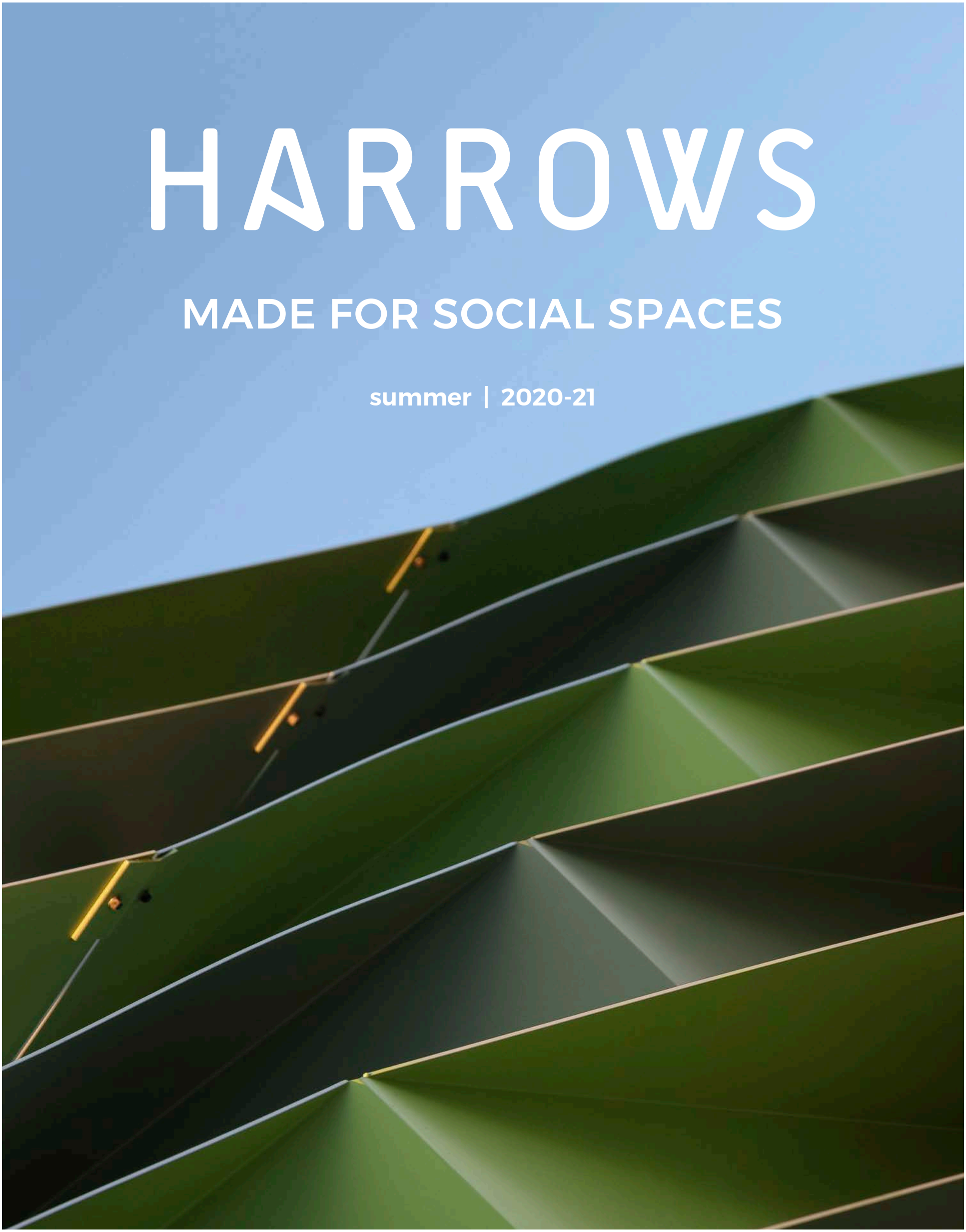
HARROWS

MADE FOR SOCIAL SPACES

summer | 2020-21



HARROWS

The why.

We believe that society is built around the interaction of people. We fill spaces with thoughtfully crafted furniture to facilitate these interactions.

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We are creatives.

Bring us your vision, and we will make it happen. Good design should be both functional and aesthetically pleasing, but most importantly, accessible to all.

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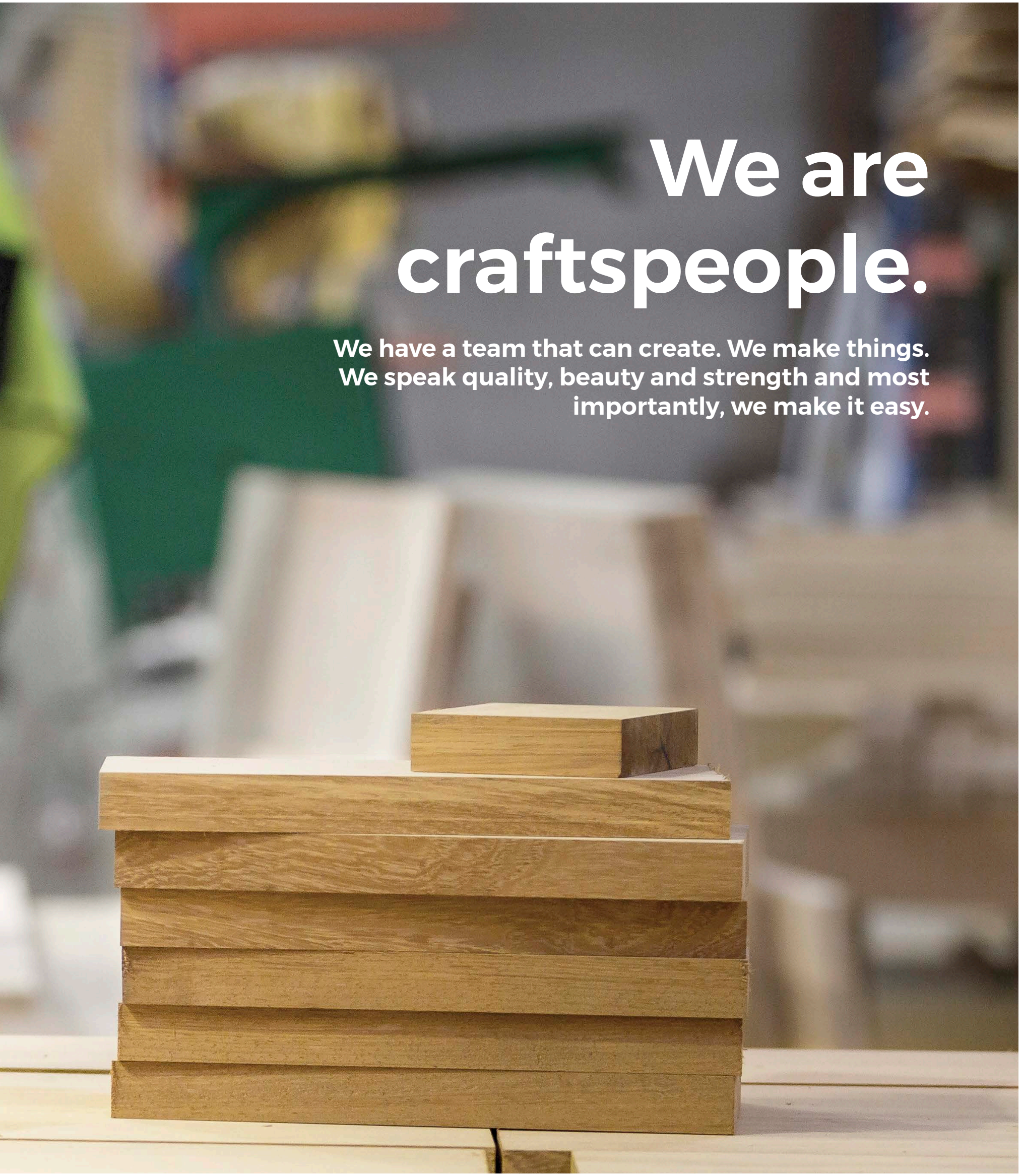
We are craftspeople.

