



**2022**

**moonler**

The Charmchuri Wood Whisperer, Crafted in Chiang Mai

## Origin

Moonler is a contemporary furniture designing brand, under Moonler Collection Co., Ltd., a renowned manufacturer and exporter of premium quality Chamchuri wood furniture. The company is situated in the woodland mountainous area of Doi Saket, Chiang Mai, Thailand and was founded in 2008 by engineer Phuwanat Damrongporn and artist Sarawut Sakthamcharoen, who through their passion about the local craftsmanship have interpreted precious wisdom and presented it to the wider world.

Over a decade, a modest workshop with a handful of craft people has expanded into a much wider workspace with high-performance tools and machines dealing with heat treatment, woodworking, metal work, eco-friendly paintwork, and showrooms. Collaboration with local and international designers continues to enhance the furniture crafted by exceptional Thai craftspeople.

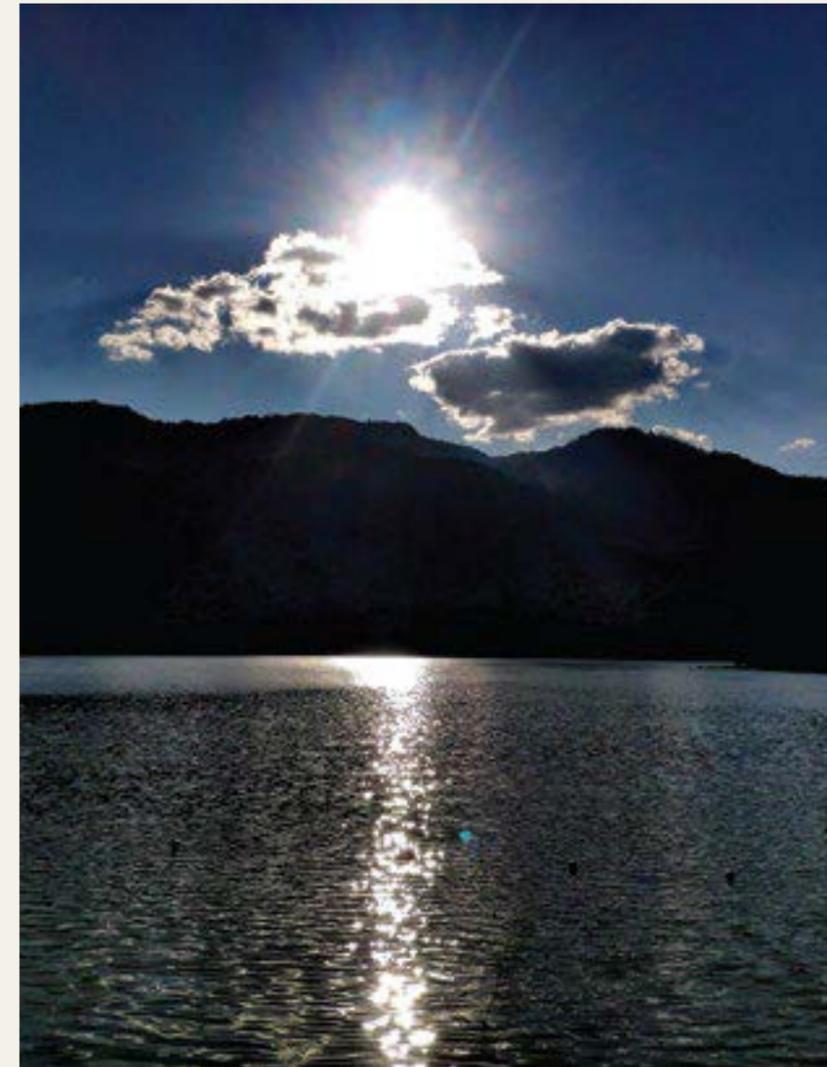
Based on the concept of "Timeless wisdom, to uplift your life and spirit", we commit to promoting the local community's occupations, wood crafting culture, and income. Through our work, the disappearing traditional crafts are restored and brought back to be a meaningful part of our daily life.

