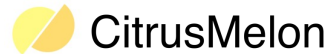


 CitrusMelon | 2023



**WE ARE
BUSINESS
DESIGN.**





A LOOK INSIDE

WHO IS CITRUS MELON?

We are Business Design. **A way of operating that combines the tools of business thinkers, analysts, and strategists with the methods and mindsets of design.** CitrusMelon engages with every business model element that affects the consumer and client experience.

Patrick Thornton founded Citrus Melon in 2022. The global Citrus Melon network expands to creatives, brands, strategists, designers, branding, sales, and marketing experts worldwide.

With regional support that keeps our clients connected where they need to be, our flexible team works to drive immediate value for every project we begin.

WHAT IS CITRUS MELON?

CitrusMelon is an interdisciplinary brand management, sales, and marketing strategy network. With a particular focus on luxury furniture, interiors, and art. Servicing both residential and contract markets, Citrus Melon has the understanding, connection, and resources to develop brands' identities and activate them across the world.

CitrusMelon bridges the wants of sales and the needs of marketing to deliver the tools required to drive growth. Perhaps that's at a start-up level of a significant shift for an established brand, a plan and strategy is core to successful development, and CitrusMelon gets you there with the tools that deliver more than excellent work; we give you confidence in your brand.

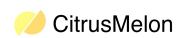
WHERE IS CITRUS MELON?

We gave up the office for satellite offices in some of the most vibrant cities in the USA.

San Francisco | Los Angeles | Miami | Brooklyn

A Pied-a-terre called 1010 is our Desert headquarters in Rancho Mirage, CA. We invite guests, brands, and friends of both to immerse themselves in the CitrusMelon lifestyle at this iconic mid-century destination. Creativity, collaboration, opportunity, and how to find it are all core values of the space (and our team.) At 1010 we aim to foster conversations and engagement around business and design.

SERVICES



CONCENTRATION

- Branding
- Research and Development
- Strategy
- Implementation and structural organization
- Marketing
- Sales
- Digital
- Print
- Ecommerce
- Events
- Strategic Partnerships
- Standard of processes

FOCUS

- Corporate Workspace
- Hospitality
- Lifestyle
- Lounge and Entertainment
- Public Spaces
- Museum and institutional
- Architecture and Design
- Events and Production

SALES

PRODUCT CATEGORY

- Standard Product
- Custom Manufacturing
- Custom Furniture/Art Fabrication
- Industrial Design
- E-commerce
- AI + CGI



**PRODUCT
LINES AND
STUDIOS WE
REPRESENT.**



VOILA!

BassamFellows

VASHstudios.



**Andreas Küfer,
Photography**

**+ ARTISTS, MAKERS, EFF,
TEXTILES, LIGHTING,
FLOORING AND MORE 😊**

LET'S TALK
SALES AND
MARKETING





DESIGN, COPYWRITING,
PRODUCTION, STRATEGY,
STORYTELLING, BRAND
IDENTITY



"Our designs are endless, our materials are honest."
BERNARD BLOOM, FOUNDER



Our Bold History

"I never ignore detail or even, sometimes adjusting, still, and do checked temper, just like an labor or deliver major design. It's not all about vision, you're not just visualization ideas, there's a lot of things to be considered. That's one more detail to reproduce in whatever you can. One detail or design really practice. Equipment that to capture, capture that most practice, one in every one office doesn't work even if not laborless."



The MASH bar code. Our stamp of quality.

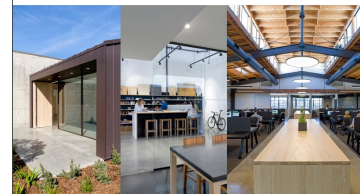


8 Words we live by

We may not know of MASH but chances are we have crossed paths in the world of workplaces over the past decade. We have supported the world-leading S&P consultancy and chosen to bring the path of conscious and healthy working designs.

This has allowed the biggest brands in the world to speak their unique language through materials and finishes.

If we had to name up our world most definitely include these eight words that we live by.

