

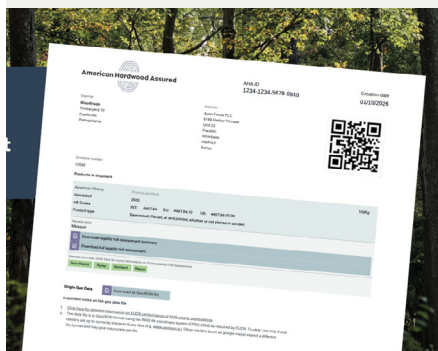
American Hardwood Export Council Europe Market Report

May 2026



AHEC presented the documentary *Forested Future* to around 120 architects in the city of Pamplona.

MARKET UPDATE



**AHEC CONTINUES TO PRESENT
AHA TO EUROPEAN COMPETENT
AUTHORITIES AND LEADING
HARDWOOD IMPORTERS**

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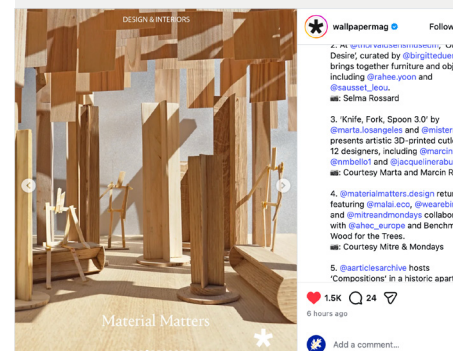
ACTIVITIES



**CHARACTER AMERICAN
CHERRY IN THE SPOTLIGHT AT
CLERKENWELL DESIGN WEEK IN
LONDON**

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NEWS



**ANTICIPATION BUILDS AS WOOD
FOR THE TREES EARNS TOP TIER
EARLY PRESS COVERAGE**

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risks to the previous year. In fact, the number of counties showing any sign of potential deforestation has reduced and is now below 40 out of a potential 1,600 across all U.S. hardwood producing States. The new AHA risk analysis will be updated on the Platform by the end of June and users will be advised when this has happened.

ACTIVITIES

Forested Future film resonates with Spanish architects

AHEC presented the documentary *Forested Future* to around 120 architects in the city of Pamplona. Collaborating with the Architectural Association of Spain's Navarre region, AHEC's European Director introduced the film and a panel discussion with local architects followed the screening. This conversation was led by AHEC's PR consultant in Spain, Miriam Giordano and featured Francisco Mangado, one of Spain's most well-known practicing architects and educators. He passionately explained why he thought a better understanding of our natural forests and ecosystems will help architects appreciate wood as a material and use it in a more responsible way. The editor of Spain's main wood trade journal Madera Sostenible attended and will report on the key messages of the film to his 10,000 wood industry readers.

As part of the trip AHEC also held meetings with leading architects in Barcelona and attended



During the trip AHEC visited internationally renowned architect Benedetta Taglibue, who AHEC has collaborated with on several major projects and showcases.

several events in the city as Barcelona is currently the World Capital of Architecture. The subject of hardwood CLT and Glulam came up in discussions with one of the biggest architectural firms who confirmed they are now building in mass timber whenever possible. Although focus has been mainly on locally sourced timbers, they are now looking for more high-performance solutions. AHEC have therefore connected them with a CLT producer based in Northern Spain who has successfully trialled American tulipwood CLT. A visit to meet the internationally renowned architect, Benedetta Taglibue of EMBT Architects, proved particularly interesting as she is at the forefront of research and development in Spain concerning the use of natural materials, such as wood, to influence wellbeing in architecture. AHEC has collaborated with Benedetta before, notably on the AHEC project *Too Good to Waste*.

Character American cherry in the spotlight at Clerkenwell Design Week in London

Impressed by AHEC's track record of innovative design projects and creative use of American hardwoods, Clerkenwell Design Week (CDW) – organised by leading events and media company Media 10 – approached AHEC to support the creation of a bespoke award object for the 2026 CDW Awards, which honour outstanding achievement in design. AHEC collaborated with Media 10 to launch a design competition challenging emerging designers to showcase the potential of low-grade American cherry, kindly donated by AHEC members, with



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Clerkenwell Design Week approached AHEC to support the creation of design award objects in low-grade American cherry.

furniture-making student Henry Marks selected from a strong field of entries. The panel of judges included acclaimed designer Nina Tolstrup, and TV Design personality and broadcaster Kunle Barker.

Media 10 then commissioned furniture maker Moe Redish, who worked with Marks to develop a sculptural object crafted from No.1 Common grade American cherry, with a design shaped by the processes of fine woodworking and the species' unique character. Forty unique awards were presented to winners at the CDW Awards ceremony in London on 19 May, providing a high-profile platform to showcase the design and sustainability credentials of American cherry to the UK design



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community. By providing some lumber and support to CDW, AHEC achieved a high-profile design story that was featured across Media 10's portfolio of design publications and widely shared on social media, including by [Design Milk](#), which partnered with CDW to host the awards and reaches an audience of 3.8 million Instagram followers.

NEWS

Anticipation builds as *Wood for the Trees* earns top tier early press coverage

As we prepare to launch our highly anticipated exhibition, *Wood for the Trees*, at [3daysofdesign](#) in Copenhagen next week, we are already seeing strong interest from leading design media, generating valuable pre-event exposure for the project.

Leading global design publication, Wallpaper*, has selected *Wood for the Trees* as one of its top 10 things to see at *3 Days of Design 2026*, featuring the exhibition across both its [website](#) and [Instagram](#) channel, which reaches an audience of 1.5 million followers.

Similarly, influential international interiors magazine FRAME has highlighted the exhibition in its round up: [At 3daysofdesign 2026, 7 presentations are putting material thinking at the centre.](#)

As the headline exhibition at the Copenhagen edition of the [Material Matters fair](#), *Wood for the Trees* is a major showcase developed in collaboration with design studio Mitre & Mondays and furniture maker Benchmark, bringing the lifecycle of American hardwoods to life. Find out more at [woodforthetrees.info](#).

A full post-event report, including a round-up of the most significant media coverage secured, will be included in next month's market report. As with previous major projects, we will also produce a comprehensive film documenting the exhibition and its journey, which will be rolled out across AHEC's digital channels.

