

BART NISWONGER

OWNER . DESIGNER . BUILDER

FOR IMMEDIATE RELEASE

**CONTACT:** BART NISWONGER

**TELEPHONE:** 413-320-5930

**FAX:** 413-527-4179

**EMAIL:** BART@STUDIOCOCHINEAL.COM

**WEBSITE:** WWW.STUDIOCOCHINEAL.COM

## FURNITURE MAKER FINDS SUCCESS AND ACCLAIM WITH UNIQUE DESIGNS FORMER COMPUTER SCIENTIST DISCOVERS NEW LIFE IN THE WORLD OF WOOD

HOLYOKE, MA, MARCH 17, 2008 – IN 2002, BART NISWONGER LEFT HIS PRESTIGIOUS GRADUATE PROGRAM AND A PROMISING CAREER IN COMPUTER SCIENCE TO PURSUE HIS PASSION FOR MAKING FINE FURNITURE. AFTER ONLY FOUR YEARS IN BUSINESS, NISWONGER IS FINDING SUCCESS AND CRITICAL ACCLAIM WITH HIS AWARD-WINNING COLORFUL AND DISTINCTIVE FURNITURE, WHICH HE DESIGNS AND BUILDS IN THE PIONEER VALLEY. NISWONGER, A NATIVE OF WILLIAMSBURG AND AN EASTHAMPTON RESIDENT, HAS FOUND CLIENTS AND INTERIOR DECORATORS WELCOMING OF HIS UNIQUE AESTHETIC, HAVING GARNERED COMMISSIONS FROM BOSTON TO NEW YORK, AND IN BETWEEN.

AFTER HAVING STUDIED AND WORKED IN THE FIELD OF COMPUTER SCIENCE DESIGNING AND BUILDING COMPLEX SYSTEMS FOR TEN YEARS, NISWONGER BECAME FRUSTRATED WITH COMPUTER SCIENCE AS A MEDIUM FOR EXPRESSING HIS DESIGN IDEAS. HE DECIDED TO FOLLOW IN THE ARTISTIC FOOTSTEPS OF HIS FATHER, GARY NISWONGER, A PAINTER AND ART PROFESSOR AT SMITH COLLEGE. HE LEFT HIS COMPUTER SCIENCE GRADUATE PROGRAM AND A CAREER IN COMPUTERS TO DESIGN AND BUILD FURNITURE, WHICH HAD PREVIOUSLY BEEN ONLY A HOBBY. “I REALIZED THAT THE COMPLEX SYSTEMS I WAS DESIGNING IN SCHOOL WERE INTELLECTUALLY FASCINATING,” SAYS NISWONGER, “BUT I WAS MORE DEEPLY SATISFIED BUILDING A COMPLICATED PIECE OF FURNITURE. I CAN HAVE A MEANINGFUL CONVERSATION WITH ANYONE ABOUT A PIECE OF FURNITURE I DESIGNED, WHICH WAS NOT THE CASE WITH MY COMPUTER SYSTEM DESIGN WORK.”

STUDIO COCHINEAL

68-A WINTER STREET

HOLYOKE, MA 01040

413 . 320 . 5930 .T

413 . 527 . 4179 .F

BART@STUDIOCOCHINEAL.COM

BART NISWONGER

OWNER . DESIGNER . BUILDER

IN 2004, NISWONGER FORMED STUDIO COCHINEAL WITH CARL SCHLERMAN, A CABINETMAKER, COLLABORATING ON THE DESIGN AND CONSTRUCTION OF COLORFUL AND TEXTURED FURNITURE. IN LATE 2006, SCHLERMAN LEFT TO PURSUE HIS OWN FURNITURE INTERESTS, AND NISWONGER HAS BEEN SUCCESSFULLY BUILDING THE BUSINESS ON HIS OWN EVER SINCE.

