

Gregg Buchbinder

Gregg Buchbinder was born and raised in Southern California. He surfed every day before school, sometimes after school and occasionally during school. Being near and in the ocean gave him a strong appreciation for and connection to the environment.

Buchbinder's mother was creative and appreciated art and design. His father enjoyed making things, like furniture. Gregg's life revolved around design, building things and his love for the ocean and concern for the environment.

In 1998 Gregg Buchbinder saw the potential in Emeco, a down-at-the heels military supplier in Hanover, Pennsylvania. As Gregg tells it, "The company was about to go into bankruptcy. A crew of dispirited craftsmen remained, waiting for the day when the plant would close. But I saw good bones, like when you walk through a house that is dilapidated but you know you could make it into something beautiful. And I saw heart, history and everything I had grown up with; simple purposeful design, rock solid craftsmanship and the use of recycled materials made into something that was made to last. I saw all this in one chair - The Navy Chair."

Gregg bought Emeco and over the years has collaborated with the world's best designers and architects to transform Emeco from a U.S. Navy supplier into a design furniture brand.

A chance meeting sparked Buchbinder's collaboration with renowned French designer Philippe Starck, and together Buchbinder and Starck created many Emeco collections. Some of the other architects and designers Gregg has collaborated with include Frank Gehry, Norman Foster, Ettore Sottsass, Jean Nouvel, Nendo and Jasper Morrison. In 2010 Emeco and Coca-Cola collaborated to create the 111 Navy Chair made of recycled plastic bottles.

Under Gregg Buchbinder's leadership, Emeco remains focused on making chairs in America, using sustainably sourced reclaimed, recycled, and repurposed materials, and always making products that are made to last.