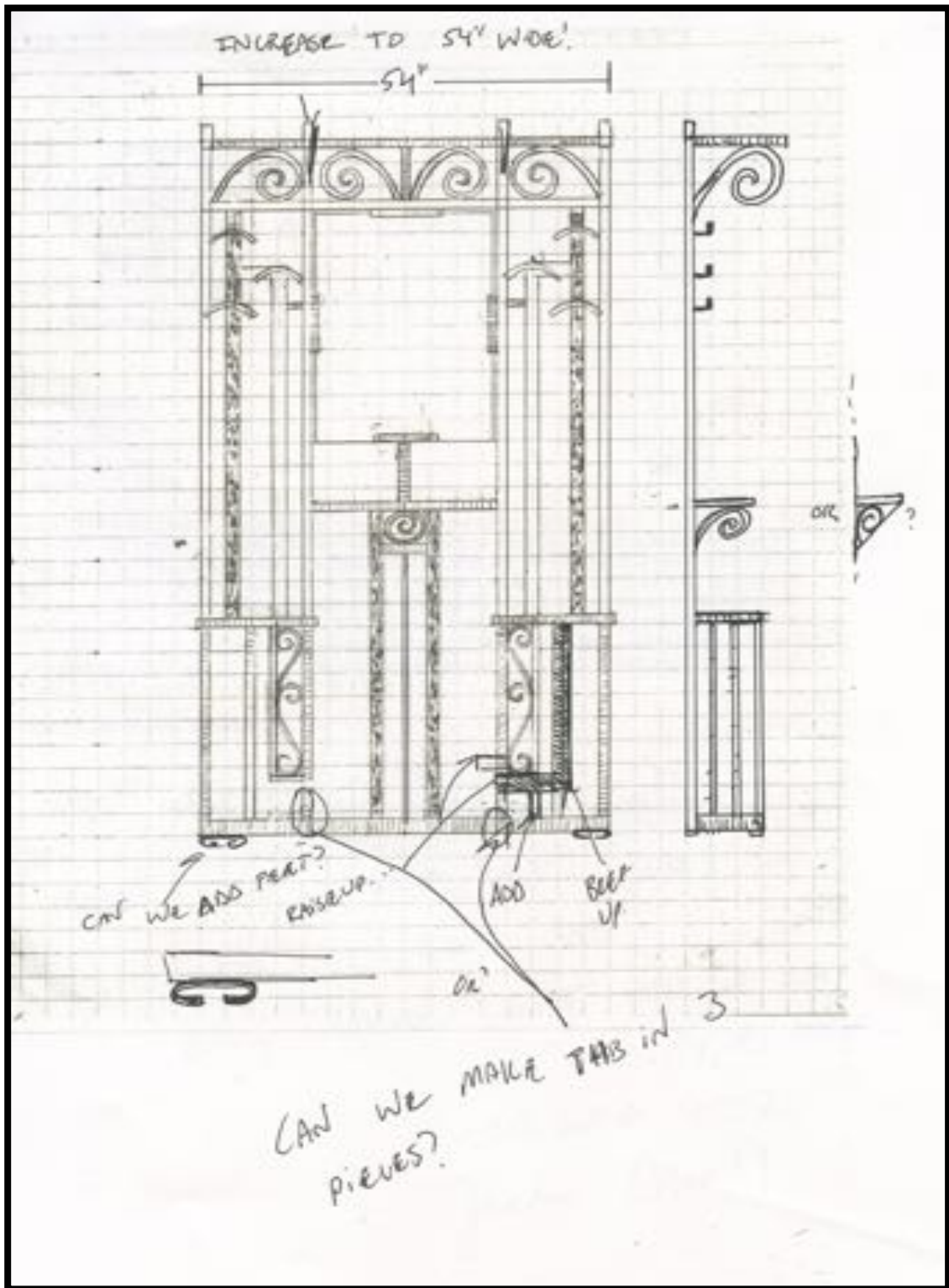




Shortly before Thanksgiving, One of our recurring clients; Ralph Lauren, Co. approached us to see if we would like to create an Art Deco styled coat rack. They presented us with this photograph of a hand forged coat rack and umbrella stand as inspiration. This was to be part of their upcoming holiday window display at their flagship store located on Madison Ave.



This drawing represents a classic example of collaboration between client and designer. The design was simplified to stay within the requested budget. It also needed to be built in 3 sections so that it would fit through the window display opening.



Texture was a key element in the design of the coat rack. During the Deco period, contrasting textures were often used in order to add interest to otherwise simple geometric elements. These samples were sent to the client to show various options that could be used.



This is a unique tool that we custom made in house to be used in our power hammer. It forged the corrugated texture used in the coat rack. The tool was bolted to the bottom die of our power hammer, a large machine capable of hammering harder and faster than any blacksmith could. The material was heated incandescent and formed by the powerful blows of our big hammer.