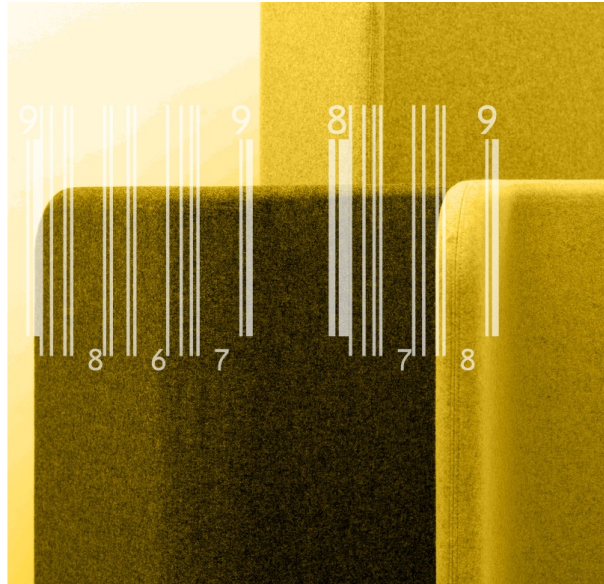


1. Choose
Our designers have created a world class selection of materials from cutting edge to the classic.
2. Invest
Invest in finishes that will stand to you. Your furniture collection stays with us and can be re-used and produced on call.
3. Brand
Residue your brand experience by creating finishes that directly reflect your ethos and personality.
4. Smooth
With MASH you're guided by a dedicated award design, and manufacturing specialist every step of the way.
5. Learn
MASH has over a decade of thinking beyond standard and allowing brands to speak their true self through finishes, design and manufacturing.
6. Thrive
Love a space that showcases materials and finishes that fit your vision.
7. Honest
We don't use components, and when possible, source sustainably harvested finishes. Our process allows for a range of exciting possibilities.
8. Life
Because we design from the ground up we can think of your present needs and also the future in a growing goal sets that can grow with your needs.

Furniture Collections

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

We build you.



16 **Red Light Managment**

PROJECT **Interscope Records**

24 **9 dots**

34 **The 120**

34 **Freestanding structures**

42 **Chanel**

PROJECT **Netflix**

48 **READYMADE Furniture**

48 **LAXseries**

Concepts to collaboration

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

We build you.

MASH

MASHnstitute & Industries

BEYOND STANDARD FURNITURE

MASHnstitute.com

Sustainability is in our roots

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

We build you.

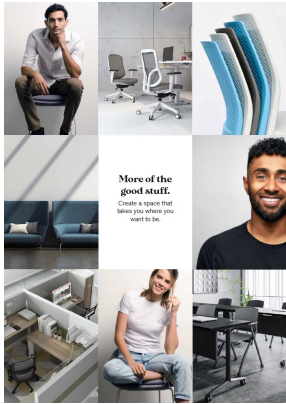
Netflix

Corporate Headquarters, Los Angeles, California

PROJECT **READYMADE Furniture**

Sit. Stay. Innovate.

Consistent employee communication and collaboration are core brand values at Netflix, and it shows in the San Francisco headquarters. The office covers 12 floors and 700,000 square feet of space, which means there is a great deal of activity. From meetings and brainstorming sessions to collaborative work, the office is a hub of activity. We designed our furniture solutions to fit in seamlessly with the culture and the architecture.



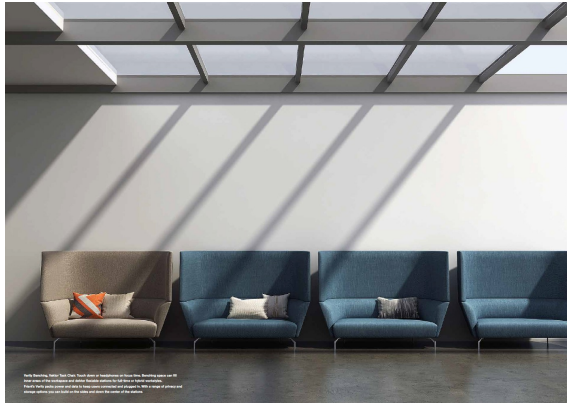
More of the good stuff.
Create a space that takes you where you want to be.