We have a team that can create. We make things. We speak quality, beauty and strength and most importantly, we make it easy.



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It doesn’t have to cost the Earth.

Keeping the one thing we have in common safe.
Good design doesn't need to cost the Earth.

FSC FORESTS™ FOR ALL FOREVER

The Forest Stewardship Council® (FSC®) helps take care of forests and the people and wildlife who call them home. Our forests give us many things like books, tissues, furniture and so much more.

FSC® helps you keep your life full of forest products while keeping our forests full of life.

For timber that keeps our forests strong, choose FSC®.

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Nothing substitutes experience.

Colonial Chairs.

Mill-Yard.

Nordic.

Milford.

Metro.

1988

Galleon Woodware was formed by Alister Suckling and his three sons. Using their expertise gained in the building industry, they began crafting solid timber furniture for the residential market.

1990

Construction of the Galleon factory in its first iteration is complete...
...for now.

1992

The Galleon brand grows in popularity, consistently bringing new and enduring ranges such as Nordic and Milford to the NZ domestic wholesale market.

Galleon is supplying to NZ's largest and favourite domestic furniture retailers like Big Save, Smiths City and Harvey Norman.

1994

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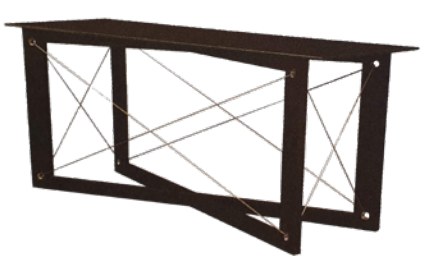
Urbane.

Kudos.



Wire.

Arco.

Detroit.

1998

The Galleon building gets a second story for office and showroom, plus a huge new workshop is in the planning.

2000

An expansive factory/ workshop addition is built at the back of the Galleon manufacturing facility.

2002

Galleon launches the Arco Collection, available exclusively at Hunter Furniture.

2004

The Suckling family purchases Harrows Contract Furniture Ltd, a small importer/reseller of hospitality furniture.

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Chicago.

Ikon.

Slab.

Pi.

2006

Harrows relocates its operations from Ashburton to Timaru, and establishes its own manufacturing facility operating independently from Galleon, and focuses on expanding the product offering to service more than just the traditional hospitality market.

2008

2010

It was quickly apparent that there was a large appetite for fresh, different and exciting furniture options in this area, which wasn't being serviced.

2012

After over twenty years, Galleon Woodware is sold, allowing the Sucklings to focus their full attention on Harrows.

Harrows relocates to the ex-Galleon premises to allow them to expand to meet demand.

HARROWS

Pause.

Poise.

Fold.

Dowel.

Lure.

2016

Responding to the market's desire for more practical yet beautiful commercial furniture, Harrows continues to develop and launch collaborative furniture like modular soft seating and collaborative tables.

2018

After a successful pop-up as part of DesignDay, Harrows opens its Auckland branch, with a permanent showroom in Eden Terrace.

2020

A busy year for Harrows launching the Bergen, Trey, Saddle, Lure, Plane and Dowel, just to mention a few. More to come for 2021.

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finding the sweet spot.

A story of design and manufacture.