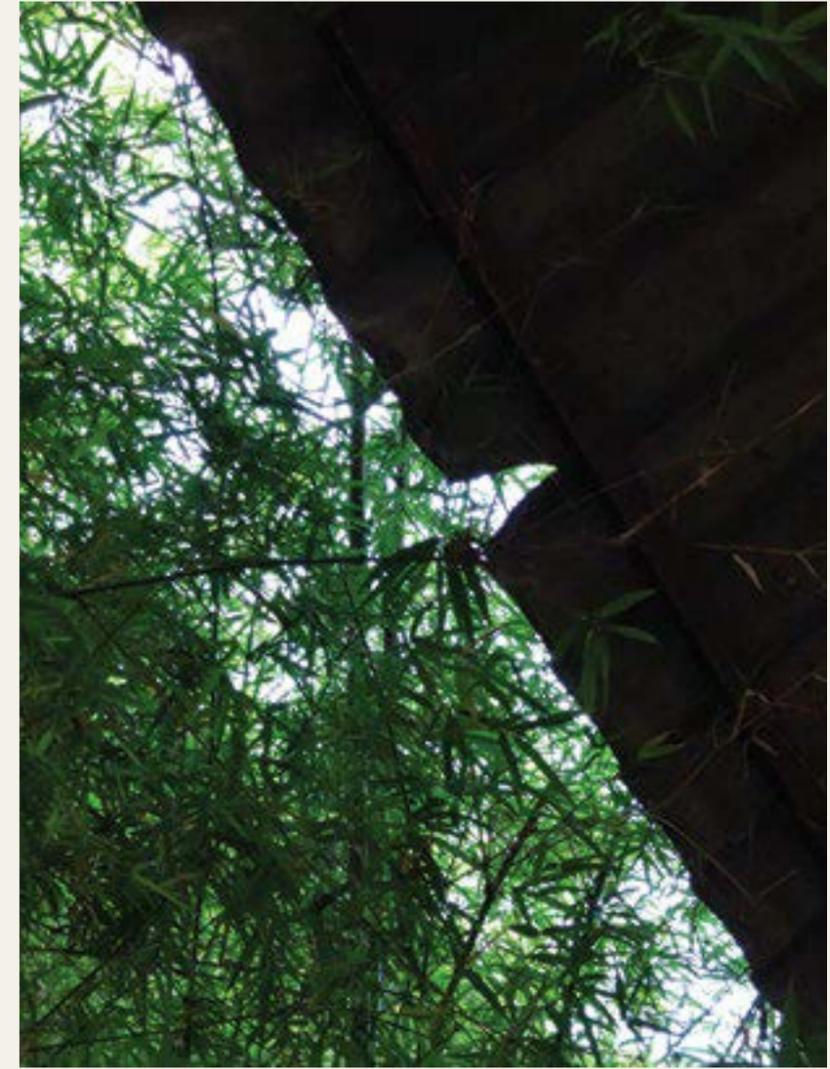




“The northern part of Thailand is home to highly skilled wood artisans, and an ample supply of indigenous Chamchuri wood with incomparable unique characters. Our long-term research has rendered us expertise in creating designs which bring the best out of this wood’s exceptional nature. We trust that the Thai manufacturing and designing standards are competitive with any in the world, and will definitely enhance the consumers’ quality of life.”

