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FASHION / DESIGN

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Oslo by MOE New York based designer sees beauty in simplicity



Ash is the primary species of Andrew Moe's (MOE) 2009 Oslo Collection. Ash has a unmistakable blend of durability, stability and warmth. Moe also uses red and white oak, maple, walnut and cherry wood. All of MOE's pieces are created from re-sawn hardwood beams salvaged from dismantled buildings across the country. Coast to coast, each beam has a story and carries its history in its grain...

Close to a billion board feet of wood are removed from buildings in the US every year. By reusing this material, MOE reduces the impact on landfills, eliminates the need to harvest trees, and projects the simple beauty inherent in old wood.

Andrew Moe's design education began at Princeton and later carried on to the Massachusetts College of Art. There he studied 3-D design with a focus on sculpture and furniture making. After a brief leave of absence from the design world, Moe moved back to New York City in 2003, dusted off his tools, and opened Moe Design Studio.



This year MOE will donate 3% of its annual profits to The Alliance for International Reforestation (AIR), a non-profit organization which plants trees, establishes tree nurseries, and works with local communities in Guatemala and Nicaragua to help restore the health of the land. In 16 years of effort, AIR has planted over 3 million trees.