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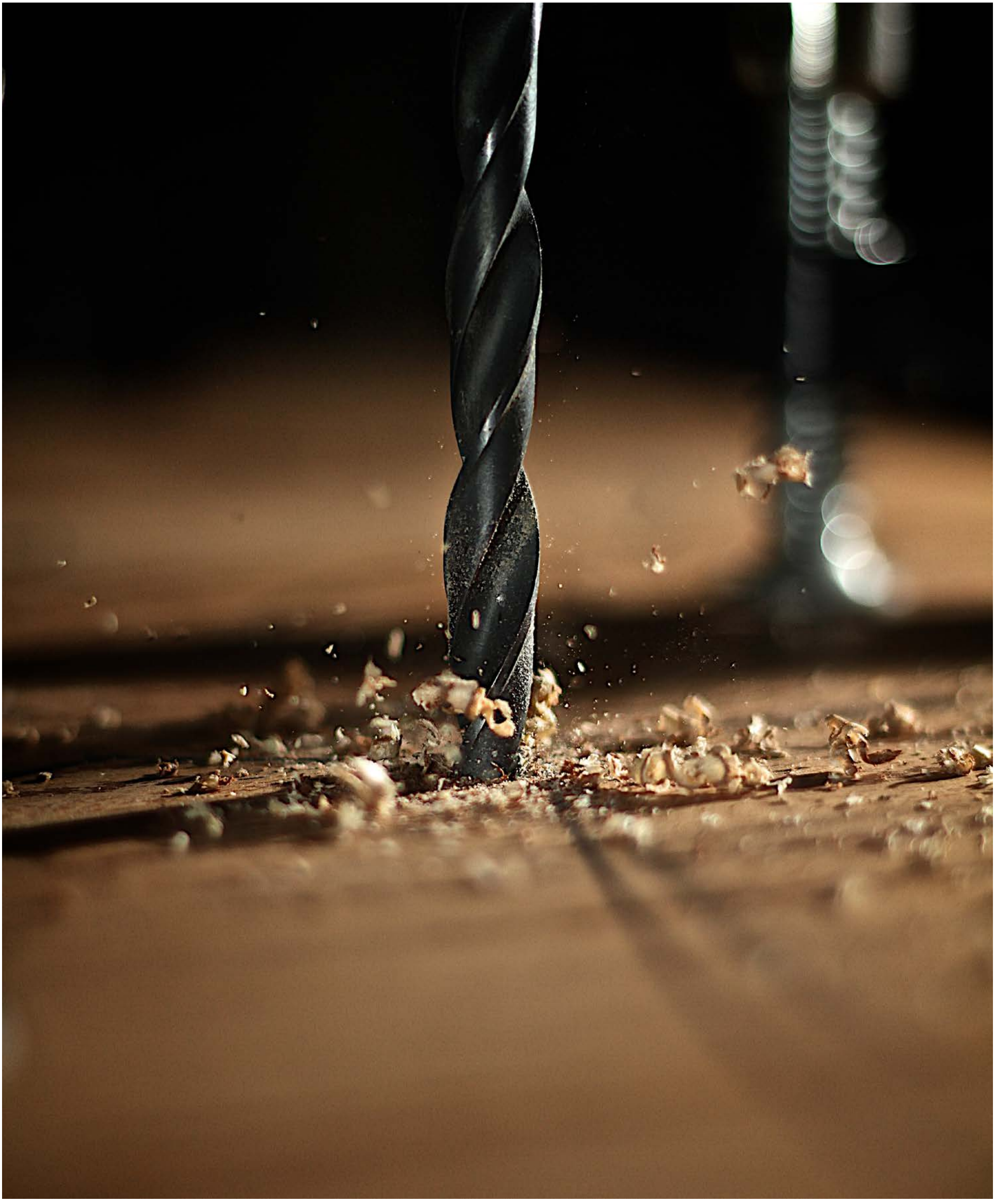

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finding the sweet spot.

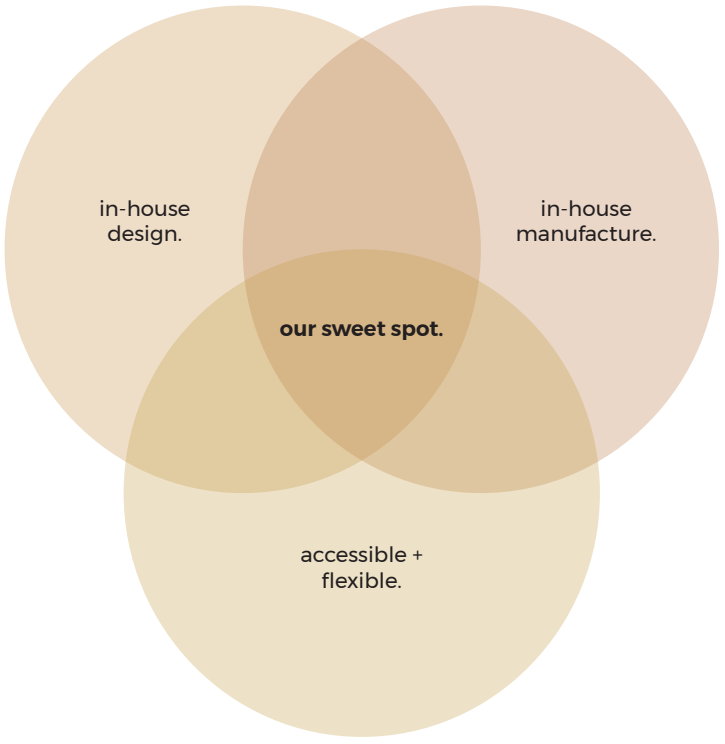
"Furniture that is too obviously designed is very interesting, but too often belongs only in museums."

These are the words of Milo Baughman, a leader in late 20th Century modern furniture design. And it's an ideology that resonates with Harrows. Harrows identifies as a furniture design studio, but equally as important we are furniture manufacturers and solution providers.

It's the harmonious synergy of all these parts that allows Harrows to take a new idea from a concept stage, through to a fully resolved and commercially viable solution – that also stuns aesthetically.

To design something beautiful or striking is one thing. But to design something beautiful, that also strikes a balance on craftsmanship, production sustainability and cost efficiency is something a little less common.

We like to call it *'our sweet spot'*.



When one or more of these capabilities operates in a silo, the process is less effective. In the words of Aristotle:

"The whole is greater than the sum of its parts."

Picture the most incredible and stunning design with a build cost that prices it out of the market. Or a lead time of six months in a world of disrupted shipping and international sourcing.

For Harrows, it's the ability to constantly close the loop that creates the success of outcome. While combining design and manufacture may not feel like an instant point of difference, it's the accessibility factor where Harrows comes into its own.

From concept through to development, prototyping and finally launch, Harrows have always excelled at developing commercially sustainable furniture designs that meet the market. With a constantly evolving focus on product development, Harrows continues to ensure the design community in New Zealand has access to well-designed product solutions that meet the fit, feel and time frames of their briefs.

