



Courtesy Orior

Orior's Michael Sofa is upholstered in leather and velvet, and framed in solid brass.



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Top: The Danish-inspired wingback Lia Chair. Above: Ciaran McGuigan, Orior's creative director.

Orior New York City / Newry, Northern Ireland

How do you make a 40-year-old brand feel fresh? One way is to go back to its roots. For Orior's creative director, Ciaran McGuigan (son of company founders Brian and Rosie McGuigan), that meant reconnecting with "people, product, and space."

Over the years, the company had moved away from its beginnings crafting bespoke pieces toward making contract furniture for the hospitality market. McGuigan reoriented the business to emphasize traditional craft techniques and local materials, like green Connemara marble and Irish ash bogwood. Orior doesn't keep a stock and produces all of its pieces to order at its factory in Northern Ireland. The company doesn't use laminates or veneers, and all of its products, including a couch framed in solid brass or an oak table anchored in green marble, have a hefty materiality.

A shift to the American market led Orior to open a Tribeca showroom in Manhattan this May, putting its pieces front and center for New York's design community—and the company is betting that its contemporary take on classic pieces will fit right in while weathering constantly shifting trends.

Jonathan Hilburg