NISWONGER'S GOAL IS TO BUILD FURNITURE THAT IS EXCITING TO LOOK AT AND TO TOUCH; THAT INCORPORATES TEXTURE AND COLOR; THAT IS INFORMED BY THE RICH HISTORY OF FURNITURE IN NEW ENGLAND, BUT THAT EMBRACES MODERN AESTHETICS. THE RESULT IS FURNITURE WITH A FAMILIAR FEEL THAT IS ENTIRELY MODERN AND UNIQUE, A TACTILE AS WELL AS VISUAL EXPERIENCE. NISWONGER'S FURNITURE INVITES PEOPLE TO PAY ATTENTION; IT'S HARD TO IGNORE.

"I ENJOY CREATING OBJECTS THAT INVITE STRONG REACTIONS, FORCING PEOPLE TO CONFRONT THEIR EXPECTATIONS OF WHAT FURNITURE SHOULD BE," NISWONGER SAYS. "STRONG COLORS AND UNUSUAL TEXTURES ARE EXCITING, PARTICULARLY WHEN INCORPORATED INTO UNEXPECTEDLY TRADITIONAL FORMS. THAT EXCITEMENT DRAWS PEOPLE TO THE WORK, INVITING THEM TO TOUCH IT."

OVER THE LAST TWO YEARS, RECOGNITION OF THE QUALITY AND ORIGINALITY OF NISWONGER'S WORK HAS BEEN GROWING. THE 2006 *FINE FURNISHINGS PROVIDENCE* SHOW HONORED STUDIO COCHINEAL'S "STRIPED CABINET ON STAND" WITH ITS *BEST CONTEMPORARY PIECE* AWARD. SIX MONTHS LATER, THE BOSTON-BASED SOCIETY OF ARTS AND CRAFTS AWARDED NISWONGER WITH ITS *BEST OF MEDIA – FURNITURE* AWARD AT ITS *CRAFTBOSTON* SHOW IN THE SPRING OF 2007. SINCE THEN, HE HAS SUCCESSFULLY EXPANDED HIS BUSINESS INTO THE NEW YORK MARKET, DISPLAYING HIS WORK IN THE INTERNATIONAL FURNITURE SOCIETY'S BOOTH AT THE 2007 INTERNATIONAL CONTEMPORARY FURNITURE FAIR IN MANHATTAN.

NISWONGER'S LATEST HONOR HAS BEEN AN INVITATION TO GIVE A PRESENTATION ABOUT HIS WORK AT THE SOCIETY OF ARTS AND CRAFTS' *CRAFTBOSTON* SHOW IN LATE MARCH. NISWONGER WILL BE TALKING ABOUT *FORM AND SURFACE IN CONNECTICUT RIVER VALLEY FURNITURE*: THE INTERPLAY BETWEEN FORM AND SURFACE AS EXPLORED BY FURNITURE MAKERS OF THE CONNECTICUT RIVER VALLEY FROM THE 1600S UNTIL TODAY, AND HOW IT INFORMS HIS OWN WORK.

STUDIO COCHINEAL

68-A WINTER STREET

HOLYOKE, MA 01040

413 . 320 . 5930 .T

413 . 527 . 4179 .F

BART@STUDIOCOCHINEAL.COM

BART NISWONGER

OWNER . DESIGNER . BUILDER

IN 2008, NISWONGER IS EXPECTING TO EXHIBIT HIS FURNITURE AT SHOWS AROUND THE NORTHEAST, INCLUDING THE SOCIETY OF ARTS AND CRAFTS' *CRAFTBOSTON* SHOW IN MARCH, THE INTERNATIONAL CONTEMPORARY FURNITURE FAIR IN NEW YORK IN MAY, AND THE FINE FURNISHINGS PROVIDENCE SHOW IN OCTOBER. IN ADDITION, NISWONGER'S WORK CAN BE SEEN AT VARIOUS SMALLER INVITATIONAL SHOWS AROUND NEW ENGLAND, SUCH AS THE RECENT MASSACHUSETTS COLLEGE OF LIBERAL ARTS OF NORTH ADAMS' GALLERY 51 EXHIBIT, *HANDMADE: A LOOK AT CONTEMPORARY CRAFTS*.