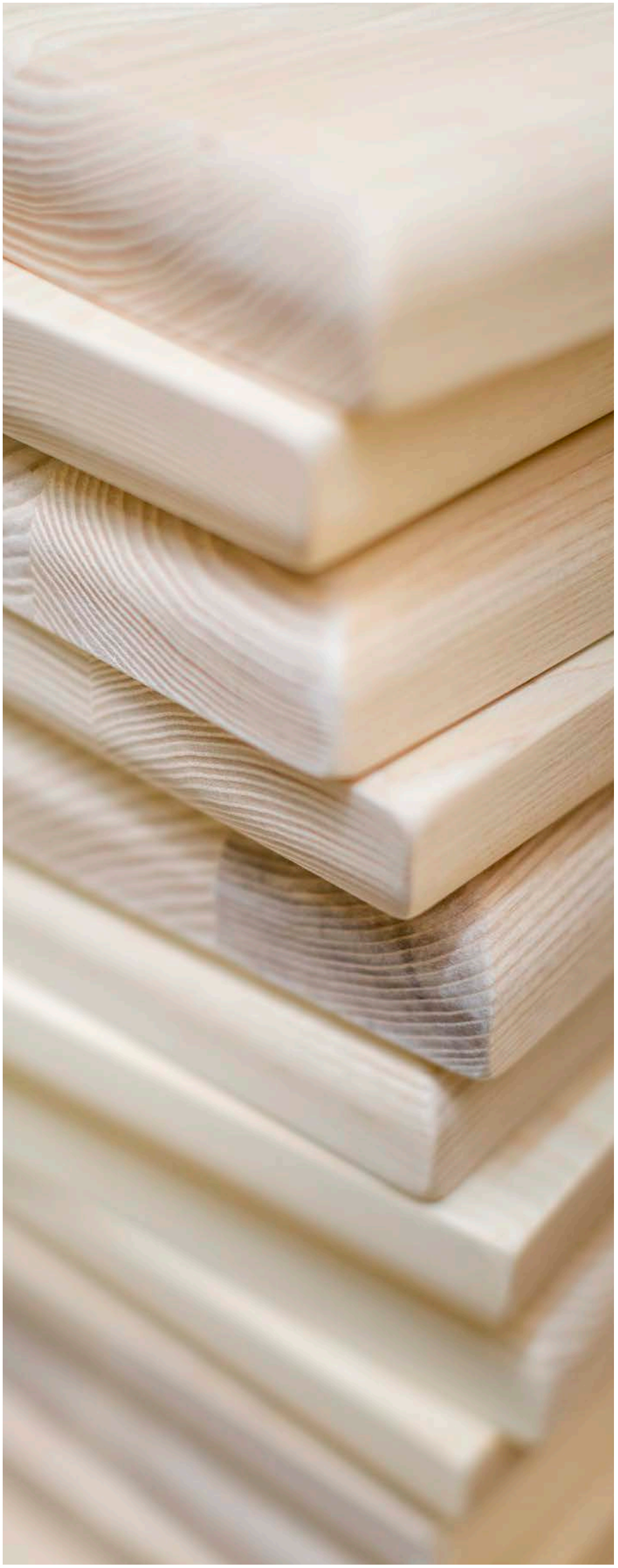
Often, a bespoke solution is sought when there is a gap in the market, as opposed to a genuine need or desire for a something completely bespoke. Our collection is constantly growing in an effort to satisfy that need and fill that gap with solutions that are well thought out, soundly engineered and aesthetically exciting.

To achieve this, Harrows continues to invest in the development process with in-house resources and technology. Managing the process from start to finish in-house gives us an unmatched nimbleness and the ability to move swiftly. It means the development process can be de-risked and time frames are much more responsive. By the time our products reach the market, all variables have been fully explored and resolved.

Another benefit of managing design and manufacture internally is the level of control and influence over the supply chain and components. With good design, it's important to find ways to utilise local skills that are just as efficient as imported. We've been thrilled to negotiate local contracts for steelwork manufacture within New Zealand, affording more control of the supply chain without compromise on cost or quality, and seeing improvements in lead time.

From state of the art equipment like 5-axis CNC machines which allow us to precisely craft complex designs and components, through to our expert and highly skilled team of craftspeople, Harrows is setting the standard for furniture design and manufacturing in New Zealand, right here from our sweet spot.

HARROWS



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Waipārūrū Hall.

Warren and Mahoney..

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Citrus colour.

Evoke a sense of celebration with the fresh, tangy shades of citrus. Bright yellows and oranges bring a burst of summer colour and make a bold statement. Or keep it vibrant and timeless with deeper and warmer shades.

Relief Banquette.

Specify your own upholstery and edge detailing. Choose from a range of kickpiece options.

Pictured with a piped edge and impress buttons, Ash veneer kickpiece in Whitewash stain.

Babar Chair.

European Beech stained or painted in any colour. With or without upholstery in any fabric and pair with the Babar Stool.

Pictured in paint finish.

Trey Stool.

American Ash with steel foot ring. Stain and powder coat in any colour. And add an upholstered seat in any fabric. 750H only.

Pictured with an upholstered leather seat, yellow powder coat and Whitewash stain.

Saddle Ottoman.

Any fabric over a timber frame, with a distinctive fabric tag. Mounted on nylon glides.

Pictured in two-tone upholstery.

Dowel Round Leaner.

Made from solid American Ash, and stained or painted in any colour. Available in a range of sizes as a leaner, table or occasional.

Pictured in Smoke stain.

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ITM Head Office.

Stack Interiors.

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Spaces where social interaction can thrive.

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inside the dowel

Bold curves + quiet confidence.

