



Business

These Design Companies Are Helping With Coronavirus Relief Efforts in Big Ways

Factories everywhere are springing into action as others look to donate funds

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As charity [sales](#) and [auctions](#) are staged, fashion companies like [Louis Vuitton](#), [Ralph Lauren](#), and [Tiffany & Co.](#) take action, [Housing Works](#) steps up, and [Salone del Mobile](#) makes its own major donation, a range of brands are pivoting their production efforts to focus on making healthcare equipment to respond to the coronavirus crisis. Decorative fabrics company [Pindler](#) is making masks for healthcare workers from its stockpile, while [Perennials Fabrics](#) is using unfinished textiles to make mask covers designed to be worn over N95 masks at [Children's Medical Center of Dallas](#). Elsewhere, [Holly Hunt](#) is working with a local Chicago drapery studio to make masks out of their own fabrics, while [Rough Linen](#) is sewing masks out of its linen sheeting designed to specifications provided by [Kaiser Permanente](#). The company is also offering complimentary linen to the hospital's own team of volunteer sewers.

Mattress brands are also stepping up to the challenge, with [Leesa](#) producing and distributing emergency beds—in under a week—to hospitals throughout the U.S. Eco-



including emergency beds in under a week to hospitals throughout the country. friendly company [Avocado](#) is repurposing part of its sewing department to produce face masks, which will be made and sold at cost. What is more, Avocado is spreading the word to hospitals about its production capabilities, including temporary mattresses, reusable sheeting, pillows, and protective garb—just as [Naturepedic](#) begins to make organic face masks. And last but certainly not least, interior designers such as [Mark D. Sikes](#) and [Sheila Bridges](#) took to Instagram to document particularly beautiful efforts. Below, AD PRO rounds up additional examples of design companies working to help mitigate the COVID-19 crisis.



Masks made by Baker. While not hospital-grade, they can be worn over N95s to help extend their use. Photo: Courtesy of Baker

Baker Furniture

[Baker](#) is using some of its signature fabrics to help make second layer masks to be worn over N95s. Baker president Mike Jolly said in a statement, “As a furniture company with a local factory and deep roots in the North Carolina community, we feel it is our duty to use our resources to address the urgent need for face masks and hospital gowns. We have mobilized our staff in a safe, clean environment, shifting production to design and produce PPE to protect and support frontline workers who are in dire need of these essential supplies.”

CannonDesign

Design firm [CannonDesign](#) is taking action in multiple ways. They created an easy-to-sew pattern, which they also used to create hundreds of their own masks that they've since donated. An architect at the firm has also been looking into alternative options to drive-through testing in more urban areas, while clients Blue Cottage and FOS are offering their services free of charge to help hospitals reconfigure their floor-plans in order to maximize space.

Ceramics of Italy

As Italy continues to be hit incredibly hard by the coronavirus crisis, some of its design companies are looking to help. [Ceramics of Italy](#) has donated almost \$220,000 to the Sassuolo Hospital Foundation and to hospitals within hard-hit Reggio Emilia province. The money is meant to go towards the purchase of additional ICU beds.

Cerno

[Cerno](#), a Southern Californian company that makes modern light fixtures, has flipped its switch—but in a good way. Co-founders Daniel Wacholder, Nick Sheridan, and Bret Englander are now producing face shields for local hospitals. “Daniel spearheaded this



effort, but without the help of so many people jumping in to assist, it would not have been possible," Englander said in a statement. "We realize that our contribution to this global crisis is small, but we hope that it inspires many more small manufacturers around the county to help where they can, and the collective effort makes a real impact."

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Ducduc and The New Traditionalists

These two brands are offering countless ways to help. As writer David Sokol [recently wrote](#) in AD PRO, "Philip Erdoes, founder and owner of furniture brands [Ducduc](#) and [The New Traditionalists](#), has retooled his Torrington, Connecticut factory to produce 300 non-N95 masks daily as well as hospital gowns for donation to local hospitals and daycare centers; he plans to expand production to include hospital beds, daycare furniture, and other larger items that can be manufactured with antimicrobial finishes and veneers that can be cleaned using appropriate disinfectants."

EDG

[EDG](#), the architecture and engineering firm, is currently focused on making 3D-printed protective masks in New York. Their first finished batch—of 275 masks—went to Weill Cornell Medical.

EJ Victor

[EJ Victor's](#) CFO and COO announced that the company is taking a five-pronged plan to help make supplies needed to fight the coronavirus pandemic. Their North Carolina factory is producing covers to help extend the lives of N95 masks, disposable gowns made from surgical-grade paper, prototypes of easily assembled cots, and cotton masks to be used in non-hospital settings. Lastly, EJ Victor is working with [The Industrial Commons](#) and [The Carolina Textile District](#) to identify skilled sewers to help produce additional supplies, and giving up a portion of their factory space to help with distribution efforts.