Phuwanat Damrongporn  
Founder



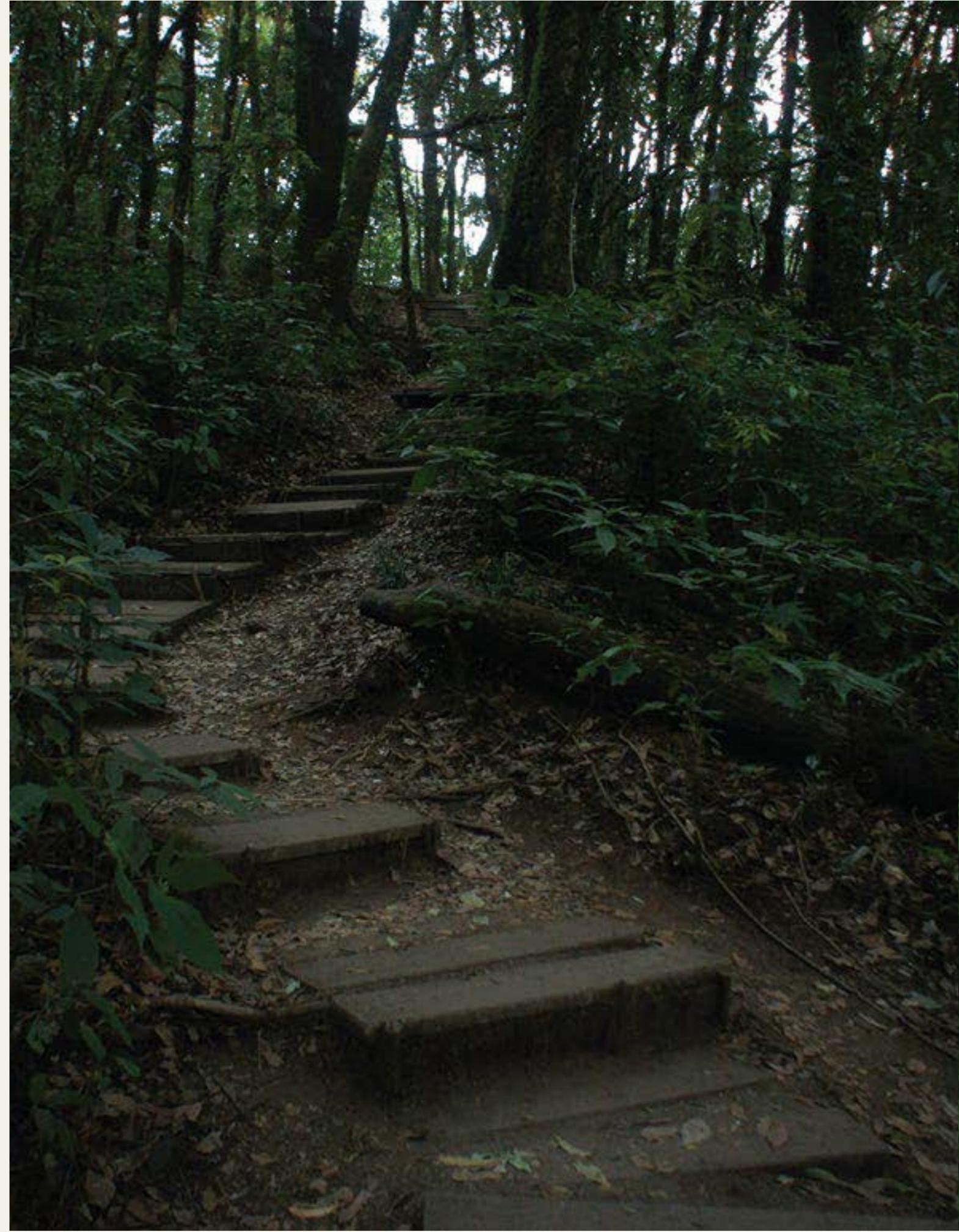


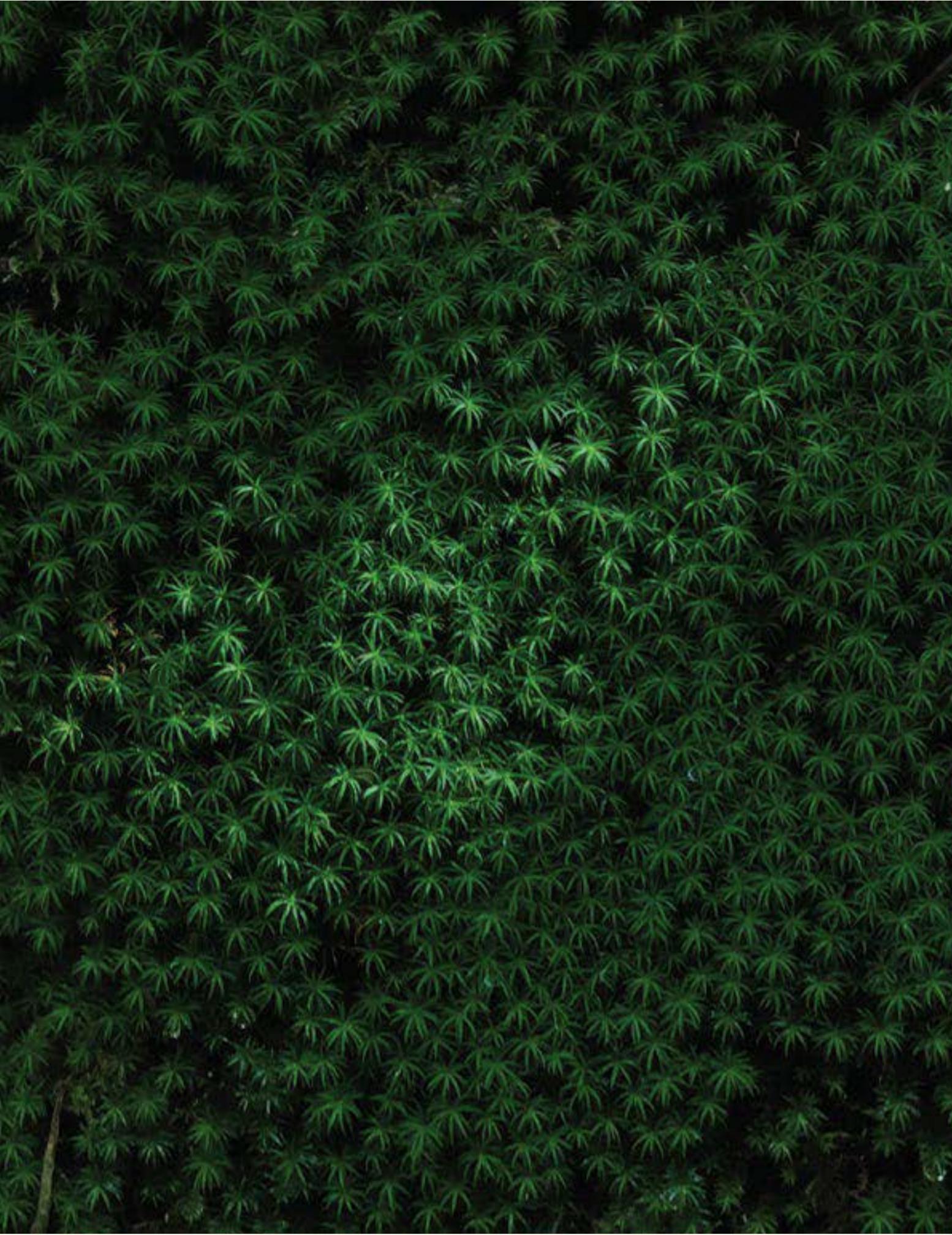
## Wisdom in Eastern Philosophy

Our concept is based on the interpretation of Eastern philosophy and lifestyle in the modern world. This is presented through our contemporary, industrial/crafted furniture designs.

Humility and an inclination to compromise are in the nature of Asian people, including Thais. The timeless wisdom encompassing spiritual heritage and beliefs, respect, and faith in nature, constitutes attitudes that represent our identity and way of life. The application of such wisdom results in designs that reflect our selves within. This is communicated to the world with modern design language, representing the convergence of the old and the new, with transcultural identity.

It is our inspiration to restore the intricate Asian aesthetics and living philosophy, which can only be felt and understood by heart.





## Chamchuri Wood & Local Craftsman

Thailand's Chamchuri is known by the world as Acacia, Rain tree, or Monkey Pod trees. They are tropical plants which patterns and colors different from cold-climate trees. The wood has darker streaks interlocking with light brown color and has high moisture content. It is important to understand its nature well when handling.

In Thailand, Chamchuri trees are cultivated for commercial use. With their high skills and familiarity with the wood, Moonler's craft people highly value the wood's worthiness, hence, the attempt to minimize waste.

Prime-quality materials are crafted using both hand and machine tools, with intention to bring forth unparalleled-quality furniture to customers. In a way, this is how artists fill the empty canvas with meaningful arts.

In the world where modern industry has strong influence in almost every aspects of life, recognizing our roots and identity makes our works an inseparable part of lifestyle, and will continue despite the test of time.







As moonler, we establish production standards that emphasize extending product life and focusing on raw materials through meticulous and sustainable manufacturing processes. As a result, we select local artisans who have long worked with Chamchuri wood. From one generation to the next, knowledge is passed down. They have a strong grasp of raw materials.

All of our products are made using a meticulous production process that pays close attention to every detail. Every piece must meet our sustainability standards by the craftsman's in-depth knowledge and understanding in raw material. This helps to extend the product's life. Can be put to good use for a long time It also enables us to reduce the production process once more. Including reducing the wastage of raw materials sustainable reduction of environmental impacts it is a new production standard that pays attention to environmental impact and creates sustainability for the product.

Our Craftsman specializes in eco-sustainable handcrafted wood furniture. You can rest assured that the furniture you receive is of high quality and is made from natural and sustainable materials.

The brush's tip gently flicks against on a wooden surface. It's like a painter creating beautiful paintings by drawing patterns. Moonler's craftsman gradually flicked the brush to paint on the wood, similar to Artist. Make a painting on a plank of wood. The result of combining natural beauty with skilled craftsmen is that the wooden planks achieve their own uniqueness and beauty.

We value integrity and commitment to sustainability: It is our mission to build trust before extending to customers who share similar values. Efficient use of raw materials. We will never lower our standards, but instead, seek to improve and adjust to face the happening New Normal. We aim strongly to create positive impacts for the future of young generations.

We've been working constantly for days to create high-quality furniture.





Pare down to the essence,  
but don't remove the poetry.

