

Inside Stickley

MISSION AND ITS LIVING HISTORY



STICKLEY[®]
SINCE 1900



Inside Stickley

MISSION AND ITS LIVING HISTORY

The story of Stickley Mission is richer than many people realize. It's filled with interesting people, dramatic twists, and, at the center of everything, that iconic furniture. This publication brings you page after page of inspiration from classic Mission and its modern offspring, sprinkled with the stories that help it come alive.



*Als Ik Kan—“to the best of my ability.”
This old Flemish craftsman’s phrase
has been the guiding principle of
Stickley since 1900.*

OUR SUSTAINABLE MISSION

When you buy Stickley furniture, you won't need to replace it after a few years. Only the finest premium hardwoods, sourced from FSC-approved timberlands and used with minimal waste, go into our product. We build every piece to last, creating heirlooms to be passed down through the generations. And nothing is more sustainable than furniture built to last a lifetime.



*Find out how Stickley
contributes to forest
sustainability*

**Front cover: 2022 Collector Edition
Meadowflower Cabinet 89-2022-CE
Highlands Bed 89-952-K
At left: Dinner Gong 89-812**

stickley.com

Park Slope Pillowback Sofa 91-1560-PB
Park Slope Chair 91-1562-PB
Park Slope Accent Chair 91-1564
Mission Tile Top Cocktail Table 89-1611
Mission Tile Top Side Table 89-1612



DEFINING CHARACTERISTICS OF MISSION

Gustav Stickley



Gustav Stickley looked at the poorly made, gratuitously ornamented Victorian furniture that crowded American homes, put forward an alternative, and won over admirers across the country. Inspired by the philosophy of the English Arts and Crafts



Gustav Stickley's factory in Eastwood, NY, early 1900s

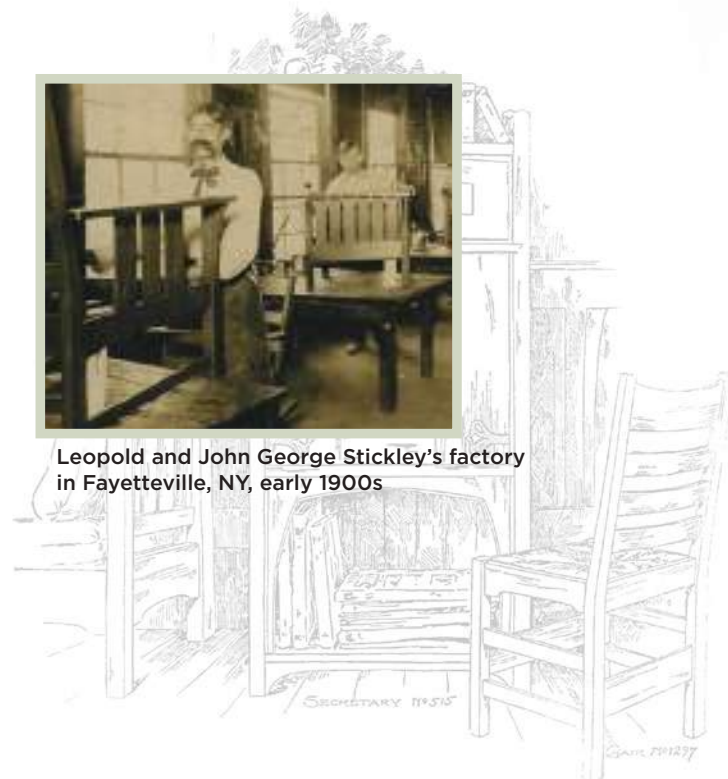
movement, he and his brothers sought a style that prioritized honest materials like quartersawn white oak over ornament, hand craftsmanship over mass production, and needed function over empty fashion. Gus and Leopold kept their furniture "as simple as possible, so that the beauty of the piece may lie in its pleasing form, and in the color and finish of the wood," and it lay the groundwork for American Arts and Crafts, or Mission, style.