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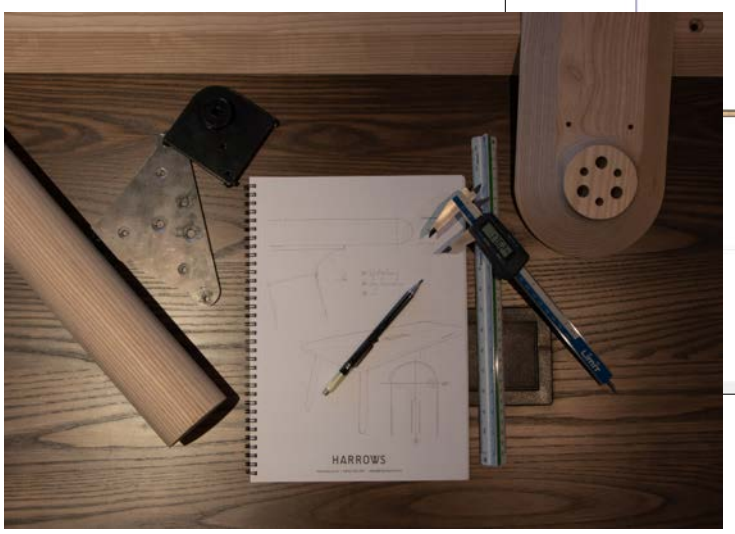
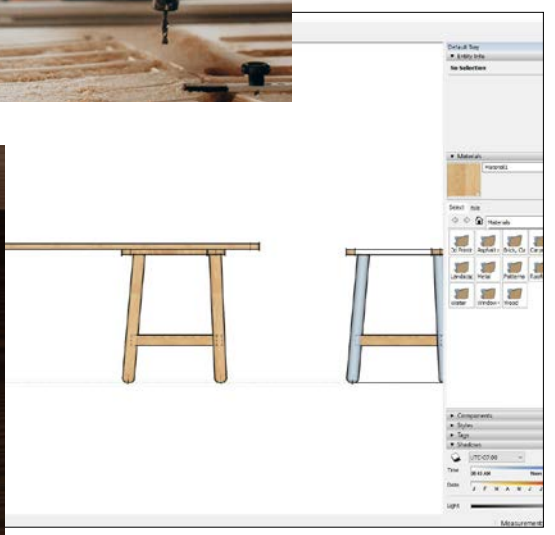
The Dowel is making its mark on the collaborative furniture scene with its bold curves and quiet confidence. It's also a fascinating insight into what happens behind the facade, from concept to market.

The original design intent with Dowel was to create a versatile solid timber table system showcasing soft rounded curves, with an aesthetic that is scalable without compromise from small occasional tables to large collaborative leaners.

Initial design focus was on developing a unique method of connecting the leg to the top with a smooth flowing curve effect, and the team arrived at a solution that achieved structural integrity without traditional vertical rails. The final design features a low profile flat rail that flows seamlessly out of the top of the leg, creating a very slim profile and sense of fluidity to the finished product.





It is an exciting juxtaposition to transform a solid raw material into a soft, flowing and refined form.

"The way the rails flow organically off the top of the leg and along the underside. Visually it's a very smooth and well-resolved design." remarked the design team.

There are certain parameters and limitations that apply, but essentially the design is scalable without compromise, regardless of the size.

The in-house Design to Manufacture approach of Harrows means the desired aesthetic in a design like Dowel doesn't get lost in translation. It also means the design community knows they can take a collection like the Dowel and apply their own interpretation with finish flexibility and apply it to multiple scenarios.

With the solid timber top becoming an integral part of the table's strength the team also achieved the objective of a design that can be configured into multiple sizes and functions without compromise to the overall smooth flowing aesthetic.

The design team commented "having all the expertise, experience and equipment to develop, make and test the components of this design in-house definitely opens up design possibilities and allows a 'fail fast, fail early' approach to development, meaning that the design process can evolve unobstructed. Dowel is a design that requires complex programming and 5-axis CNC machining.

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Dowel Table.
Grado Chair.

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Hedgerow.

Control and create zones within your space by using an attractive acoustic divider. Made from layered felt leaves arranged in cohesive colourways, use the Hedgerow to bring the outdoors in.

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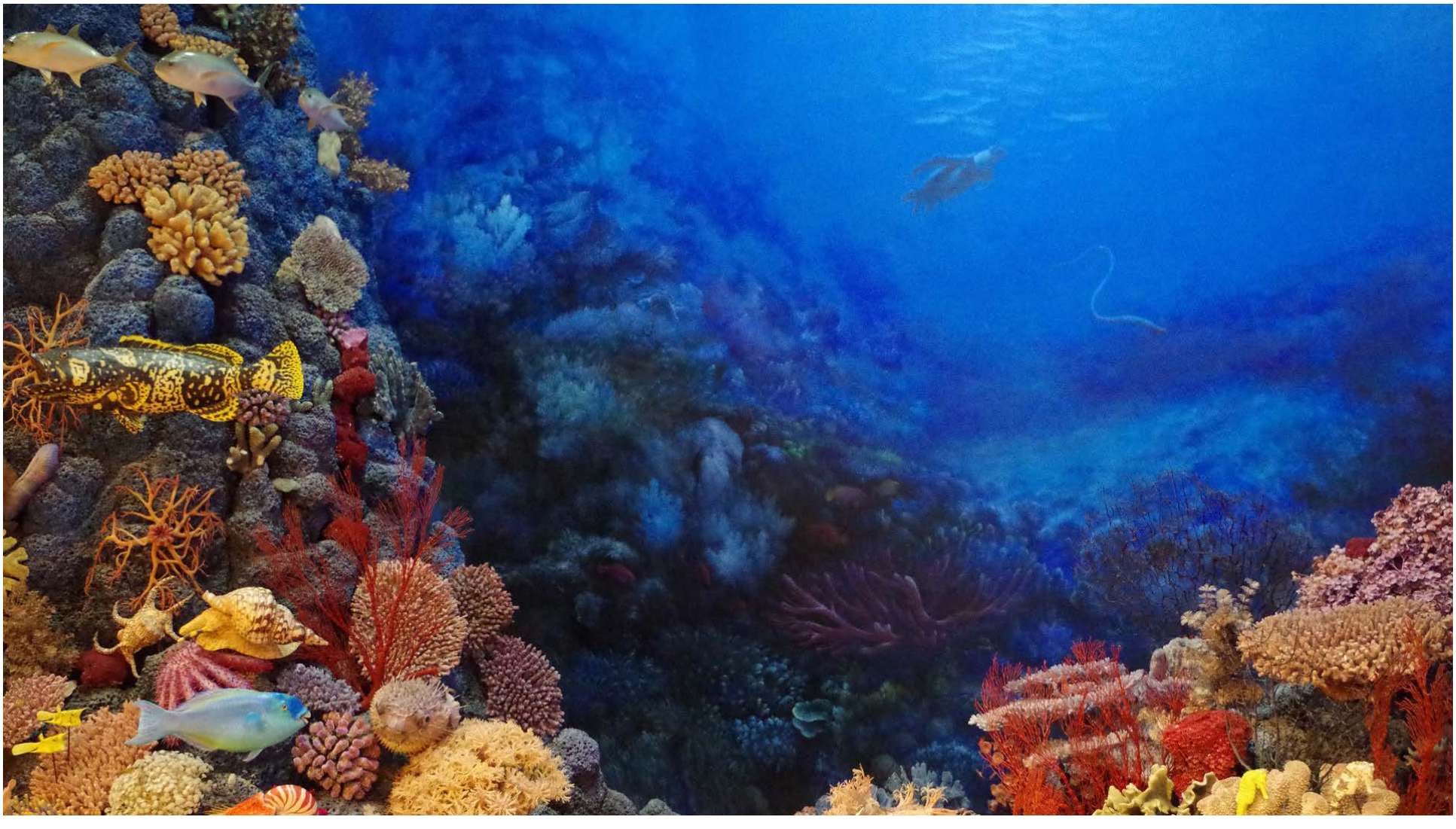