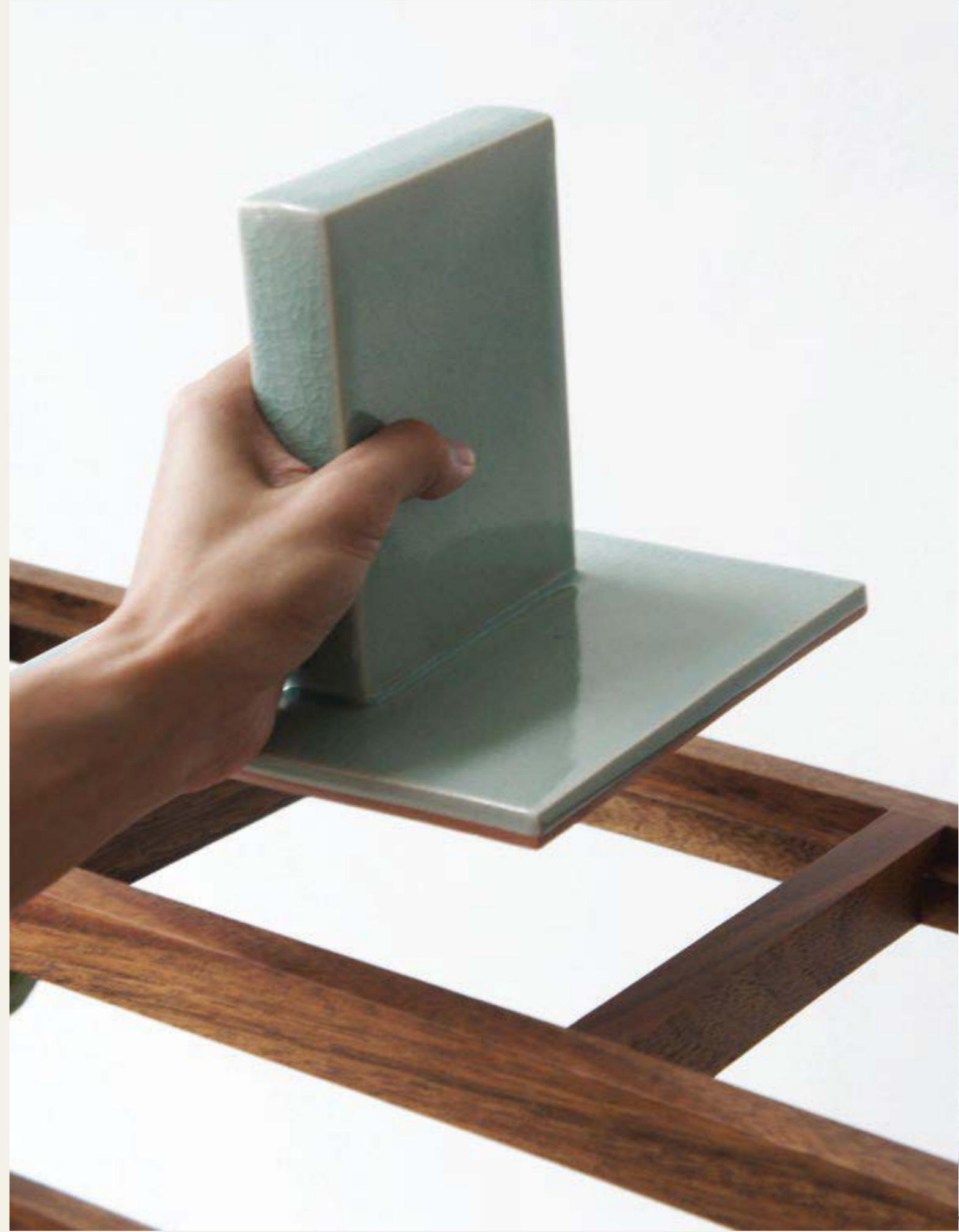
LEONARD KOREN

## SIAM bookshelf

designed by  
RATTHEE PHAISANCHOTSIRI

A collaborative work of two renowned local brands from Chiang Mai, Moonler and Siam Celadon. The Siam bookshelf fuses celadon, the highly praised local ceramic, with Chamchuri wood, resulting in a striking design.

The Siam bookshelf is a new interpretation of a familiar marriage between ceramic objects and a bookshelf. It is an imprinted memory of ceramic pieces embedded into wood, turning an ordinary piece of furniture into an impressive decorative item. Celadon bookends and vases can be moved around to fit individual preferences.