Cottage Arm Chair 89-323-A
Cottage Side Chair 89-323-S
Round Pedestal Dining Table 89-713-46-2LVS



Leopold and John George Stickley's factory in Fayetteville, NY, early 1900s

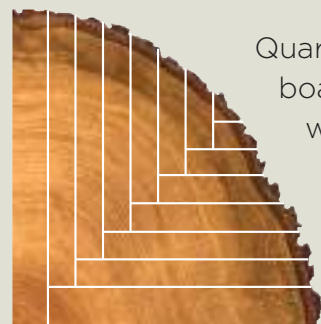


Round Pedestal Dining Table 89-713-46-2LVS
Park Slope Bench 89-1519

"The numerous pieces that furnish your house...are undoubtedly things! But if you choose each piece with due regard to your individual needs and preferences...then it becomes not a thing, but an undeniable part of yourself!"

- Leopold Stickley





Quartersawn American white oak (*quercus alba*) produces boards of great strength, less likely to crack, check, or warp than flat-sawn timber and ideal for crafting furniture that will last for generations. Quartersawing also reveals the ray flake, a highly prized tiger-stripe pattern running across the grain that makes each piece of furniture unique.



Watch *The Stickley Difference*:
Construction Features

Chapel Street Rocker 89-837-R
Gus Tea Table 89-1005



Counter Stool 89-305-C
Counter Stool 89-105-C
Slat Back Stool 891-322-C
Swivel Stool 89-328-C

Gathering Islands

Some furniture takes up space: Stickley's patented gathering islands create it. They're designed to fit like a glove behind a variety of sofas, offering additional seating as well as functional shelves and workspace.



Staying power of an icon

The Stickley Morris Chair has remained a classic while also inspiring updated styles for today's homes. The original Gus, Bow Arm, and Spindle Morris Chairs from the 1989 Mission re-issue live alongside modernized versions with bustle-back cushions and contemporary recliner technology. Likewise, the Orchard Street Sofa based on Leopold Stickley's 1905 design shares the stage with a modern version with state-of-the-art power motion.

Also shown: Three-Drawer Cocktail Table 89-756
Harvey Ellis Round Lamp Table 89-470



Scan to see
Orchard Street
in motion!



Gus Bow Arm Morris
Chair 89-2340



Spindle Morris Chair
89-369



Bow Arm Morris Chair
89-406



Bow Arm Morris Manual
Recliner 89-406-RL



Bow Arm Morris Power
Wall Recliner 89-406-WR



Orchard Street Sofa
89-9236-82



Orchard Street Power Motion Sofa
89/91-9236-87-WR

HUMAN/NATURE:

THE BRITISH ROOTS OF ARTS AND CRAFTS



The premiere issue of Gustav Stickley's *Craftsman* magazine is dedicated to the great English artist, artisan, and poet William Morris (1834 - 1896), while the second celebrates

the art critic and intellectual, John Ruskin (1819 - 1900), two men who set Stickley on the Arts and Crafts path. Ruskin was a social critic who saw moral dangers in the growing Industrial Revolution, fearing that the division of labor in factory work separated the designer from the maker. His objection wasn't to the use of machinery to aid production, but rather to the factory worker's dehumanizing loss of dignity and loss of the ownership of his craft.

Morris embraced Ruskin's views and put his philosophy into practice. As factories disempowered the worker and quashed any sense of creative



William Morris



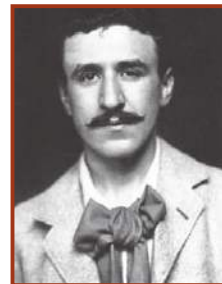
John Ruskin

fulfilment, he undertook the opposite experience, personally studying and mastering as many types of art and design as he could. With the aim of reconnecting the human with nature, he created

wallpapers, tapestries, textiles, carpets, and ceramic tiles that brought the natural world vividly to life within the home. His richly colored organic patterns, combined with simple, honest furniture forms, defined the English Arts and Crafts movement—and made a profound impact on young Gustav Stickley in America.

Others who influenced Stickley's approach to furniture design were the Scots architect and designer Charles Rennie Mackintosh (1868 - 1928) and his artist wife, Margaret MacDonald (1864 - 1933).

While sharing the English emphasis on simplicity and nature, the Scots were further influenced by Japanese art and Art Nouveau design. Their decorative, modernist style almost certainly caught the eye of Stickley designers like Harvey Ellis, whose style shows a very similar spirit.