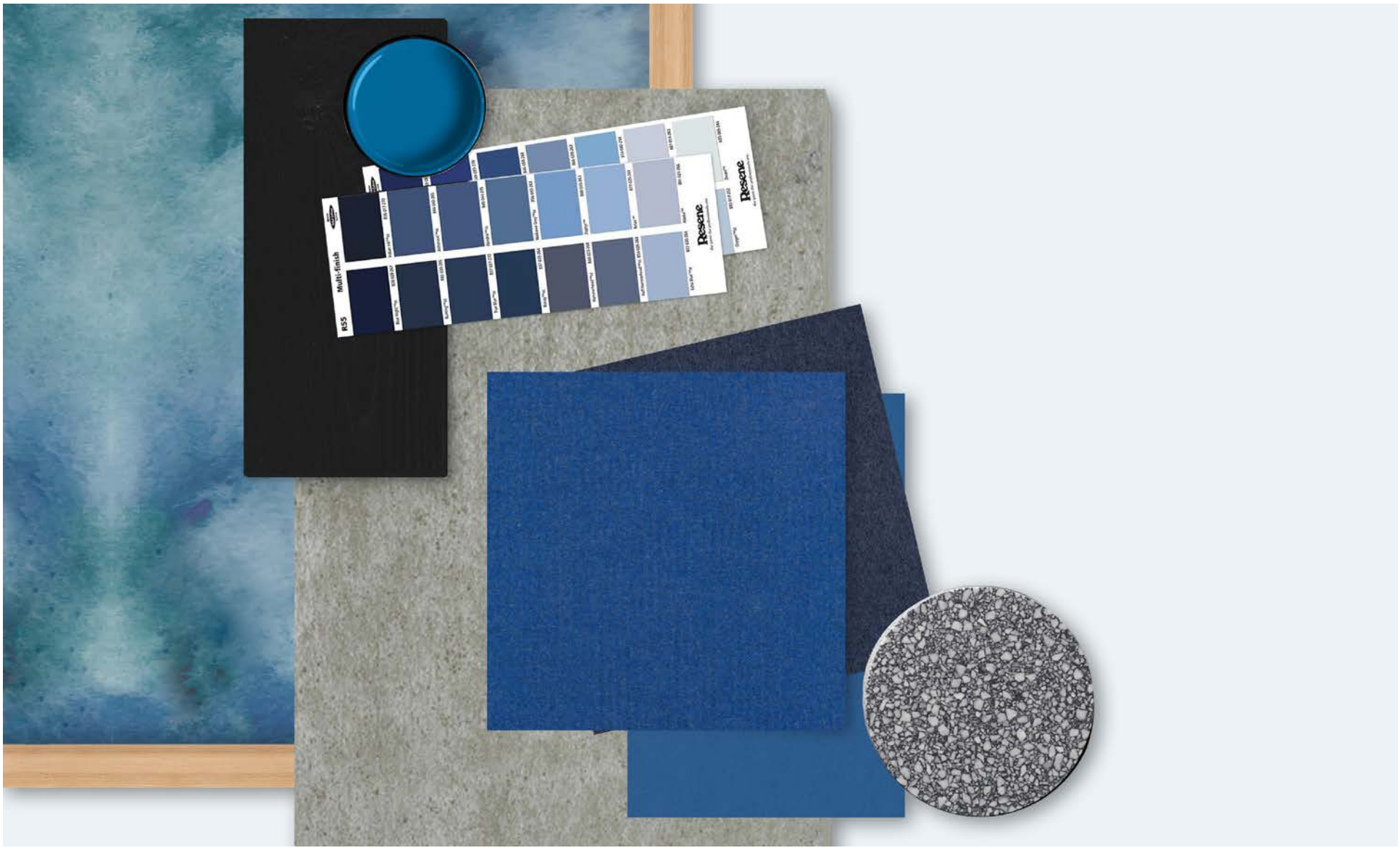

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Deep sea blue.

Create a space that embodies power and professionalism with the most recognisable colour in the spectrum. Known as the colour that 'means business', add a pop of ocean blue to your office fitout.

Dowel Table Stadium.

Made from solid American Ash with standard or stadium top. Available in any stain or paint with variety of sizes. Also available as a leaner and coffee table.

Pictured Stadium 2100 x 1000 in paint finish.

Plane Chair.

Upholstered in any colour on powder coated steel frame. Ash armrests stained in any colour, or arms upholstered in any fabric.

Pictured with blue upholstery, black powder coated frame and timber armrests stained Clear.

Ginger Chair.

European Ash stained or painted in any colour with seat upholstered in any fabric. Also available as a stool.

Pictured with blue upholstery in a paint finish.

Share Banquette.

Free-standing banquette upholstered in any fabric. Ash legs stained in any colour. Also available with a split back design.

Pictured in a blue vinyl upholstery with legs stained Smoke.

Astro Stool.

Ash seat on steel frame. Stocked in black powder coat with Clear seat, or opt for a colour of your choice. Upholstered seat available. Stocked in 750, 650 or 450mm heights.