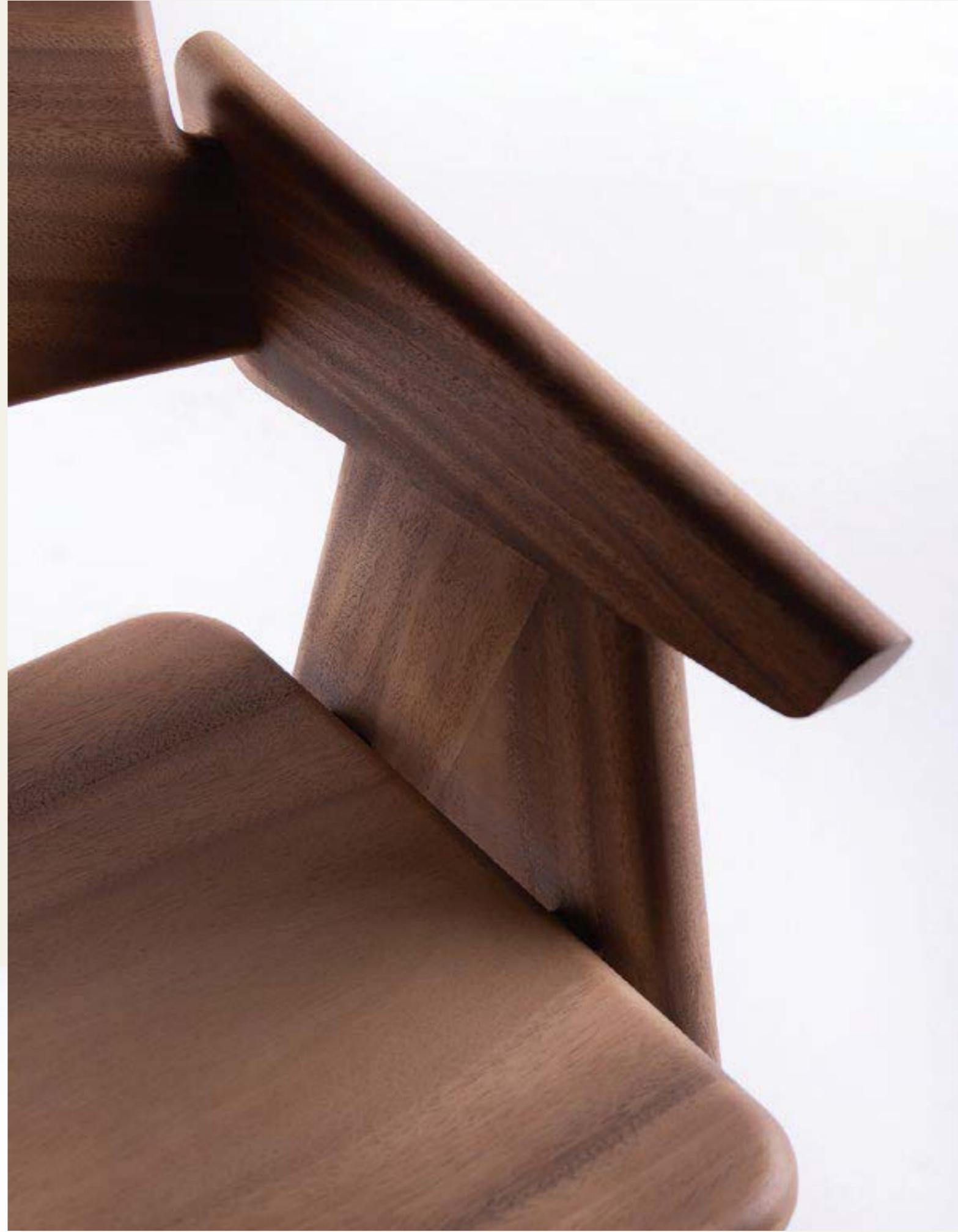


## KENA Collection

designed by  
RATTHEE PHAISANCHOTSIRI

Ambiguity between the two forms of creativity, art and design, was a popular conversation during Mid-20th century.

Dedicated to the design language of that era, the Kena Collection represents the interplay between a striking furniture piece and a functional sculpture, to fill the gap in your home life.





KENA Chair







KENA Table(round)





KENA Table



## LUNAR chair

designed by  
ATELIER 2+





## KARIN chair

designed by  
RATHEE PHAISANCHOTSIRI





KARIN Chair

## PHAKA Collection

designed by  
RATTHEE PHAISANCHOTSIRI

The Phaka collection is a quest for the simplest structure, an essential character of a good chair. The pure, humble aesthetic is created by exceptional craftsmanship. For best proportions, the chair design reveals the golden ratio, where careful calculation brings beauty to the eyes.

The Phaka chair exemplifies spiritual essence of an object designed and crafted by humans. An example of an everyday object that glorifies humility and simplicity.



**GOOD DESIGN  
AWARD 2021**



**Design  
Excellence  
Award 2021**





PHAKA Chair





PHAKA Lounge



The Phaka lounge expand the design concepts of structural simplicity and spiritual essence of materiality to another territory. Additional features such as wood slab armrests and wickerwork do not subtract from the existing balance. They instead soften and deepen the overall look.

## BUACHEEN stool

designed by  
RATTHEE PHAISANCHOTSIRI

A minimal, humble stool stripped down to its essential structure. Material characteristics are honored with the fusion of wood and metal. With legs kept visually clean, this object blends in with your living space, creating absolute, long-lasting beauty.







## PEBBLE stool

designed by  
ATELIER 2+





## WALEE bench

designed by  
RATTHEE PHAISANCHOTSIRI

Usually treated as scraps, broken wood ends are joined to create furniture pieces of distinctive character. The assembly of small pieces allows customization with any desired shape and size, meaning easy configuration to fit with any space scales.





## SALMON Collection

designed by  
o-d-a

Like a skillful trained sushi chef filleting a fish, Salmon is built from one long log cut into 2 big pieces for the seat and 8 small pieces for the legs. The symmetrical and simple shape maintains the essence and beauty of the raw materials. The humblest way a craftsman shows his respect to materiality.

**IFDA**  
INTERNATIONAL FURNITURE DESIGN COMPETITION  
ASAHIKAWA 2014



**GOOD DESIGN  
AWARD 2021**



**Design  
Excellence  
Award 2021**



**PRIME  
MINISTER'S  
EXPORT AWARD 2021**





SALMON Bench



SALMON Side Table

## MESA Collection

designed by  
RATTHEE PHAISANCHOTSIRI

Aesthetics is not absolute but is a subjective interpretation of an individual's experiences. The Mesa Collection presents another perspective of beauty which abandons formality. Asymmetric surface, shapes, and features create a more natural form, representing imperfection of the natural world. This furniture piece is therefore perfect to be used in settings that requires flexibility.





MESA Low Table





MESA Table





MESA Shelf



## DARAKORN shelf

designed by  
RATTHEE PHAISANCHOTSIRI

A great deal of time was spent considering the best way to cut wood without wasting its unique beauty. After careful consideration, this wood piece maintains its essential values by combining natural-shaped wood with simple pieces, creating a shelf for which the strength of the middle piece supports the whole structure. When an object is placed on the shelf, the individual's perception of beauty is revealed.

The Darakorn shelf is like a picture frame magnifying beauty of materiality where the designer combines natural beauty and spiritual humility.







## AERO shelf

designed by  
ATELIER 2+







## PANNA table

designed by  
RATTHEE PHAISANCHOTSIRI

The Panna table brings new perspectives to typical wood-slab tables. With wood slabs placed in the middle, creating wave-like patterns, the table presents itself as a new form of beauty.