Charles Rennie Mackintosh



Margaret MacDonald

Sources:

- "Introducing William Morris," The Victoria and Albert Museum <https://www.vam.ac.uk/articles/introducing-william-morris>
- "John Ruskin," The Tate Museum <https://www.tate.org.uk/art/artists/john-ruskin-465>
- "The Scottish Arts and Crafts Movement" <https://simonburnscox.co.uk/the-scottish-arts-and-crafts-movement/>
- "William Morris" <https://www.britannica.com/biography/William-Morris-British-artist-and-author/>



Read the full story on our blog!

"WHEN LOVE AND SKILL
WORK TOGETHER,
EXPECT A MASTERPIECE."
-John Ruskin

Grand Poppy Table 89-028

Monterey Mist Rug RU-1390

Mackintosh Arm Chair 89-8865-A

“The word that is best loved
in the language of every
nation is home.”

— Gustav Stickley



Highlands Bed 89-952-K-PLS
Highlands Door Nightstand 89-959-L



Highlands Pierced Slat Bed 89-955-K
Highlands Three-Drawer Nightstand 89-958
Highlands Bench 89-951

PARK SLOPE

Nearly 120 years after the original Mission style was conceived, its descendent was born. Director of Design Marissa Brown used Mission's design DNA as a guide while lightening and softening its look for today's homes. The Park Slope Collection was unveiled in 2018, and its debt to Gustav Stickley's original vision was unmistakable. There were the reverse-tapered legs, the iconic square spindles, the ray-flake grain of quartersawn oak. And yet, the familiar lines and elements had merged with organic curves and become somehow lighter. This was an interpretation of Mission that opened the door to the style's possibilities.



Marissa Brown,
Director of Design



Park Slope Spindle Desk 89-1559
Highlands Arm Chair 89-360-A



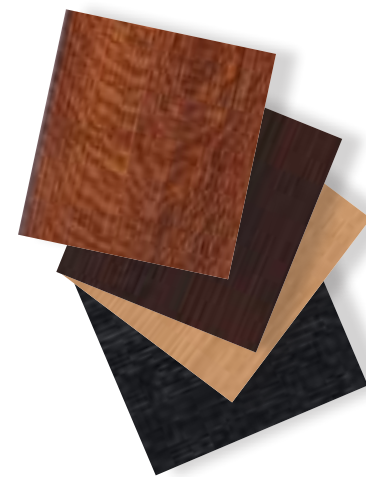
Park Slope Round Dining Table 91-1541-48-2LVS
Park Slope Shelter Chair 91-1533 Dinner Gong 89-812



Park Slope Dresser 89-1512
Martine Gumdrop Stool 96-9239-OT



Park Slope Entertainment Console 89-1572
Gus Lounge Chair 89-1324-LC



Focus on the finish

With both classic hand-rubbed and family-friendly modern finishes, Stickley gives you a range of options to customize a piece. The right finish can change your furniture's character in surprising ways, giving even a traditional piece a modern spin.



Roycroft Tabouret 89-050

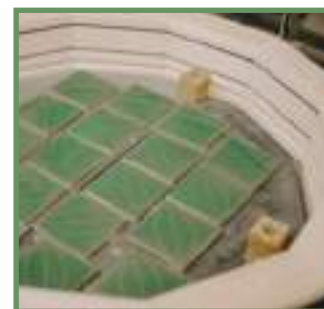
TILE TOP TABLES

Ceramic tiles have been a feature of Arts and Crafts design dating back to William Morris. Gustav Stickley used Grueby tiles frequently to help lighten the look of his furniture and incorporated them into his homes and headquarters.

Stickley's latest collection of tile-top tables feature a contemporary tile design created by Director of Design Marissa Brown. Hand-glazed in two shades of green, they're paired with Mission-style tables in cherry and quartersawn white oak.



Customizing Stickley with our curated wood finishes, fabrics, hardware, and more can turn it into something completely new.



North Prairie Tileworks of St. Paul, Minnesota is the exclusive maker of our new tiles, which are hand carved and glazed in a double-dipping process.