ast
1989



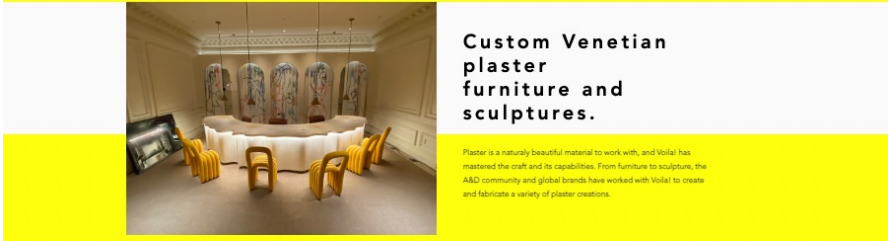
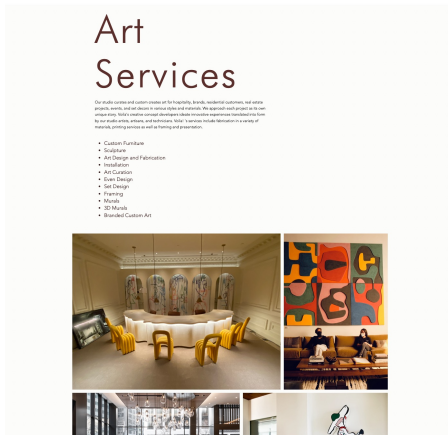
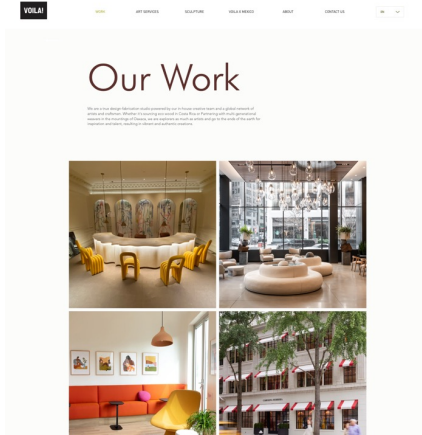
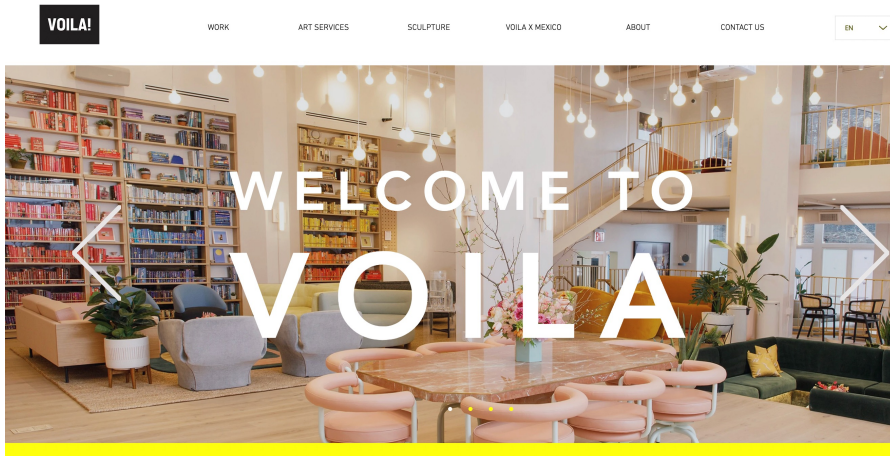
Collaborative. Customizable. Modern. Sustainable. These concepts are at the heart of the Friant collection, designed for the modern workplace. The 100% recycled steel frames are powder-coated for durability and are available in a variety of colors. The collection includes a wide range of seating options, from individual chairs to modular sofas, all designed for comfort and flexibility. Friant is the ultimate solution for modern offices and high-quality meeting spaces.

Product line at a glance:
 - Meeting chairs
 - Office chairs
 - Armchairs and sofas
 - Side tables



LET'S TALK DIGITAL





Enjoy Free Shipping On All Orders!

Shop Learn Sign In Dealer Access Cart

FRIANT New Work Surfaces Home Office Seating Accessories Search...



