



first to appreciate the strength of Dedon and nowadays Heliteak, which he had built up in the course of 25 years, operates as Dedon Benelux.

Hendriks: "The outdoor furniture world has matured considerably in recent years. Thanks to Dedon. They conceived furniture from woven fibre which they produced themselves. In addition, from the very start they called in good designers: people with personality. And personality is important for brands aimng to survive in the outdoor market. That is the shape of things to come." His comment on traditional teak furniture: "It will live on, even if it is increasingly becoming a niche market. But that area must develop further too. I do find it strange that companies producing garden furniture in synthetic materials are not keeping up: they do not seem to be alert, are not developing new mocels or applying technical improvements — they just keep on making the same mistakes."

Above: parasols from the Santa Barbara collection that have graced the gardens of celebrities for more than 26 years. Tina Turner purchased several for friends in France, and Ralph Lauren has these parasols at all his homes.

They have been produced in the American town of Santa Barbara since 1981 and come in circular, square, octagonal and rectangular shapes and in various sizes. They are supported by a maple-wood frame.

Below: the Moon: a distinctive design by the legendary John Hutton for Sutherland. It is a modern variation on a classical theme, with comfort in the fore.

