



Resonate's approach to incorporating sustainable design runs through three generations of the family of the firm's founder

Design really runs in the family for Pernille Bonser, Resonate's CEO. Her parents were a huge influence on her career: her British father was a furniture designer with an engineering background. "He loved problem solving," Pernille says. One of her father's chair designs is in London's Victoria and Albert Museum – Pernille has one of the same original designs in her newly renovated house in the middle of the South Downs National Park in West Sussex. The house's new snug also features mid-century chairs from Pernille's Danish grandparents refurbished and taking pride of place and sitting on a New Danish black and white rug design: the perfect mix of old and new. The interior features many other gifted or inherited artefacts such as the design legacy in the family.

Pernille's mother is Danish and the family spent a good deal of Pernille's childhood in Denmark which instilled in her a love for modern Danish design and its accompanying sustainable design principles. "When I go back to Scandinavia now, those principles just run through everything those nations do: simple, clean, good design. And there's the longevity too. Pieces like that may be a little bit more expensive, but the designs are something built to last. For example, when you look at an Arne Jacobsen chair it's clear to see. That knowledge and passion gets passed down through the generations. And that's how I like to work too, in a sustainable way, producing beautiful designs for the long term, not just following a trend."

Pernille's mother was a very successful antique dealer which meant that Pernille was immersed in exquisite pieces of design history. Bringing things into the present, Pernille is collaborating with Rawside, a British-based designer and builder of stylish and sustainable UK-made office furniture on a range of chairs based on her father's 1960s designs. This is truly going to be a family affair: one of Pernille's sons is studying textile design and she says, "he's going to be involved in whatever fabrics we decide to put on it."

Her other son is studying graphics and, having already created graphic identities for elements of Resonate branding including the trademarked 'Work Family' is likely going to be further involved in the Resonate business, helping with the marketing. "So it's going to be a real family. Which makes me quite emotional to think of all of us involved."