



Pocono Modern: 21st Century Home Décor and Accessories with a Mid-Century Modern Design Twist

(Newark, NJ – August 2018) For the latest aesthetic in 21st Century home décor and style, one need look no further than the mash up of Northeast Pennsylvania’s relaxed vibe and 1950’s Southern California post-war modernism exemplified by the style and products of Pocono Modern. With product lines that range from vintage Pyrex to playing cards, Pocono Modern is re-defining the look and lifestyle of today’s style forward tastes with a design amalgam that combines visual simplicity, Bauhaus, atomic-age design with a touch of nature.

The fresh, colorful sensibilities of Pocono Modern reflect the clean lines and gentle organic curves found in the Mid-Century Modern style, whose timeless qualities continue to influence both architecture and home décor more than half a century later. Kraig Kalashian, Founder of Pocono Modern explains, “Our approach to interior décor and tone has been influenced by mid-century design giants like Eero Saarinen, Charles Eames and Richard Neutra and others. What makes our brand so unique is our blending of the relaxed rural vibe of Pennsylvania’s Pocono Mountain region.”

Kraig and his creative team are constantly searching and researching this design period, which spans the 1930s through 1960s, to find new and distinctive ways to put a fresh design spin on products and goods to make living spaces more lively and welcoming. Kraig explains his design roots, “Growing up, I never wanted to own a lot of things. I wanted to have fewer things of better quality. Today, I also recognize the importance of value and making good design within the reach of everyone.”

The origins of the Pocono Modern brand can be traced back to Kraig’s professional training in residential architecture and the belief that ordinary materials can be elevated into extraordinary things through craft and inspiration. Initially, Kraig and his team began by designing and developing affordable modern residences and furniture around an



architectural language of simplicity and efficiency that reduces operating and maintenance costs, while creating beautiful living spaces. Using sound planning principles and environmentally conscious materials, they have constructed houses that respect the natural environment that surrounds them.

It was from this legacy of design purity and organic form that this distinctive line of home accessories and products was established in 2011. Many of the brand's accessories and décor were born of a mid-century ethos and began from photographic imagery. Prototypes and samples were initially developed and once people started seeing them, they began asking, "Where can I get these?" Kraig quickly realized that there could be a significant market for products inspired by this unique mash up of styles. And from that, the Pocono Modern brand was born and today, continues to grow in terms of both consumer popularity and product selection.

Style enthusiasts, home décor fans and design collectors alike will be drawn to the ever expanding line of products that includes artwork, framed prints, playing cards, totes, small goods, wearable's and more. The card decks are highly rated and receive accolades from playing card collectors. The Pyrex collection features posters – their top line – as well as calendars and recipe cards. The wearable's line features t-shirts that celebrate NY, NJ and PA in bold capital letters, with other states planned to expand the selection. Pocono Modern also reproduces prints from its extensive collection of vintage 35mm slides that capture iconic moments of the Mid-Century Modern era that make great gifts and decorative items. Many more offerings are in the works, among them more wearable's, wall décor, even a backgammon game. All Pocono Modern products and accessories are proudly made in the USA to the highest quality standards.

Pocono Modern products and accessories are available from specialty and craft fair retailers, collectible shops, destination boutiques, Etsy and at poconomodern.com.



Kraig concludes, “Feedback from our retailers has been highly enthusiastic and we’re currently looking to expand our network of sellers in an effort to keep up with consumer demand.” Interested retailers should contact Pocono Modern at 908-933-9430 or sales@poconomodern.com.