Pictured 750H, Clear seat with blue powder coat frame.

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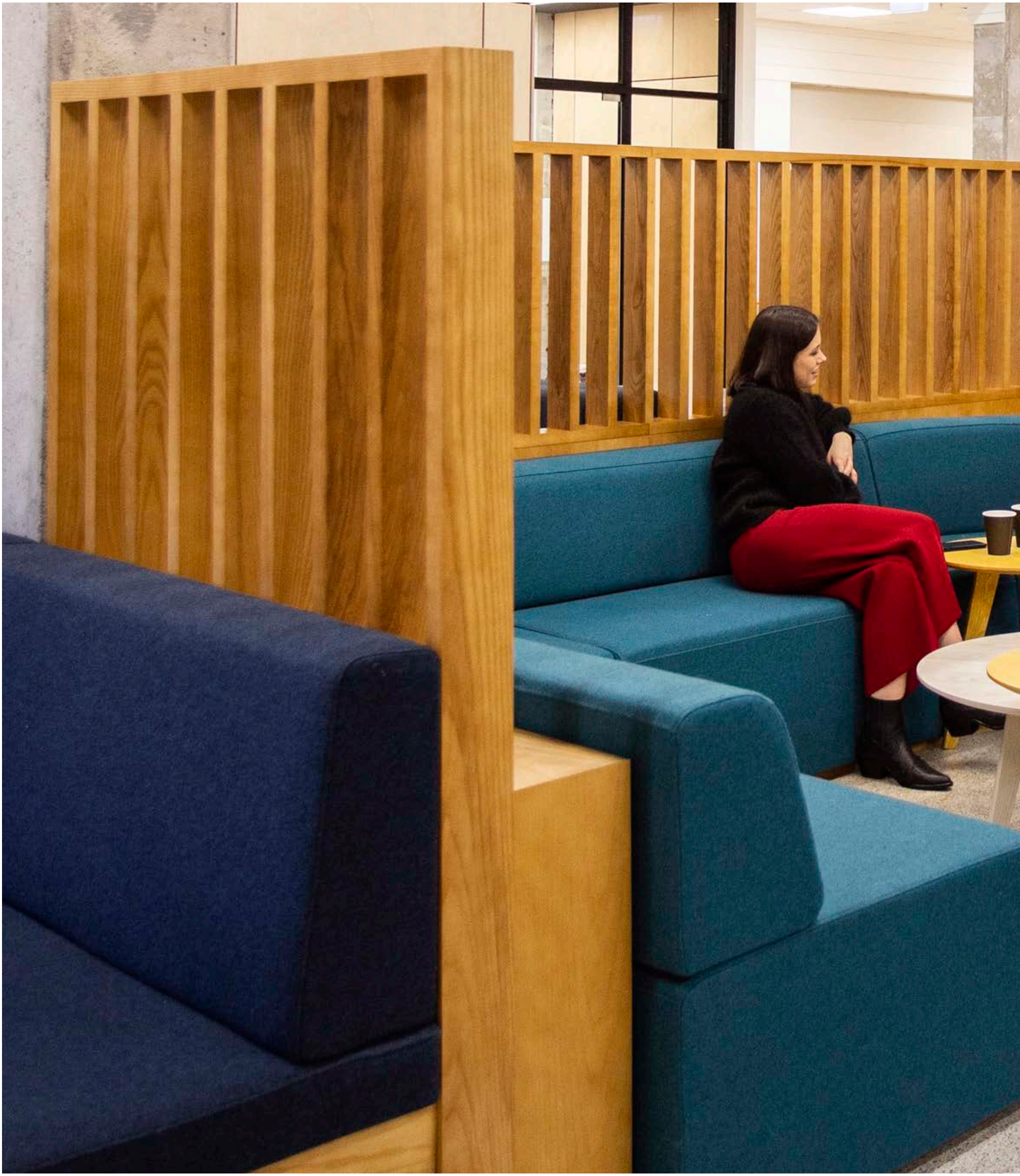

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Waikato University.

Designwell.

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Sylvia Park.

Building from the ground up.

Sylvia Park was already carrying the title of New Zealand's largest mall before the expansion that is the Galleria opened in October 2020. Adding a second storey to the existing structure, all while remaining an opening and functioning mall was no easy task.

The impressive Level 1 Galleria expansion was recently unveiled, revealing over 20,000m2 of additional retail space with a price tag of $227 million. It takes the total retail space to over 90,000m2, well and truly securing its title as New Zealand's largest shopping mall.

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Building from the ground up.

Harrows caught up with Robert McFarlane, Principal and Anna Hill, Associate from Buchan Group, the project architects, about the highlights and challenges of such a project.

"*It was an amazing feat that the teams at Buchan, Naylor Love and Kiwi Property managed to do – to keep the existing tenants open and operational while adding a second storey.*" says Hill.

While the long-term vision for Sylvia Park had included a second level from its inception, after a 10 year pause between stages a lot had changed and the existing structure needed a re-look. The Christchurch earthquakes saw revisions to building codes throughout the country and strengthening work to the existing structure was required to support the new storey.

It fell to contractors Naylor Love to phase the work in such a way that the downstairs could remain trading in a safe way while the strengthening work was undertaken. They built crash decks so that they could work on the upper level while remaining invisible from customers underneath, creating new voids and building the new roof with impressive skylights overhead.

"*The shoppers downstairs didn't have an inkling, it was done in a very clever manner by the contractor*" reflected McFarlane. "*With any project that spans 4-5 years, it changes all the time. From the brief to the personnel across the whole project team from clients to consultants and you just have to run with it. To quote an ancient Greek philosopher - Change is the only constant in life.*"

At the beginning of the project, McFarlane recalls there were two different design options running in parallel, and after a slight hiatus in the project, the team looked fundamentally at other options including ones that didn't feature a second storey. When the timing was right and the client was ready to proceed, a third option was produced by the Buchan team, which is what has eventuated into the finished development.

The Terrace is the new dining precinct unveiled with the opening which it also underwent a number of design changes and iterations over the project span, being a major project in its own right. The idea was to produce a timeless space that draws the occupant into a large yet intimate dining space.