- Mission Tile Top Cocktail Table 89-1611
- Mission Tile Top Console Table 89-1610
- Mission Tile Top Side Table 89-1612
- Bracket Clock 89-084
- Rennie Tulip Ivory Rug RU-1445
- 7000 Series Selectionals
- Three-Cushion Sofa 96-7000
- Cube Ottoman 96-9036-OT



A Tale of Two Families: The Stickleys and the Audis



By the early 1950s, Leopold Stickley had been sole owner of L. & J.G. Stickley for more than 30 years following the death of this brother, John George. Under his leadership, Stickley of Fayetteville had transitioned from Mission furniture and found success with Early American styles, specifically the hugely popular Cherry Valley Collection. The photograph above shows Leopold and his second wife, Louise Bowman Stickley, surrounded by Stickley furniture dealers. Directly over Leopold's right shoulder stands E.J. Audi, for many years the pre-eminent dealer of Stickley in New York City. In the years to come, Mr. Audi's family would play a greater role in Stickley than any of them could imagine.

Born in Lebanon, E.J. Audi graduated from Colgate University in 1917. He was a top salesman for the Fuller Brush Company, then entered the furniture business in 1928, opening E.J. Audi Fine Furniture and Rugs in Manhattan. Mr. Audi became a passionate Stickley proponent. He famously said, "Having breakfast at a



Editors from 10 venerated magazines honored Leopold Stickley for his lifelong contributions to America's homes.

Stickley table is like having breakfast with a beautiful woman. It smiles at you." It was E.J. Audi who often took the podium at meetings to speak on the importance of thorough training for dealers of fine furniture. Around 1956, his teenaged son Alfred was brought along to a dealer meeting to learn about the business and to meet Mr. Stickley himself.

Sadly, it was not long after, in November 1957, that Leopold Stickley died at the age of 88. Louise Stickley was left in the difficult position of running the furniture business on her own. For the first few years, a backlog of orders kept money coming in, but soon business slowed, and her knowledgeable, longtime craftsmen started to retire. Dealers began to lose confidence and step away. By the early 1970s, debts were piling up, and the company was a shadow of its former self.

E.J. Audi Fine Furniture was one of the dealers that stuck by Stickley even as times got tough. Alfred Audi had graduated from Colgate in 1960 and joined the family business. In 1963, he married Aminy Inati, a student and writer, after meeting her on a visit to relatives in Lebanon; they settled in Brooklyn Heights and started their family. In time, Alfred, who had grown to share his father's passion for exceptionally well-crafted furniture—and for Stickley in particular—became President of E.J. Audi.

For Louise Stickley, problems came to a head in 1974, when she was faced with either selling the Stickley business or closing it for good. She feared for what would become of her husband's beloved brand, but she knew of one person she could trust. She phoned



President Edward J. Audi, representing the third generation of Audis in the furniture business, is leading L. & J.G. Stickley into an exciting and prosperous future.

Alfred Audi in New York and said, "Alfred, you are the only one who loves Stickley enough to keep its quality. Will you buy it?" Though not entirely sure of the enormous task that lay ahead of them, Alfred and Aminy Audi purchased L. & J.G. Stickley in 1974. The company at this time had 25 employees and yearly sales of \$235,000.

The Audis relocated their family to Central New York, investing not only in the business but in the community that was its home for so many years. Among the many challenges that faced them was to convince dealers and employees to take a chance on them; Alfred famously promised the workers, "If you stick with me, I'll stick with you, and we're going to make this place move." Veteran and retired craftsmen were called upon for a program to train new employees, while the Audis scrambled to find capital for inventory and supplies.

The hard work continued, but in just a few short years there was evidence that it was paying off. Staffing and production had increased, new dealers were engaged and some old ones returned, and orders poured in from Stickley's loyal and patient customers. Congressman James Hanley paid tribute to this success on the floor of the House on September 15, 1977, telling the story of the Stickleys and the Audis and entering it in the Congressional Record. The true turning point came with the reissue of Mission furniture in April 1989, which put the name Stickley firmly back on the map.

