

## Jomo Design Furniture presents Berchuma

African heritage.

Contemporary stylings.

Fine furniture.

Berchuma &ndash; where function meets art.

Can a design revolution come from a simple stool? In Africa, the stool has historically served its function as furniture while remaining an important cultural artifact. In African tradition, each stool was considered a part of its owner to the point where some believed that it was actually part of the soul. Now the contemporary furniture world has Berchuma. The series of stools, chairs, and tables are inspired by ancient African furniture and contemporary fine art. The traditional feel is fused with contemporary styling and superior craftsmanship. Experience the beauty of tradition and style through Berchuma&ndash; where function meets art!

The Berchuma line is the flagship offering from Jomo Design Furniture (JDF) based in Alexandria, Virginia, just outside Washington, DC. Berchuma is the brainchild of designer Jomo Tariku (L) and his childhood friend Henock Kebede(R). Born in Kenya to Ethiopian parents, Tariku has intertwined his passion for design and his African heritage.

In a furniture world dominated by Italian, Scandinavian, American, and Asian offerings, contemporary consumers now have a new design option with soul. Supporting Tariku&rsquo;s eye for art, Kebede&rsquo;s &ndash;&ndash; business and marketing acumen has helped launch Berchuma as the company&rsquo;s first furniture offering. Additional designs for the Berchuma line have been developed by Minneapolis based designer Adiskidan Ambaye. The pair had similar success with the launch of Jomo Furniture Design at the Architectural Home Design Show in New York from March 11-14, 2004. At this show, Berchuma was picked by Fine Living Network to be profiled on the Sheila Bridges Designer Living show. More than furniture, Berchuma products are functional pieces of art. Having a Berchuma stool in your home is like supporting the arts except in this case, the art supports you. JDF stools, chairs, and tables are made from the finest hardwoods and the sturdy, elegant styles stand out in any room. JDF products make any room a living room.