

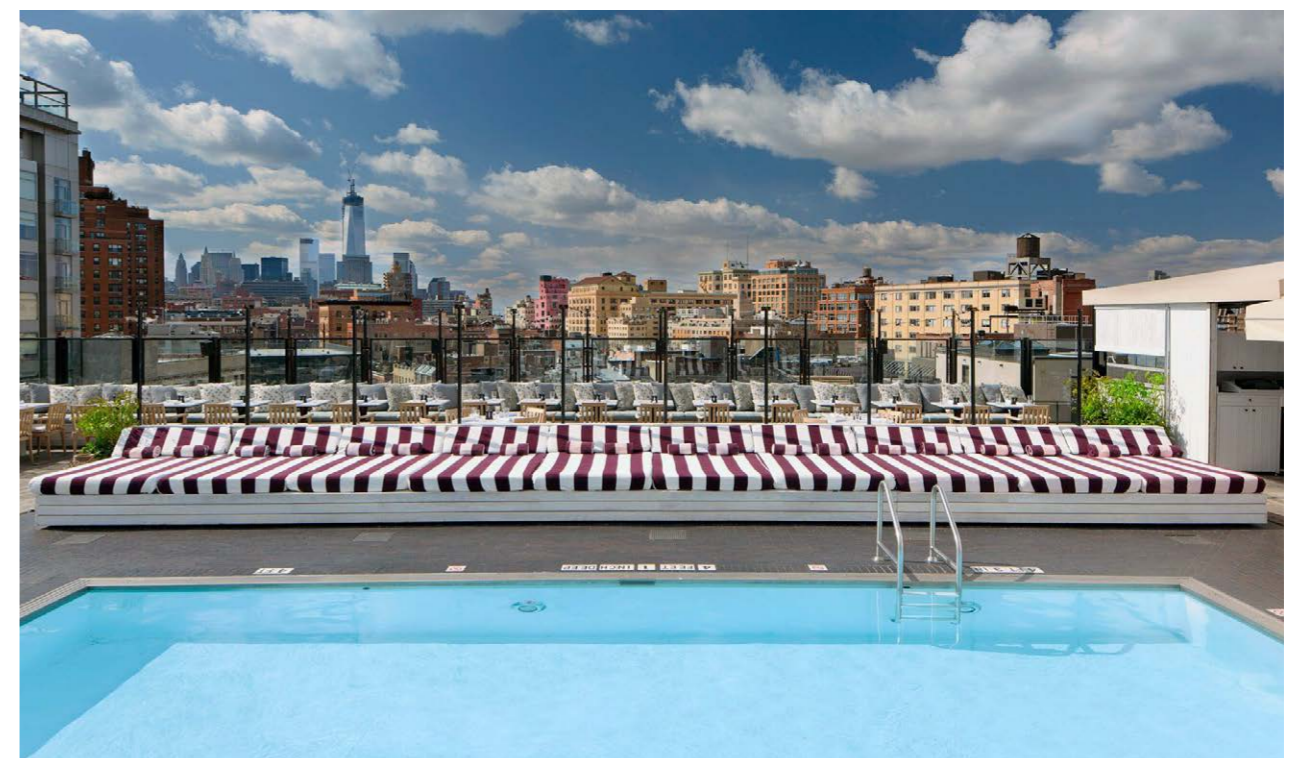


George Smith Outdoor

HOW IT ALL BEGAN

While creating the interior concept for Soho House New York, Nick Jones wanted to extend the comfort of the indoor George Smith furniture to the outdoor terrace, without compromising quality, comfort or aesthetic. We embraced this challenge and our project development department worked on several prototypes of different weather resistant materials. The prototypes were then left in the elements for an extended period of time before being returned to the workshop for examination.

The material formula we use today is based on the results from that original weather test, and we are proud to see the original outdoor furniture from Soho House New York is still in use a decade later.