Sources
Mrs. Aminy Audi, CEO and Chair of the Board
American Furniture Hall of Fame, "Oral History Interview with Aminy Audi," April 14, 2016.
Amanda Clifford, Director, The Stickley Museum



In 2008, a year after his death, Alfred Audi was inducted into the American Furniture Hall of Fame, and Aminy Audi, who continues to lead the brand, earned her own place in the renamed American Home Furnishings Hall of Fame in 2015. There they join Gustav Stickley himself, bringing the history of these two remarkable families full circle.



Read the full story on our blog!

MANY LIVES
OF MISSION

THE RENAISSANCE OF MISSION OAK

Gustav and Leopold Stickley's furniture was so well built that it survived in fine condition for many decades. Interest in Mission antiques rose in the 70s, and in 1988 Barbra Streisand paid a record \$363,000 for a Stickley sideboard at Christie's. Alfred and Aminy Audi, owners of L. & J.G. Stickley since 1974, read the signs of renewed interest in their brand's legacy style and knew they could bring Mission to life again. Studying old records, catalogs, and borrowed antiques, Alfred and designer William DeBlaay recreated designs for more than 30 original Stickley pieces; the company reissued the Mission Oak Collection in April 1989. The collection shares the same pure lines and fine materials as the originals, and time-honored construction techniques were enhanced with the addition of Leopold's side-hung, center-guided drawers and blind dovetailed cross rails, giving the reissued furniture even greater longevity.



Designer William DeBlaay and Stickley Spindle Chair, 1991



Prairie Settle 89-220



Read the full story
on our blog!

Prairie Settle 89-220
Tile Top Cocktail Table 89-758

Stroll Through the Years at Fayetteville's Stickley Museum

At the Stickley Museum, housed in the company's old factory, you'll watch the brand evolve from Mission originals to new classics. Look for the chair that inspired Leopold's Chair, masterpieces like the Bombé Chest-on-Chest, and the extra-wide chair built for His Holiness the Dalai Lama!



Stickley Highlights of 2021

April - RISE LIFETIME ACHIEVEMENT AWARD

A lifetime achievement award is given to CEO Aminy I. Audi and Stickley by Refugee & Immigrant Self-Empowerment, in recognition of the company employing refugees from 38 nationalities.

April - MISSION TILE TOP and RUGS are launched

New tile top tables and Arts and Crafts rugs expand the Mission collection.

April - ST. LAWRENCE and MEMPHIS are launched

The St. Lawrence Collection and Memphis upholstery arrive, both with bold silhouettes.

May - OHA MEDAL

Stickley receives the Medal of the Onondaga Historical Society, its highest honor, for contributions made to the cause of preserving and interpreting our heritage.

July - PORTFOLIO120 is launched

A collection of eclectic objects and capsule collections, Portfolio120 arrives in dealer showrooms.

September - REAL SIMPLE HOME

Stickley furniture is a partner in Real Simple magazine's annual show house and featured in their October print and digital issue. You'll find images from the house throughout these pages!

October - ISFD PINNACLE AWARD

A group of our Walnut Grove products (Gathering Island, Counter Stools, Bookcase, and Entertainment Console), receives the Pinnacle Award in the Entertainment category, awarded by the International Society of Furniture Designers.

Coming events

April 2022 - CROUSE HEALTH TRIBUTE EVENING

CEO Aminy I. Audi is honored by the Crouse Health Foundation at their annual gala in Syracuse.

Spring 2022 - MARTINE is launched

Look for our gorgeous new cherry collection in showrooms!

All Year - THE STICKLEY MUSEUM

Tour the Stickley Museum at 300 Orchard Street, Fayetteville, New York. The museum is free and fully accessible. Public hours are Tuesdays and Saturdays, 9am - 5pm. Visit stickleymuseum.com for more information.



Read more about the museum on our blog!

All Year - THE GUSTAV STICKLEY HOUSE

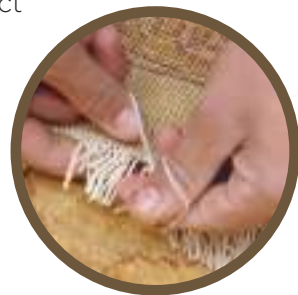
Phase Two of the Gustav Stickley House restoration project continues at 438 Columbus Avenue, Syracuse. Donated by L. & J.G. Stickley to ensure its preservation, the historic house is being transformed into a museum/hotel to be overseen by the Onondaga Historical Association.

