

HENLEY

for immediate release

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HENLEY: A TRADITION OF CRAFTSMANSHIP, REIMAGINED FOR TODAY

JASPER, Ind., December 2, 2024 – JSI proudly announces the launch of Henley, a beautifully crafted chair made from solid wood, whose design embodies that enduring spirit of passion and ingenuity that shaped a company and a community.

CRAFTING THE FUTURE WITH A NOD TO THE PAST

The JSI team sought to create a product that captured the essence of the brand – elements of its own nearly 150-year history, artfully made details and a contagious attitude of positivity. Known for pushing boundaries with his creative approach to design, Joey Ruitter collaborated on the project to bring this vision to life, drawing inspiration from the people shaping each product going out JSI’s door. He fell in love with the century old steam bending room – the wear he found in the tools, the grooves he discovered on the workbench, the pride of the two brothers creating each piece. He found something familiar here, something relatable yet profoundly enriching. An art that has stood the test of time. Each detail of Henley speaks to this pride and craftsmanship through generations of hands that have built the furniture, the business and the surrounding community.

NARRATION THROUGH DESIGN

With Henley, Ruitter reimaged JSI’s classic steam bent Boston chair from the 1920s—a piece that feels both nostalgic and new. By blending walnut, white oak, and maple solid wood with a sleek, updated silhouette, Henley brings innovative forms to timeless methods. Like a river smoothing out a stone over time, the rounded details mimic the continuous repetition of materials colliding, creating a softened form. The gentle rolling seat saddle, the doweled legs, the soft “notch” at the intersection with the back legs and the subtle rounding in the edges all speak this language.

HENLEY DEFINES A SPACE

Bringing this sense of optimism and prosperity into each space, Henley blends effortlessly into many environments from social engagement to casual work settings, dining areas to side seating. Its presence not only elevates the aesthetic of any space, but also fosters a sense of connection and inspiration, aligning beauty with purpose. Henley brings a modern approach to solid wood furniture with its seamless curves and thoughtful details, continuing JSI’s legacy of comfort and craftsmanship. Henley is more than a chair—it’s a symbol of JSI’s enduring commitment to craft, innovation, and creating places where people connect, thrive and feel inspired.

ABOUT JSI

JSI creates quality furniture for work and life while holding true to our company motto: Love What You Do. Strongly rooted in the heart of the Midwest, generations of our furniture family have been proudly practicing their craft in southern Indiana since 1876.

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love what you do



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