Outdoor Materials

WHAT CHANGES

George Smith Outdoor has redefined outdoor furniture, producing high-performance, weather-grade upholstery in almost all of its existing models.

Using sustainable timber, non-mould forming cushion interiors and weatherproof hardware to avoid rusting, we have perfected outdoor upholstery. From superyachts to your own private oasis, we can offer you beautiful, handmade chairs and sofas that are just as comfortable, hard wearing and long lasting as our iconic indoor furniture.

We can make all of our products as outdoor pieces, except for those with deep-buttoning. We use Iroko wood, which is treated with a waterproof stain, all internal components are replaced with synthetic materials, and waterproof talon covers are applied to the fibre seat cushions.

Custom orders take 10-12 weeks, and we can work with some of the best outdoor fabric suppliers to offer you a selection of styles, colours and patterns.



George Smith Outdoor Furniture Examples



Outdoor Aurelie Chair



Outdoor Natalie Chair



Outdoor Dahl Chair



Outdoor Standard Chesterfield Sofa



Outdoor Jane Sofa

Outdoor Furniture Covers



Outdoor Signature Chair



Outdoor Signature Chair with Cover



Outdoor Signature Sofa



Outdoor Signature Sofa with Cover

Bespoke Outdoor Show Wood Examples



White City House, London
2018





About White City House

DESIGNED INHOUSE BY SOHO HOUSE

In Spring 2018, long-standing George Smith client Soho House Group opened the eagerly anticipated White City House. The new club, located at the former BBC Television Centre, takes design inspiration from the building's 1960s heritage as well as paying homage to broadcasting personalities and programmes synonymous with the BBC.

White City House is the largest club in London, offering three floors of club space, a rooftop pool and bar, a 24,000 sq ft gym with indoor pool and forty-five bedrooms. On the ground floor The Allis lounge and bar is fully open to the public, serving food and drinks all day.

George Smith worked with Soho House's design team to create bespoke banquettes, sofas, armchairs and dining chairs for use throughout the club, as well as many outdoor pieces for its 9th floor rooftop terrace.



Marbella Villa, Spain

2017





Marbella Private Villa

DESIGNED BY BERNARD INTERIORS

This light and comfortable family residence has a contemporary, European feel where outdoor living is as important as the interior.

There are spectacular sea views, including from the kitchen, and also views to the mountains. The outdoor space is purposely designed to allow for both relaxing and entertaining, with a discreet, bespoke outdoor kitchen made from limed timber and stone with antiqued brass detailing.

The bespoke outdoor furniture was made by hand over a three-month period. George Smith had regular meetings with Bernard Interiors to achieve the correct finish and style envisaged by the client. The outdoor fabric for this furniture was Hermes and flown to our factory in Newcastle for appropriate fire retardancy treatment.



Soho House Miami Beach House

2017





Miami Beach House

DESIGNED BY MBDS AND IN HOUSE DESIGN TEAM

Soho Beach House opened in 2010 and was an instant success. It comprises over 40 bedrooms, three rooftop suites, two large pools, beach cabanas, screening room, a Cecconi's restaurant and an expansive Cowshed Spa.

Using their in-house design team Soho House commissioned us to make up-scaled versions of our standard furniture, as well as some more unique items.

The design promotes indoor-outdoor connectivity with spaces flowing from the street-facing entry court to the pool, garden, dune and ocean beyond.

These George Smith Outdoor Signature Sofas and Dahl Chairs have been upholstered in Sunbrella outdoor-rated fabrics.



Private Residence, Ravenshead, UK
2016





Private Residence, UK

For this private residence in Ravenswood in the UK, we created an outdoor version of our Full Arm Brompton Sofa as well as a bespoke outdoor Armless Brompton Chair. Both are upholstered in outdoor-rated fabrics.



George Smith

Available in the U.S through Brooks Thomas

+1 800-779-0975 | info@brooks-thomas.com