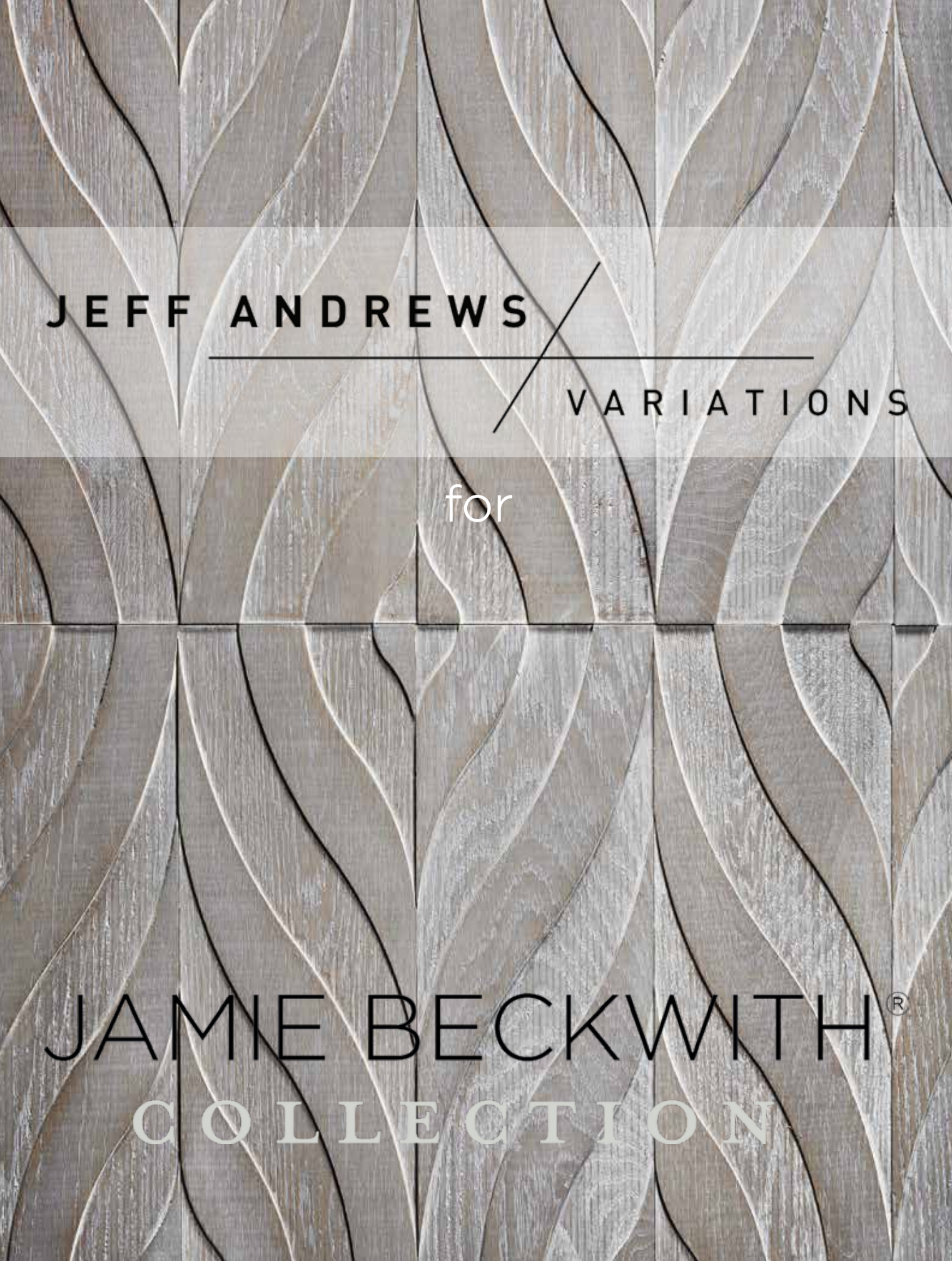

JEFF ANDREWS
VARIATIONS
for
JAMIE BECKWITH®
COLLECTION

VARIATIONS

Variations by Jeff Andrews for Jamie Beckwith Collection was created out of a passion for dance and rhythm, with a deep appreciation for sculpture and its ability to ground a space. As former professional dancers, both Beckwith and Andrews are inspired by designs that emulate motion, and the ability to turn a flat surface into a dimensional work of art.

"I am constantly looking at design in terms of how a room is choreographed and how life will move through it." - Jeff Andrews

The Variations collection has a rustic glamorous chic feeling in its entirety. By etching, engraving and raking into the woods, the collection creates another layer rarely seen in wood flooring and wall surfacing products. The collection is graphic and bold, inspired by Andrew's signature blend of visual texture, sophistication, and glamour while evoking aesthetics from Art Deco to Modernism. Simple forms are used in interesting combinations to create movement and evoke emotion, while remaining organic, contemporary and unlike anything else on the market.



