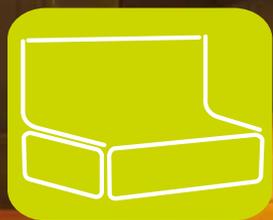


Master Craftsmen in  
Custom Designed Upholstery



the

Seater

upholstery specialists

## Luxury, Style & Prestige

It is the mark of a consummate professional to create sumptuous, luxurious and comfortable upholstery that complements and extends the Architect's or Designer's vision and design concept.

To sink into luxurious yet comfortable seating is to experience the finishing touch of the Master Craftsman. To enjoy the vision of an immaculately upholstered point of sale that reflects the brand image of the retail store, to luxuriate upon an ottoman as you try on shoes or to be entranced by the elegance of superb wall panelling you know The Seaterly have provided another masterpiece.

Specialty finishes such as stitching, buttoning and fluting are hallmarks of The Seaterly designs. Top grade fabrics and finest quality leathers and vinyls from leading fabric suppliers and best grade foam cushioning complement the high quality upholstery of The Seaterly's superb craftsmen.

The Seaterly are master upholsterers of the following:

- Booth Seating
- Banquette Seating
- Bench Seating
- Hospitality Seating
- Ottomans
- Wall Panelling
- Retail Point of Sale Displays
- Fitting Rooms, Panels, Shelves



## Master Craftsmen Real Expertise

With over 25 years of experience in upholstery the team at The Seatory pride themselves on delivering a high quality finish to suit all commercial situations. Working to architectural plans with Architects, Designers and Shopfitters. The Seatory interpret a design brief to deliver stunning results every time, designing custom upholstery for each location and purpose.

Established since 1994, The Seatory is 100% Australian owned and has established a reputation for high quality workmanship and completing projects on time and to budget.

Whether it will be wall panelling, hospitality furniture or point of sale display, The Seatory designs and builds upholstery to fit with architectural themes in venues as diverse as restaurants, clubs, hotels, retail outlets and galleries.

Robert Horn, Founder and Managing Director, oversees the workshop and works diligently with Architects, Designers and Shopfitters to ensure absolute quality on all projects undertaken. The team at The Seatory includes specialists in traditional upholstery, modern furniture and leather.

Each project is subject to stringent quality control and carried out at The Seatory workshop located in Bayswater, Melbourne.



## The Acquire Learning Project

(Pictured, main image left.)

Designers, Studio Equator, commissioned The Seatory to upholster banquette seating over three floors of the main office for Acquire Learning located at 17-19 Hardware Lane, Melbourne.

The Seatory upholstered an island banquette feature, which snakes around an indoor garden and has a unique podium seat above. The fabric chosen for the seat of the banquette is supplied by Materialised, in the design Vaggio and colour Jalapeño; whilst the fabric chosen for the back is also supplied by Materialised, in the design Radiant.

Another room is the Study Pod, modelled after an aircraft interior, which also has an element of difference with upholstered panels and curved walls above the banquette. The same fabric, supplied by Materialised in the design Eon and colour Omega, was used for the whole room. The banquette in the meeting room was also upholstered in this same fabric.



Earlier this year The Seatory upholstered banquette seating for Acquire Learning's other six new stores, as part of an ongoing project for the organisation. The seating supplied sits within twin booths and were upholstered in vinyl fabric supplied by Austex, in the design Studio Encore and colour Sorbet, a light orange.

## Case Study

### The Millhouse

277-279 Flinders Lane, Melbourne

The Millhouse is a popular basement bar located within Melbourne's CBD. With exposed 'distressed' bluestone walls, older ironwork over windows that 'look out' to footpath levels, this was a challenging project from lighting through to upholstery.

The bar features 5 luxurious circular shaped banquettes finished in an olive toned leather by Pelle with the design Ascona and in the colour Tapas.

A much larger single u-shaped banquette fills the recess nearest the street entrance, adjacent to the stairs. This banquette is finished in a chocolate leather by Pelle, setting off the polished hardwood floor perfectly.





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Image: Nando's, Elsternwick

