

# Beyond the Box

## Cardboardesign

cardboardesign.com

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By JULIE JACOBS

Cardboardesign is not only thinking outside the box, but also thinking about what else to do with the box — more specifically, the cardboard.

The small company, with production facilities in Union City, creates functional and fashionable cardboard furniture and accessories, recycling the material into tables, desks, shelving units and room dividers, as well as vases, bowls and platters.

The products are eco-friendly and chemical-free. No trees die for design's sake. And hardware isn't needed for assembly, only a vegetable-based glue.

Cardboardesign's inaugural line, Liquid-Cardboard, easily transforms into useful products. Each of the five basic decorative pieces can be maneuvered into a variety of vases, platters, sculptures and bowls.

Prices range from \$25 to \$50 for objects, and from \$80 to \$400 for furniture. Also available is a toy and playhouse line for children.

Locate in a tiny storefront on West Broadway in New York, the company was founded in 2005 when president and creative director Cathy Henszey, a graphic designer, took a book of her cardboard work to Vahid Pourkay, a friend who owns a paper business, for printing.

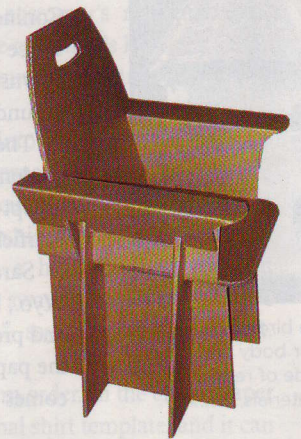
Pourkay was so impressed that, in a matter of minutes, a partnership was formed with a handshake. Soon afterward, the two began setting up shop, creating templates and making dyes.

Today, Cardboardesign oversees more than 200 wholesale accounts, distributes its wares in more than 25 museum stores, and continues to showcase its stuff at environment and gift fairs, where it got its start.

"Cardboard is the most recyclable material we can use, and it allows us to constantly evolve. Currently, we have 100 different designs," says Pourkay, the company's CEO. "We're one of the pioneers in this green business."



Vase, \$95



Armchair, \$99



Shelves, \$330



Desk/table, \$300