

CORRAL





New American Design

From the utilitarian spirit of the Shakers to the material innovations of Charles and Ray Eames, American design has flourished around the globe.

We launched Corral in order to collaborate with other American designers who also want to explore and further define an American design ethos for who we are and how we live and work today.

As we increasingly domesticate our work space and multitask in our personal space, business and leisure have become a continuum to which products must respond in 360 degrees. This means using materials honestly, bringing craft into the production process, and blending utility with aesthetics, versatility with emotion.

Furniture should make us feel at home—in the office or in our living rooms, at work or at play, alone or with friends. Wherever we are, comfort is a state of mind.



Beauty in Utility

There is an essential beauty in an object that is truly useful, and we believe that beauty should be woven into our everyday lives. The things you live with shouldn't be just things. They should make you feel at home even when you're in the office. We design both the product—and that feeling—to last.





Material Honesty

We use natural materials to express authenticity. By honoring the imperfections found in wood or in a detail like an exposed weld, Corral offers a deeper connection to the product by revealing how each object is built and what it is built from.



Our Place

California, the San Francisco Bay, Oakland. This is our place. It influences us every day: It is copacetic and kinetic, urban and agricultural, buttoned-up and hanging ten. People here build the box and then think outside of it. They're trying to save the planet and colonize the next one. California is an economic and creative engine as much as a Shangri-La where work and play flow into each other—and into us.





Process + Craft

Our studio is a design lab where we research, listen, sketch, model, make, test, and repeat. Sustainability is about restraint, usefulness and longevity, clever design and masterful making, honest materials, and not just "green" ones. We pare objects down to an essential clarity of form and then bring craft into the process—a stitching detail, a seamless joint. You have to love it to keep it. We build for keeps.



Products with Purpose

We believe that products should have a clear purpose and signal that intention through their design: chairs that encourage you to sit in a variety of ways or soft seating that can also be a table. Adaptable, user-centered—our products shouldn't just serve a purpose. They should serve yours.





Everyday Design

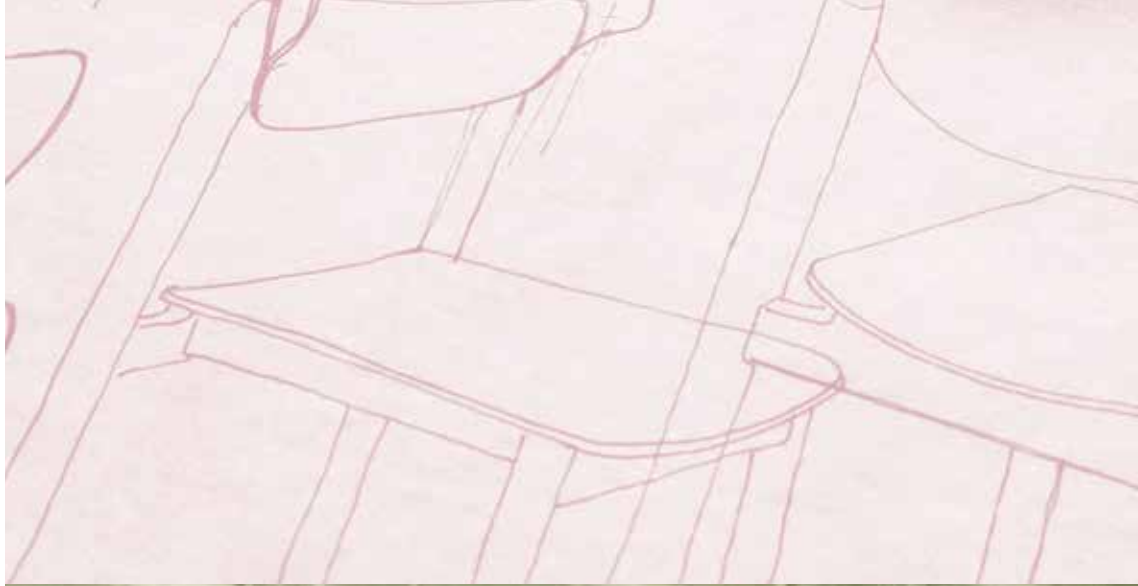
We study the ordinary objects that get us through the everyday: well-crafted, sculpted with use, burnished by time. You rely on them. You've built rituals around them. Eventually they don't tell a just design story; they tell your story. Every day of it.



Comfort

Wherever you are, the comfort of home: lounging on the sofa or poised above the keyboard. Ease of use and well-being are at the core of every product. Can you hear it? That's the inaudible hum of design, doing its job quietly in the background, so that you can do yours.





End Notes

Eric Pfeiffer, a fourth-generation Californian, started Corral in order to address the challenges of the modern home and office through everyday objects that represent an American design ethos. His approach to design and aesthetics is just as rooted in the West Coast character as he is: casual, authentic, and open-minded.

Whether working as a designer-manufacturer, design strategist, brand builder, or product designer, Pfeiffer pares ideas and objects down to what is essential. It is a hands-on process of simplification rooted in a deep understanding of how we use our objects and how those objects are made.