"*The dining precinct draws inspiration from the Architectural design with its juxtaposing soft curves and imposing angles. The curved timber ceiling and high gloss faceted columns create a uniform language throughout the space. Each area is defined by materiality, colour and texture, to align with the division of tenancies.*" described Hill. "*The handmade forest green glass mosaic tile curves around the backside repeating the modulated language derived from the faceted columns and curved ceiling.*"

The timelessness is enhanced through the textured yet refined palette of timber, brass, natural tones and stone look tiles combined with the high gloss and matt finishes that have been selected. Green tones are enhanced throughout the precinct in plush velvets, timber stains and mosaic tiles to enhance the living glass curtain wall.

McFarlane commented "*The timelessness of the space needed to balance to ephemeral nature of the shop fit outs, with shop fronts and units tending to change over time. The Terrace needed to have it's own identity which would remain enduring.*"

One of the biggest take-aways for both Hill and McFarlane has been the comradery and cohesive collaboration across the project. From the client to consultants, architects, engineers, contractors, project managers and local Iwi.

Life before retail...

The 24 hectare parcel of land in Mt Wellington was originally purchased in 1838 by a missionary named James Hamlin. By 1882 a stud farm of the name 'Sylvia Park' was established there, and went on to foal the 1890 Melbourne Cup winner 'Carbine'.

The site was purchased by the government in 1927 and during the second world war it was utilized by the United States Army to store meat and food supplies for the US armed forces. In 1992 the block returned to private ownership before being acquired by Kiwi Property (then called Kiwi Income Property Trust) in 1998.

Kiwi Property and their contractors have worked with local iwi Ngati Maru to ensure the development incorporates and pays appropriate respects to the heritage of the site throughout the journey. A historic stream that ran underneath the site is reflected through the flooring around the centre, and blessings have been held at the site at different stages, including a sunrise blessing for the recent opening.

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Cover image: Zespri, Warren & Mahoney
Photography: Samuel Hartnett

Get in touch!

sales@harrows.co.nz | www.harrows.co.nz

Auckland Showroom

0800 142 233
09 302 0220

3 Dundonald Street
Eden Terrace
Auckland

Appointments recommended

Timaru Head Office & Manufacturing Facility

0800 142 233
03 687 7577

31-33 Redruth Street
PO Box 3023
Timaru 7943

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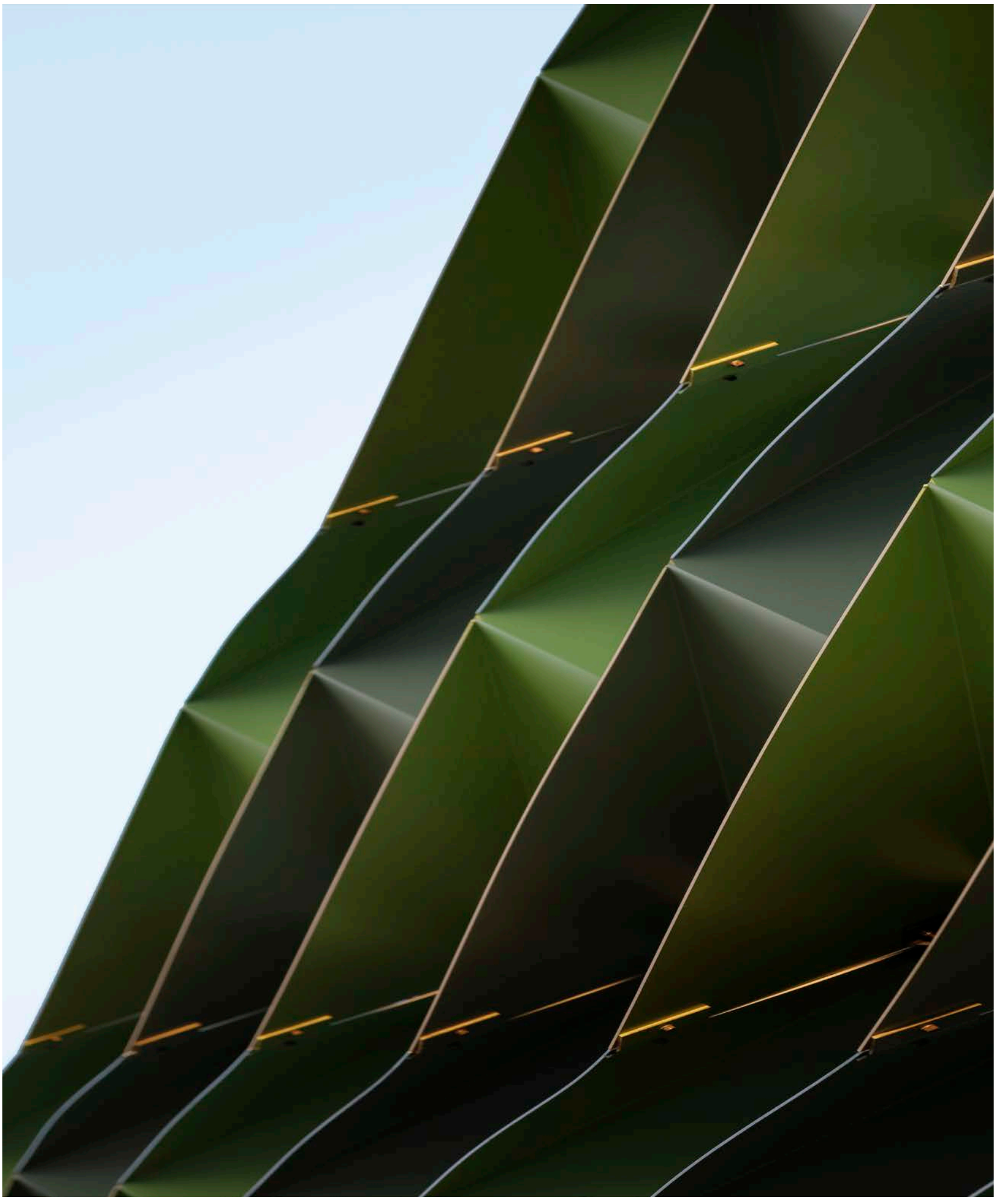

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