THE ART AND CRAFT of RUGS

When Alfred and Aminy Audi purchased Stickley in 1974 and later reissued the Mission Collection in 1989, they created the Stickley Designer Rug Collection to complement the artistry and beauty of Stickley furniture and reflect the same commitment to quality and design.



Just as the creation of a Stickley cabinet begins with the careful selection of the finest hardwoods, the creation of a hand-knotted Stickley rug begins with the world's finest wool. Woven by expert weavers, each rug is made to last generations.



Design and color inspiration is found in the textiles, wallpapers, and other decorative arts of the Arts and Crafts movement, from its beginnings in Victorian England to American artisans from the Roycroft Colony and the Prairie School.



New creations from Stickley Designer Rugs!

Our latest rugs include new all-wool Arts and Crafts designs that nod to Morris and Mackintosh. All work beautifully with a variety of classic or modern Mission furniture.



English Garden Silver RU-1015



Rennie Tulip Sage RU-1440



Rennie Tulip Ivory RU-1445



Curling Vine RU-1450

Curling Vine Rug RU-1450 Harvey Ellis Console Desk 89-1921 Mission Tile Top Tabouret 91-1614 Square Base Floor Lamp 89-036-7 Beacon Club Chair CL-8421-CH Beacon Ottoman CL-8421-OT



Book Shelf 89-2805



End Table 89-2804



Round End Table 89-2803



Stool 89-2806



Penny Table 89-1042



Tiered Book Rack 89-2800



Magazine Rack 89-2802



Book Rack 89-2801

Early Arts and Crafts catalogs included a variety of modestly scaled tables, benches, and other functional pieces. Our Little Treasures are designed in the same spirit: small pieces with a variety of uses, but each one built with traditional Arts and Crafts materials, techniques, and details. They make perfect first pieces for Mission newcomers, and of course they round out any serious Mission collection beautifully.

HARVEY ELLIS

A LASTING IMPRESSION

For reasons we may never fully know, Harvey Ellis was a unique talent whose impact on American design is not widely recognized. But in the few months he spent in the Craftsman Workshops at the end of his life, he made his mark on Stickley and the American Arts and Crafts movement.



Born in 1852 in Rochester, New York, Harvey Ellis was an artist from a young age. He later discovered a knack for architectural drafting and formed a business with his brother Charles, building houses and public buildings in and around Rochester. Starting in the late 1880s, Ellis spent several years working for architectural firms in Minneapolis, St. Louis, and St. Joseph, Missouri.



Illustrations and designs by Harvey Ellis

a beautiful decorative detail. But these pieces weren't a great success at the time. An important part of the Arts and Crafts philosophy was the elimination of unnecessary ornament, and being asked to suddenly embrace it again may have put off some customers. *The Craftsman* did its best to defend the decoration, explaining that it "emphasizes the structural lines" and "appears to proceed from within outward."

Ironically, that essay appeared in *The Craftsman's* issue for January 1904—the very month in which Harvey Ellis died. Chronic illness and a fall down a flight of stairs contributed to his death at St. Joseph's Hospital on January 2. After a career of extraordinary design, drafting, and art, he was just beginning to make his talents known to a new audience. Luckily, enough of his work for Stickley survived that we've been able to bring it back to the world generations later. We can only imagine what Harvey Ellis would have accomplished with more time, but we're proud to keep a portion of his legacy alive.

Sources:
The Stickley Museum, Fayetteville, New York.
Cather, David. "Harvey Ellis: Genius in the Shadows." L. & J.G. Stickley, Inc.
Masterpieces of American Arts & Crafts: Highlights from an Important Private Collection. Paris: Oscar Graf Decorative Arts, 2016.
Michaels, Eileen Manning. Reconfiguring Harvey Ellis. Edina, MN: Beaver's Pond Press, Inc., 2004.



Read the full story on our blog!

