

ANDREA

Andrea Croonenberghs

SERAX



"Above all, I wanted to create something more than just an ordinary, everyday table," says Croonenberghs. This has resulted in emerald green and ultramarine blue side tables with one irregular leg, which creates a certain dynamic

underneath the tabletop, in a graphic way. Or a table that has been extended into a complete bench, covered in leather, with a wooden surface at one end.

ANDREA CROONENBERGHS



As the daughter of an architect, Andrea Croonenberghs was brought up with a passion for beauty, proportion and aesthetics. At the age of eighteen, the possibility of training in industrial design was on the table. Eventually, she chose the school of performing arts, resulting in a successful career as a television hostess, actress and singer. After leaving the Belgian public broadcaster VRT in 2015, Croonenberghs started fuelling her creative impulses with a whole series of side tables and benches. These designs were first launched at the BAD fair in Ghent in 2017. Today, Serax is putting some of them into production.

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Searching for a particular type of side table and not finding it - that was all Andrea Croonenberghs needed to motivate her to sit down at the drawing board herself. "Above all, I wanted to create something more than just an ordinary, everyday table," says Croonenberghs. An irregular leg, for example, which creates a

certain dynamic underneath the tabletop, in a very graphic way. Or extending the table to form a bench, covered in leather, with a wooden surface at one end." I can see the ANDREA tables fitting into different interior styles, and having various functions. As a coffee table or side table, gracing the hall, the terrace, or a hotel lobby, for example. You can literally and figuratively take this idea in any direction." The steel frames with removable surfaces can also be used outdoors. The emerald green, ultramarine blue, and white tabletops are interchangeable, so the user's own creative impulses will also be invoked.

Retail price
Green & Blue side table - €352
Bench - €1045