta's ever-growing Westside, Verde Home makes physical the sometimes amorphous terms and conditions of "sustainability," vetting all of the furniture it carries against a two-step, eleven category classification system that identifies the green quotient of each piece's construction, manufacture, transport and utilization. For an item to grace the Verde showroom, it must meet one materials standard, which poses questions like "is it 're-incarnated?'" and "is it made of renewable resources?" or two designators in three other categories—manufacture method, transport and utilization.

**SMFD's Doc Furniture Line**—in-residence and for sale at Verde Home in 2009—meets the showroom's criteria handily, giving warm, minimalist wood furniture a solid place in the sustainable canon.

Doc takes its name from SMFD founder Skylar Morgan's grandfather; a casual, endearing nickname for a furniture line that embodies the softer side of minimalist modern. Made of a combination of re-claimed and fast renewing woods, SMFD's versatile benches, shelving units, chairs and tables are polished but unfussy, evocative of the sparest of lines, and are brilliantly tactile and weighty. Further, in the Doc line, credenzas serve as entertainment centers and walls of tilted shelving as room-dividers, clearing Verde's utilization criteria. Pieces are covered in non-toxic finishes. "You can drink them," says Morgan, a unique feature that helps the pieces meet the store's safe materials benchmark. And all of SMFD's furniture is designed and constructed in the same zip code as Verde Home—a mere 2.5 miles away, making it truly local. In addition, SMFD will also soon adding a new series to the Verde line—a dining table made of 200 year old, hand-hewn beech wood timbers, further dovetailing the furniture maker's work with Verde's eco focus.

But perhaps most sustainably of all for high-design furniture, SMFD's Verde home lines are utterly, undeniably utilitarian. "This is high-end furniture, designed to be used," says Morgan. "Not superfluous. Not trivial. Green."

**Skylar Morgan Furniture + Design (SMFD)** is a furniture design studio dedicated to form, function, and simplicity in modern, minimalist wooden furniture and interior elements. **Find us at 214 Permalume Place, Atlanta GA, 30318; call 404.274.0616; or visit [www.smf-d.com](http://www.smf-d.com).**

###

For additional information on SMFD, please contact Stephanie Aron.