Popular Products

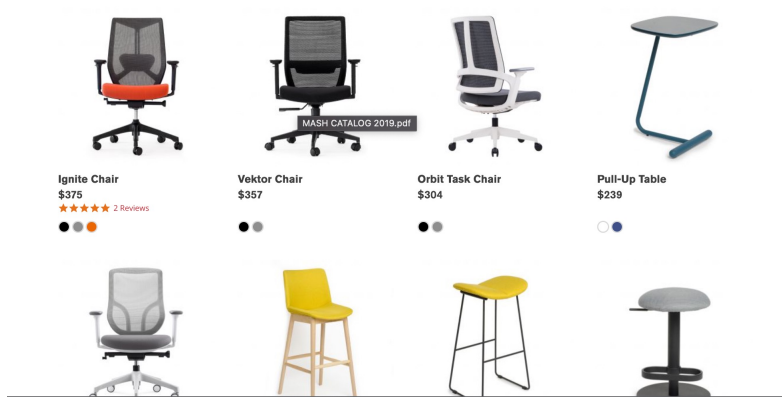


FRIANT New Work Surfaces Home Office Seating Accessories Search...

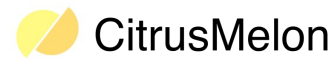
Home > New

New

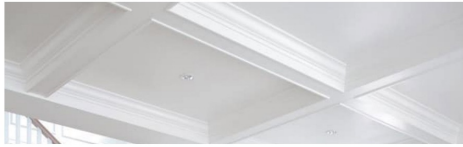
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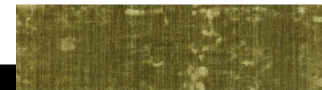