**ABOUT STUDIO COCHINEAL:** BART NISWONGER HAS BEEN DESIGNING AND BUILDING FURNITURE AS STUDIO COCHINEAL FOR FOUR YEARS. IN JANUARY 2007 HE MOVED INTO HIS CURRENT 2500 SQUARE FOOT SHOP IN THE OLD DINN BROTHERS TROPHY BUILDING IN HOLYOKE. THE MAJORITY OF HIS CURRENT WORK IS COMMISSIONED BY INDIVIDUALS OR DECORATORS IN BOSTON AND NEW YORK – EACH PIECE IS CRAFTED TO THE CLIENT'S SPECIFICATIONS, AND IS UNIQUE. NISWONGER ALSO CREATES SPECULATIVE PIECES THAT ARE FOR SALE. HIS WORK CAN BE SEEN AT ARTS ... ETCETERA IN WEST NEWTON, MA, AND AT A NUMBER OF SHOWS AND EXHIBITIONS AROUND THE NORTHEAST. EXPOSURE FROM SHOWS AND AWARDS HAS ALLOWED HIS BUSINESS TO GROW QUICKLY AND HE CURRENTLY HAS A WAITING LIST OF NINE MONTHS TO A YEAR.

FOR MORE INFORMATION AND FOR COPIES OF HIGH-RESOLUTION IMAGES OF STUDIO COCHINEAL FURNITURE, CONTACT BART NISWONGER AT (413) 320-5930 OR BART@STUDIOCOCHINEAL.COM, OR THROUGH WWW.STUDIOCOCHINEAL.COM.

FOR MORE INFORMATION ABOUT THE SHOWS MENTIONED:

- **CRAFTBOSTON 2008:** MARCH 28-30, WORLD TRADE CENTER, BOSTON. CRAFTBOSTON.ORG
- **INTERNATIONAL CONTEMPORARY FURNITURE FAIR (ICFF):** MAY 17-20, JACOB K. JAVITS CONVENTION CENTER, NEW YORK CITY. ICFF.COM
- **FINE FURNISHINGS & FINE CRAFT SHOW – PROVIDENCE:** OCTOBER 24-26, 2008, RHODE ISLAND CONVENTION CENTER, PROVIDENCE. FINEFURNISHINGSSHOWS.COM

# # #

STUDIO COCHINEAL  
68-A WINTER STREET  
HOLYOKE, MA 01040  
413 . 320 . 5930 .T  
413 . 527 . 4179 .F  
BART@STUDIOCOCHINEAL.COM



**BEDSIDE TABLES**

2008 - 22" H x 22" W x 22" D

ASH; CAST URETHANE; DYE; GLOSS FINISH

DESIGNED & BUILT BY BART NISWONGER

*Studio Cochineal*  
FURNITURE: DESIGNED & BUILT [WWW.STUDIOCOCHINEAL.COM](http://WWW.STUDIOCOCHINEAL.COM)

©2008 BART NISWONGER, LLC. ALL RIGHTS RESERVED.



COFFEE TABLE WITH SATELLITES

2007 - 18" H x 36" W x 48" D

16" H x 18" W x 18" D

CURLY RED OAK AND ASH FRAME; DYE; PAINT; GLOSS FINISH

DESIGNED & BUILT BY BART NISWONGER

*Studio Cochineal*  
FURNITURE: DESIGNED & BUILT [WWW.STUDIOCOCHINEAL.COM](http://WWW.STUDIOCOCHINEAL.COM)

©2008 BART NISWONGER, LLC. ALL RIGHTS RESERVED.



**LONG CABINET**

2006 - 28" H x 56" W x 14" D

ASH AND CHERRY; PAINT; GLOSS FINISH

DESIGNED & BUILT BY BART NISWONGER & CARL SCHLERMAN

*Studio Cochineal*  
FURNITURE: DESIGNED & BUILT [WWW.STUDIOCOCHINEAL.COM](http://WWW.STUDIOCOCHINEAL.COM)

©2008 BART NISWONGER, LLC. ALL RIGHTS RESERVED.