## ITAS Partition

designed by  
ATSUSHI KOIKE





## GROOVE floor lamp

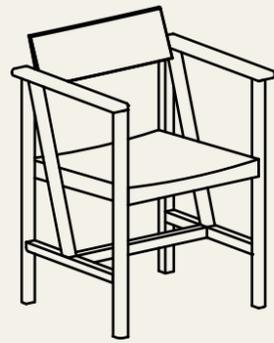
designed by  
ATSUSHI KOIKE

The Groove floor lamp features interesting patterns on wood ridges which are simply joined together with unusual angles. The results are light gaps, which makes the lamp a captivating piece and bring a sculptural touch and liveliness to any atmosphere.





CHAIR & STOOL



Phaka Chair  
w572 x d462 x h765(sh450)



Kena Chair  
w590 x d540 x h750(sh450)



Karin Chair  
w549 x d539 x h757(sh440)



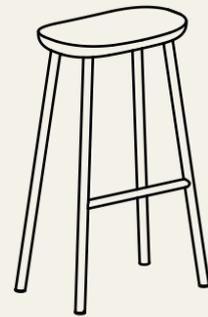
Lunar Chair  
w430 x d460 x h780(sh450)



Buacheen Stool 450  
w430 x d270 x h450

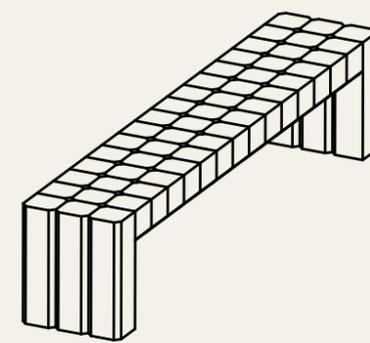


Buacheen Stool 630  
w430 x d292 x h630

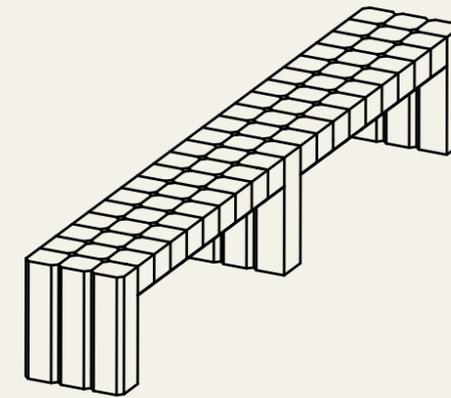


Buacheen Stool 760  
w450 x d320 x h760

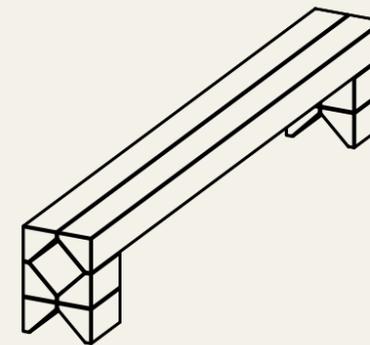
BENCH



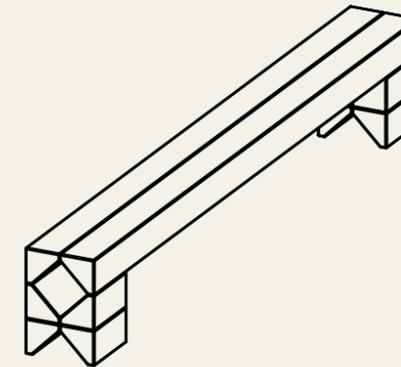
Walee Bench 1600  
w1600 x d300 x h350



Walee Bench 2100  
w2100 x d300 x h350

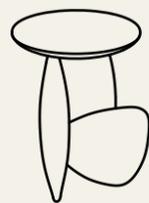


Salmon Bench 1600  
w1600 x d210 x h315

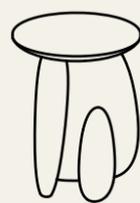


Salmon Bench 2000  
w2000 x d210 x h315

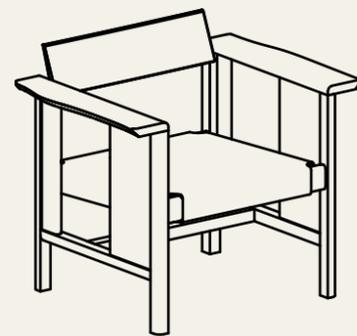
LOUNGES & SOFAS



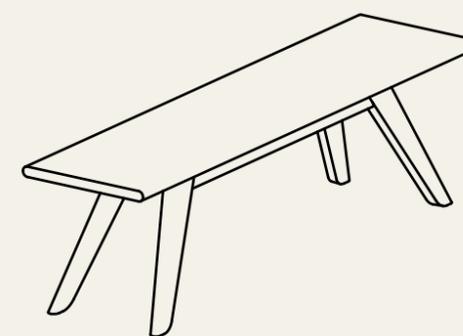
Pebble Stool 01  
w375 x d362 x h450



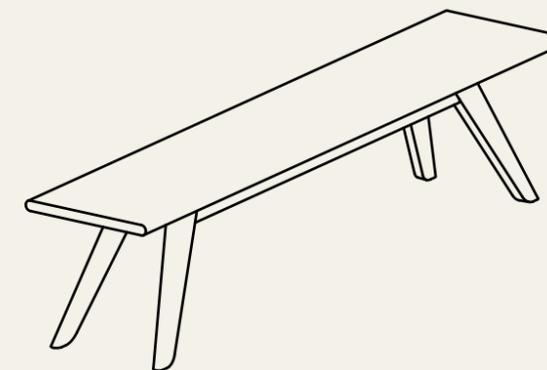
Pebble Stool 02  
w362 x d350 x h450



Phaka Lounge  
w795 x d602 x h696(sh385)