LET'S TALK INTERIORS







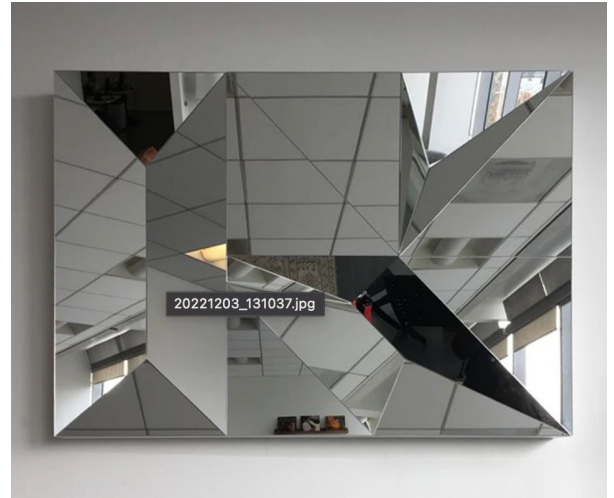


LET'S TALK FURNITURE

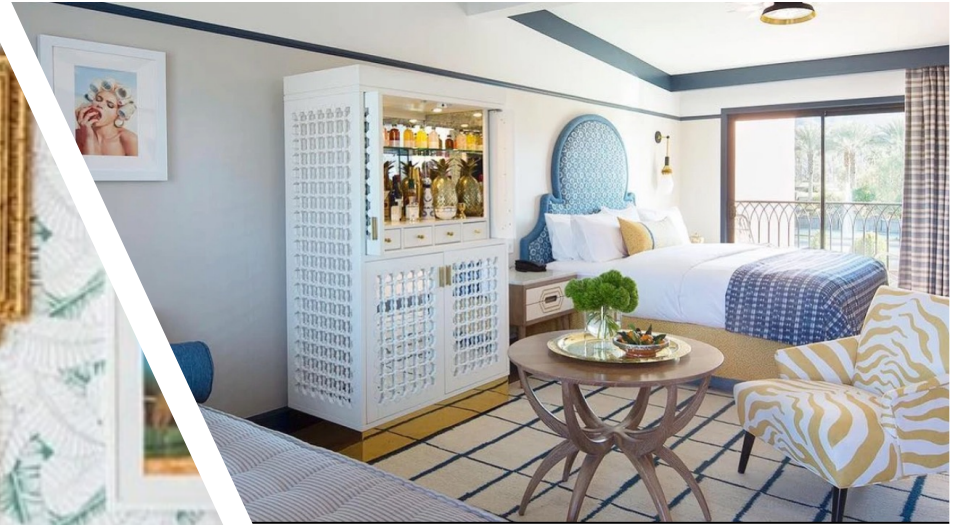


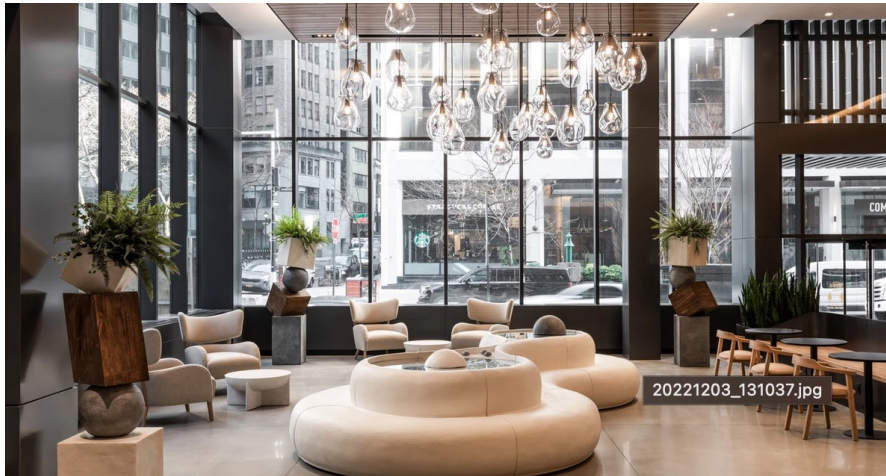


VOILA!











BassamFellows

History

The House is now a global brand, forged by Australian architect Craig Bassam and American creative director Scott Fellows via a series of high-profile, formative European projects.

Bassam works like a classic modernist, producing total environments where architecture, interiors and furniture coalesce to complete a fully integrated experience. He graduated from the University of Sydney's prestigious architectural school and worked as an architect in Australia and throughout Europe before co-founding BassamFellows where he is the chief designer.

Fellows merges extensive expertise in business and brand strategy with the instincts of a designer. He graduated from Harvard's elite Business School, which led to an immersion in the then-nascent luxury goods industry – first as the Director of Worldwide Marketing for the storied Italian fashion house Salvatore Ferragamo, and later as Creative Director for the Swiss brand, Bally.



BassamFellows



BassamFellows



BassamFellows



BassamFellows



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BassamFellows





BassanoFolloni



BassanoFolloni



BassanoFolloni



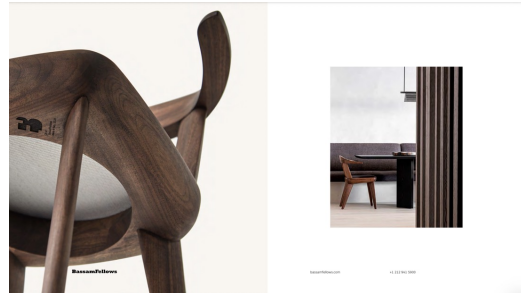
BassanoFolloni

LA 2019 200



BassanoFolloni

LA 2019 200



BassanoFolloni

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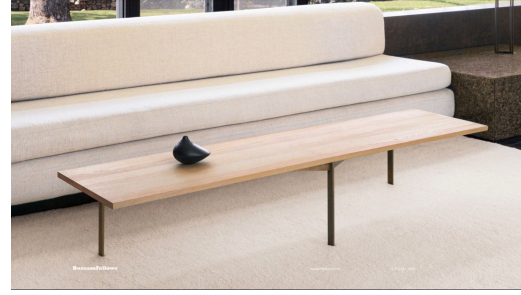
LA 2019 200



BassanoFolloni



BassanoFolloni



BassanoFolloni





CIRCULAR STOOL

SIZE:
WIDTH: 15.7"
DEPTH: 15.7"
HEIGHT: 31.6"
FROM \$1,370



MANTIS

SIZE:
WIDTH: 25.1"
DEPTH: 21"
HEIGHT: 30.5"
FROM \$1,680



PETAL

SIZE:
WIDTH: 19.7"
DEPTH: 21.6"
HEIGHT: 30.3"
FROM \$1,620



SLING

SIZE:
WIDTH: 34"
DEPTH: 35.5"
HEIGHT: 30.5"
FROM \$12,590



ASYMMETRIC TABLE

SIZES:
WIDTH: 32"
DEPTH: 32"
HEIGHT: 16.2"
FROM: \$3,450



TRIGON

SIZE:
WIDTH: 36.7"
DEPTH: 23.8"
HEIGHT: 16"
FROM \$1,450