This image shows one of our blacksmiths working on the big shop anvil made in the late 19th century. He straightened the steel bar that was textured in our power hammer with our special tooling.



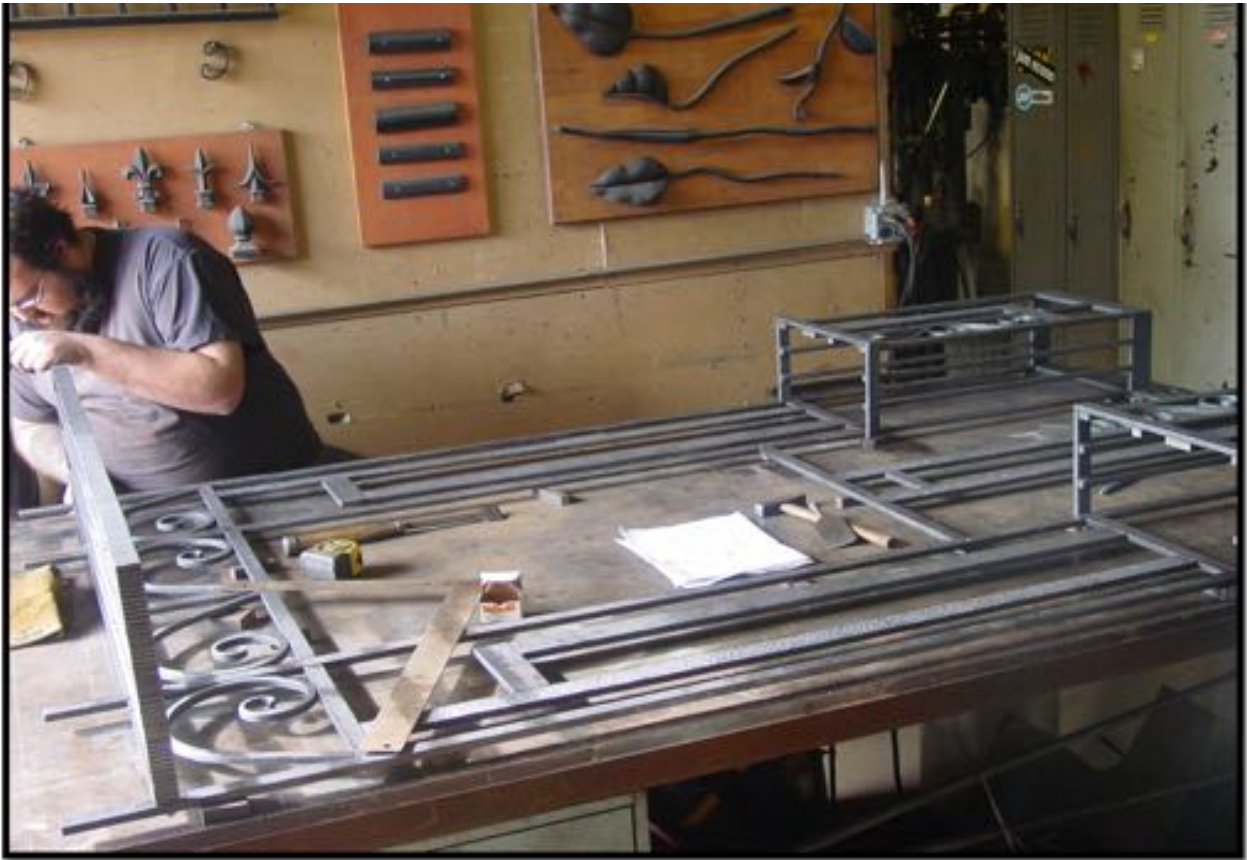
Our smith busily forged parts to be given to the fabricator for assembly all the while carefully checking the drawing as he went along.



The forged elements were then laid on top of a full sized drawing made on one of our massive steel fabrication tables in preparation assembly.



Our skilled fabricator was always checking and rechecking to make sure the work was square, true and made to the right dimension. Parts were clamped in place to make sure the frame did not move while it was being welded.



The top shelf was checked for fit. This piece was bolted on separately. This was done because the rack needed to be built in 3 pieces in order to fit in the narrow window display.



Once the shelf was fitted, scrolls were welded on below to support the shelf and add a decorative element to the overall look of the coat rack.



Here is our fabricator tired after a long day of working on the coat rack. This photo shows the piece in its final stage. Lots of overtime was worked in order to meet the client's tight deadline.





Once fabrication was completed, the coat rack was wire brushed and blackened using a custom patina. The steel was then wiped, rinsed, cleaned and sealed to give it its final look.



Here is a photo of the completed coat rack. Our client was quite pleased with the results.



Here is the finished coat rack in the window display doing its job, accentuating the look of quality and refinement our customer was striving to convey.

*—Happy Holidays!*