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It's no surprise that one of the most satisfying sofas of the season (price, design, comfort) is called the Hudson. Sleek, comfortable and on-trend, the sofa is contemporary and classic. Stephanie Gallo, manager and creative director of Statum Designs invited B-Insider into their Toronto factory to and see how the Hudson was made and chat about inspiration, fashion and great design.

Describe the Hudson sofa in three words.
Fashion forward, sculptural, mid-century modern or "retro"

What is the inspiration for the design?
Back to the basics. We looked to the past and felt we required a sofa in our collection that had an interesting silhouette. Sofas or furniture in Canada have generally developed into these large "overstuffed" pieces equating size with comfort. Looking to previous European designs we were intrigued by the simplicity and clean lines. Taking these ideas into consideration, the Hudson frame has an organic form that is visually interesting and we combined that with really great colourful fabrics and an interesting angular leg in a walnut finish.

Fill in the blank. The Hudson sofa is perfect for _____.
The individual who appreciates good design but will not compromise comfort.

How long does the Hudson take to make from start to finish?
The total production process for the Hudson takes 1-3 weeks. Within one week we are able to complete the Hudson if the fabrics are part of the "In-Stock" Program. If a "Custom" fabric is selected for the Hudson it can take up to 3 weeks.

Who is your favourite furniture designer and why?
Patricia Urquiola. She is an industry leader and I admire that not only does she design she but is an educator as well. Urquiola's furniture designs tend to take on sculptural elements and they create such a positive environment. To see Urquiola's pieces in a room they always look perfectly placed.
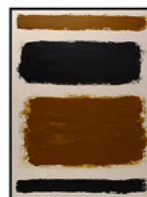

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