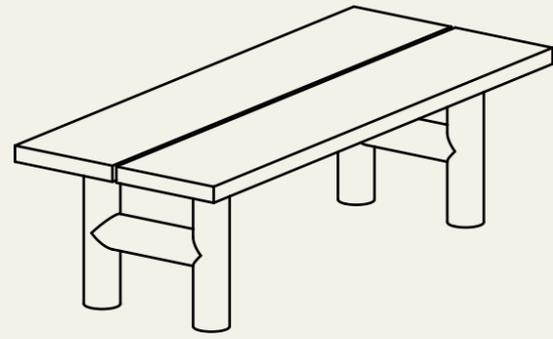


Kena Bench 1600  
w1600 x d400 x h450

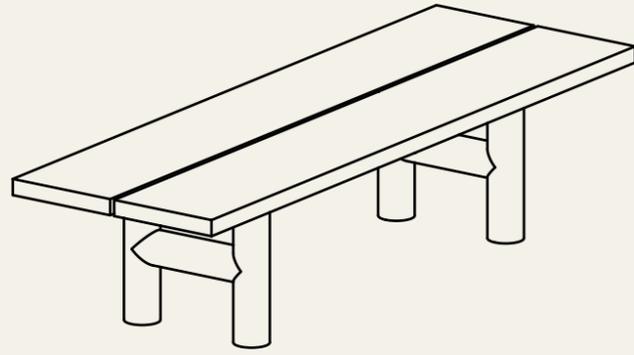


Kena Bench 2000  
w2000 x d400 x h450

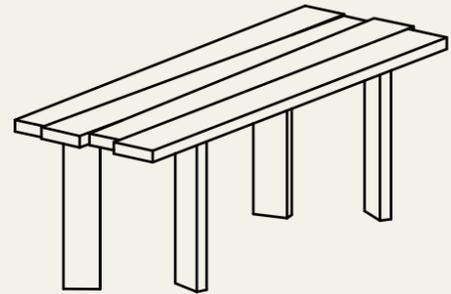
TABLE



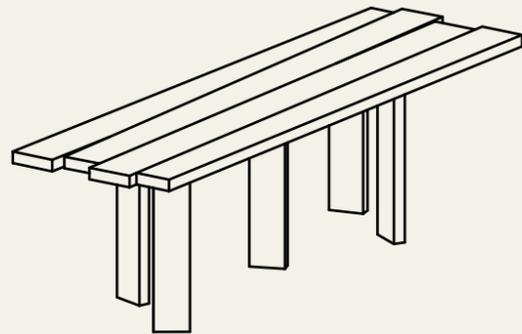
Panna Table 2400  
w2400 x d1000 x h750



Panna Table 3000  
w3000 x d1000 x h750



Mesa Table 2000  
w2050 x d770 x h750



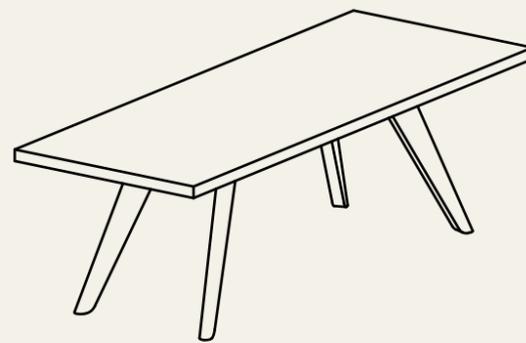
Mesa Table 2500  
w2570 x d760 x h750



Kena Table 1050(round)  
w1050 x d1050 x h750



Kena Table 2000  
w2000 x d900 x h750

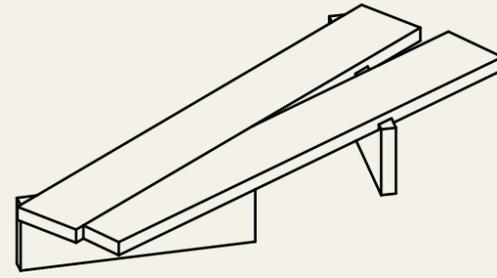


Kena Table 2400  
w2400 x d900 x h750



Kena Table 3000  
w3000 x d1000 x h750

LOW & SIDE TABLE

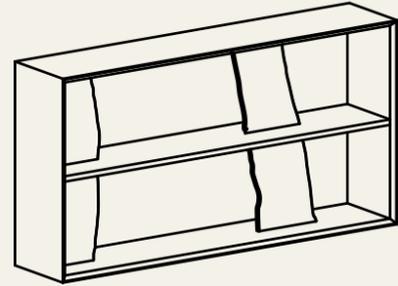


Mesa Low Table  
w1862 x d699 x h280

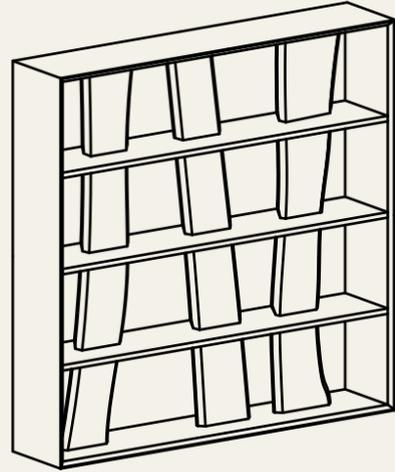


Salmon Side Table  
w267 x d267 x h400

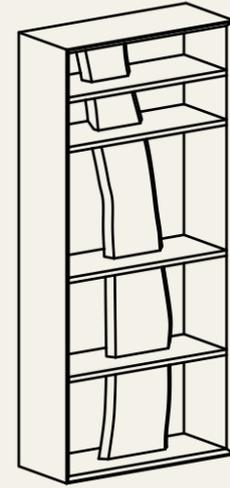
SHELF



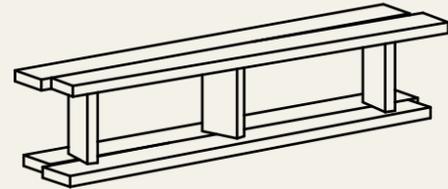
Darakorn Shelf 1800(horizontal)  
w1800 x d370 x h940