KNOTTED





STEPS







ARCHES



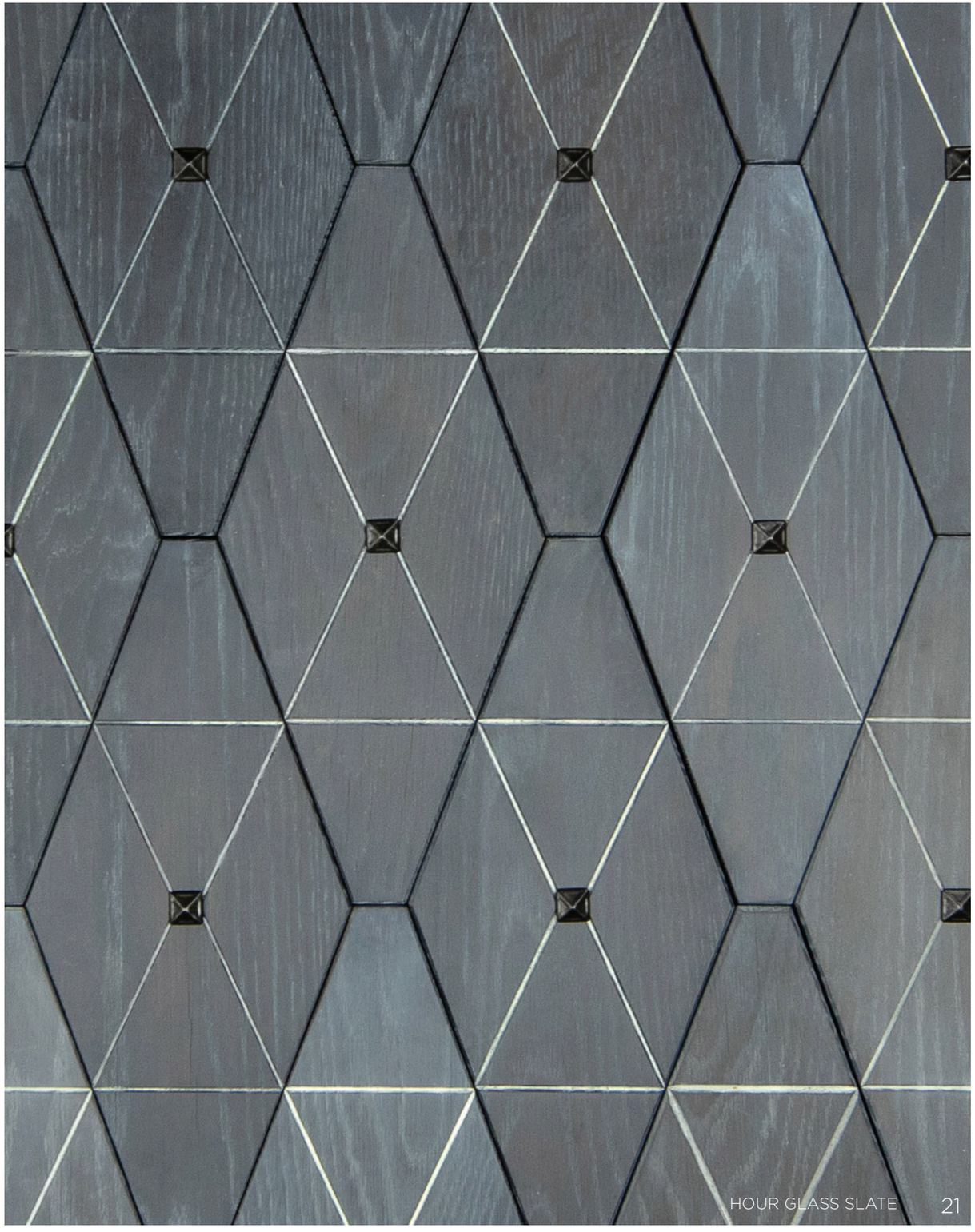




FORMS



HOUR GLASS



LINES





ANGLES







JEFF ANDREWS

Jeff Andrews is an award-winning, Los Angeles-based interior designer whose work has been celebrated in books and magazines around the world including Architectural Digest, House Beautiful, Vogue Living, Elle Decoration, Interiors and Traditional Home. Designing homes for Hollywood celebrities, as well as young entrepreneurs and families, Jeff is skilled at pushing creative boundaries in ways that respect and redefine traditional design aesthetics. His innovative and refreshing approach makes him one of the most sought-after interior designers in the industry, and his ability to visualize and interpret the needs of a diverse range of clients is unmatched. What sets Jeff Andrews apart in the world of interior design is his natural talent for taking bold design concepts and infusing them with warmth, sophistication, and most importantly, a sense of home. Jeff has applied this same sensibility to his product design, collaborating with best-in-class partners to create unique pieces inspired by his design aesthetic.



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