

# afid design **DISTINCTIVE FORMS.....MODERN FURNITURE**

**BRITISH FURNITURE DESIGNER MAKER MICHAEL ARMSTRONG ESTABLISHED AFID DESIGN IN 2005, DESIGNING AND PRODUCING INNOVATIVE HAND-MADE FURNITURE, AS WELL AS DEVELOPING PIECES FOR MANUFACTURE. MICHAEL WORKS WITH PRIVATE CLIENTS, ARCHITECTS, INTERIOR DESIGNERS, MANUFACTURERS AND RETAILERS.**

Whether working on a **bespoke** piece of furniture or developing a piece for larger production runs, his creative, **professional** approach and close co-operation with clients and manufacturers ensures a **distinctive**, original outcome to each design project. Ultimately, Afid Design delivers high quality, **unique** furniture to satisfy the needs of each client.

Focusing on **simple**, innovative, functional forms, produced with **quality** materials, subtle detailing and fine finishes, Michael delivers considered, well-proportioned **furniture** that works equally well in domestic, public and corporate environments. His collection of modern designs are produced in a wide range of materials, especially FSC certified **hardwood**.

## **DESIGN PHILOSOPHY**

As a furniture designer maker, Michael is always striving to produce contemporary furniture that has an inherent **longevity**, and therefore an **environmental** consideration, through not only the materials used and solid build, but also within the design aesthetic. Furniture that is made using beautiful materials, solid craftsmanship, simple, **functional** design and a real attention to detail - ultimately, furniture that will stand the test of time – pieces to invest in. Michael always uses FSC certified timber when producing his pieces and incorporates traditional, strong jointing techniques, such as mortise and tenon, bridle and dovetailing. Each product is hand finished to the highest standard, creating beautiful, **tactile** pieces of furniture suitable for any environment.

## **BACKGROUND**

Michael worked within industry for several years before joining a product/furniture design consultancy where he developed his **knowledge** and understanding of design. He then went into full time education and graduated from the University of Northumbria with a First Class BA (hons) in Furniture Design and an MA in Design. After graduating he worked freelance for a number of years at a London based design agency before establishing **Afid Design**.