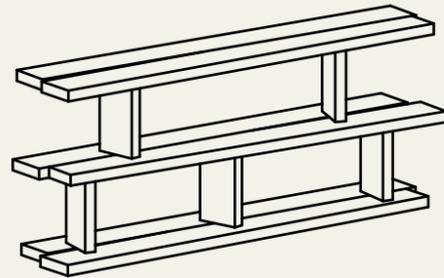
Darakorn Shelf 1800(square)  
w1800 x d370 x h1800



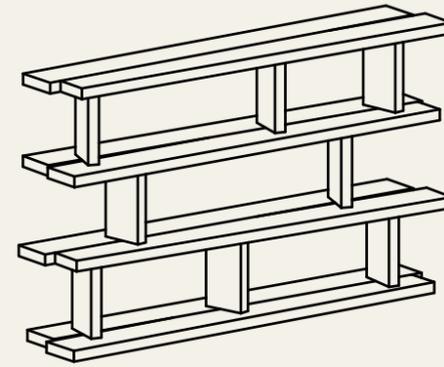
Darakorn Shelf 2000(vertical)  
w900 x d370 x h2000



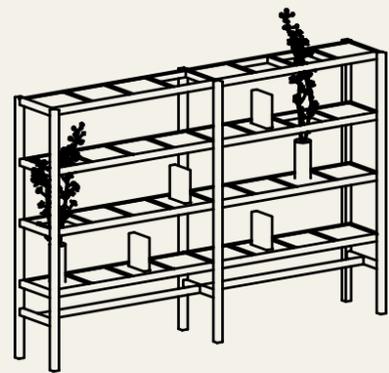
Mesa Shelf 450  
w2050 x d450 x h450



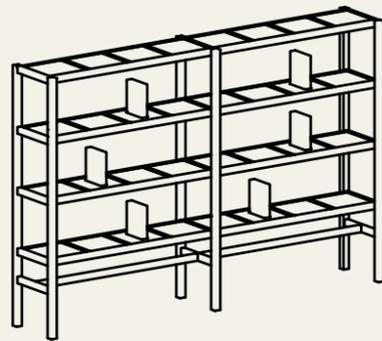
Mesa Shelf 850  
w2050 x d450 x h850



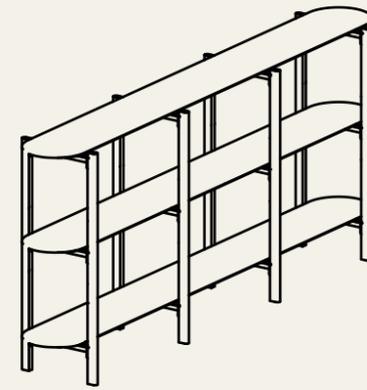
Mesa Shelf 1250  
w2050 x d450 x h1250



Siam Bookshelf (wood+celadon)  
w1790 x d300 x h1200

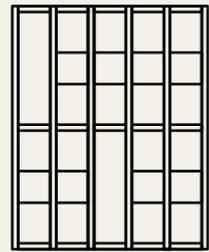


Siam Bookshelf (all wood)  
w1790 x d300 x h1200

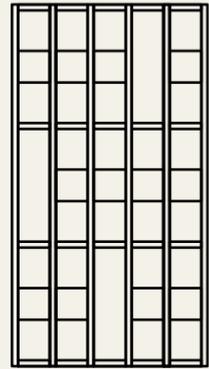


Aero Shelf  
w2300 x d395 x h1005

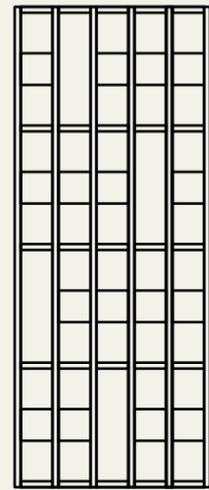
PARTITION



Itas Partition 1230  
w1386 x d311x h1230



Itas Partition 1830  
w1386 x d311x h1830



Itas Partition 2430  
w1386 x d311x h2430

LIGHTINGS



Groove Floor Lamp 750  
w178 x d178 x h750



Groove Floor Lamp 1200  
w288 x d288 x h1200



Groove Floor Lamp 1500  
w357 x d357 x h1500

## MATERIAL OPTIONS

- Woods



Natural Light  
(\*thin coating)



Natural



Natural Dark



Black



Rough Black

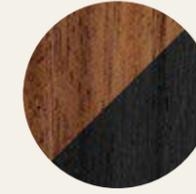
## Wood Conditions

- Our products are mainly made of Solid Chamchuri Wood (known as Acacia, Raintree, or Monkey Pod) which is a living material.
- Each and every solid wooden product is absolutely unique and has different colors, shades, and grains.
- Any cracks, knots, holes, or splits before or after sale represent a natural feature of true solid wood. They are not imperfections but rather been accepted as a characteristic of solid wood.
- The movements between each solid wood plank glued together to form the tabletop or furniture part might occur over time due to the different conditions of weather, environment, and humidity. It cannot represent a reason for claims.

- Woods [two-tone] (\*Special finishing for "Darakorn Shelf")



Natural(live edge)  
/ Natural Dark(body)

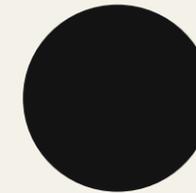


Natural(live edge)  
/ Black(body)

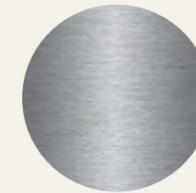


Natural(live edge)  
/ Rough Black(body)

- Metals (\*Material for "Buacheen Stool / Panna Table(Matt Black only)")

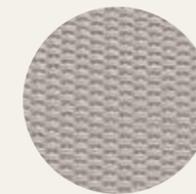


Matt Black



Hairline Steel  
(\*stainless steel)

- Cords (\*Material for "Phaka Lounge")

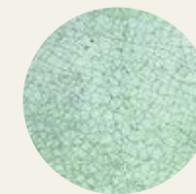


Natural



Black

- Ceramic (\*Material for "Siam bookshelf")



Celadon

## CONTACT

For questions about our handling of personal information,  
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Opening hours

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Opening hours

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photo by NONTARAT HASITAPONG

[www.moonler.com](http://www.moonler.com)