Original Harvey Ellis Desk and Deck from The Stickley Museum collection, Fayetteville, NY. Available today as Harvey Ellis Deck 89-473 and Ellis Desk 89-472

Ellis returned to Rochester in 1893 and spent years immersed in painting, illustration, and the English Arts and Crafts movement, teaching art and eventually co-founding the Rochester Arts and Crafts Society. It was likely here, organizing a Stickley exhibition in Rochester in 1903, that Ellis met Gustav Stickley. Gus brought him to his Craftsman Workshops in Syracuse in May of 1903 to design homes for *The Craftsman* magazine. Before long Ellis had helped revamp the magazine's look and contributed several articles and illustrations of his exterior and interior home designs.

His presence nudged the brand's furniture design in a new direction. Ellis's style was lighter and more decorative than earlier Arts and Crafts designs, influenced by British contemporaries and by Native American and Japanese art. The furniture he drew in his Craftsman interiors showed a delicacy that Stickley's heavier, more rectilinear pieces lacked, adding features like overhanging tops, bowed sides, and rounded aprons that lifted pieces gracefully from the ground. These characteristics soon made their way into Stickley's chairs, dressers, and cabinets.

It was the signature use of decorative inlay that we associate most with Harvey Ellis today. His inlay patterns—including elongated floral abstracts, sailing ships, and woodland scenes crafted from pewter, copper, and tinted woods—added



Harvey Ellis Bed, low footboard 89-672-Q-LFB Small Corbel Base Lamp 89-031-M2 Windyhill Rug RU-1140



Harvey Ellis Bed, mid footboard 89-672-K-MFB Open Nightstand 89-909 Three Drawer Nightstand 89-910



“Altogether, he is to be regretted as one who possessed the sacred fire of genius.”

This often-quoted tribute to Harvey Ellis, written by Gustav Stickley, appeared in *The Craftsman* magazine in February 1904, weeks after the death of the man who was all too briefly Stickley's employee and collaborator.



Detail of Harvey Ellis Sideboard Inlay

Harvey Ellis Dining Table 89-1797-2LVS
Harvey Ellis Sideboard 89-1791
Harvey Ellis Side Chair 89-353-S
Harvey Ellis Arm Chair 89-353-A
Park Slope Mirror 89-1518





2022 COLLECTOR EDITION

In 2000, Stickley launched a new program with an experimental goal: to create a unique, limited-edition collectible that was available to customers for just 12 months. Each year, a new piece is created, always in the Mission style and often inspired by original Gustav or Leopold designs, and a specially designed medallion is affixed as a collector's mark. This year, we've introduced our 23rd Collector Edition!



The Meadowflower Cabinet is both a tribute to the longevity of Mission design and construction and a versatile piece equally at home in a traditional setting or a modern room. A brand-new Stickley design crafted of solid white oak, it features a top that's elevated to create a breezy open shelf, an adjustable shelf behind the doors, classic Mission-style knobs, and a new inlay design in the style of Harvey Ellis but drawn with a modern touch. The cabinet works as a bedside table, kitchen organizer, lamp table, entry console, and more. Think of any room, from the mudroom to the home office, and you can imagine a place in it for Meadowflower.

Through its inlays, the piece sends a subtle message. Floriography, the practice of assigning meaning to flowers and plants, was popular in Victorian England when the Arts and Crafts movement was dawning, inspiring William Morris and other designers. Each species of flower stands for a sentiment and combines with others for more complex messages. Fittingly, the Meadowflower Cabinet's stylized arrangement of cornflower and mint expresses "comfort in difficult times", while the 22 points on the flowers symbolize the year.

Stickley is thrilled to have partnered with York Wallcoverings, providing furniture to photograph with their new Arts and Crafts wallpaper collection that launched in Spring 2022! You'll see examples on this page and on the front cover.

National Selling Price \$1,999 USD
 Dimensions: W35 D15 H30
 SKU: 89-2022-CE



Learn more about the 2022 Collector Edition

STICKLEY.

CORPORATE | 1 STICKLEY DRIVE | MANLIUS, NY 13104
stickley.com



Learn more about Stickley,
our products, and the
story of Mission!

Harvey Ellis Sideboard 89-1791
Harvey Ellis Arm Chair 89-353-A
Park Slope Mirror 89-1518

