

GOODLAND

GOODLAND'S NEW YAKISUGI-INSPIRED WOOD BURNING HOT TUB OFFERS A SINGULAR AND STRIKING DESIGN WITH ITS SOOT BLACK EXTERIOR

This new design-forward exterior inspired by Japanese yakisugi is unlike any wood burning hot tub on the market.

VANCOUVER, B.C. (FEBRUARY 28, 2024) — [GOODLAND](#), a lifestyle brand that offers a growing collection of design-forward outdoor living objects, has just launched a new exterior look for their most popular product—the Wood Burning Hot Tub. The newly released Soot Black finish is inspired by the traditional Japanese process of charring cedar to create yakisugi—blackened and heat-treated wood. The new finish further distinguishes GOODLAND as a brand that offers design-focused, functional, and meaningful objects that help improve our connection with nature.

The original Wood Burning Hot Tub—with a western red cedar exterior—has sold out multiple times and has been celebrated for its durability and design in industry-leading publications such as *The Wall Street Journal*, *Design Milk*, *Domino*, and *Field Mag*. The new exterior in Soot Black takes inspiration from the tradition, benefits, and aesthetic of yakisugi, yet made with a unique process that uses heat treatment and soot paint to provide consistency, quality, and longevity.

"Our new finish brings together a soot black look with the benefits of heat treatment," explains GOODLAND Founder Craig Pearce. "The resulting finish is both aesthetically beautiful and truly durable. The heat treatment makes the Nordic pine more resistant to the natural elements and the finish doesn't require regular maintenance."

This new finish is further inspired by the work of Anthony Esteves, a Maine-based sculptor, designer, and friend of GOODLAND, who often uses both traditional methods of yakisugi and soot paint finishes in his work. The material selection and process for the new finish is inspired by Anthony's work with soot paint, the heat-treating benefits of the process, and the striking aesthetic of the blackened wood.

Like the original Wood Burning Hot Tub, the soot black finish also features premium materials like western red cedar interior seating and marine grade aluminum. The all-weather

construction and triple-insulation allow you to soak in any season, while the tub also doubles as a cold plunge in the summer months. More than a simple hot tub, GOODLAND's Wood Burning Tub celebrates the entirety of the experience—from gathering fallen branches for the fire, to chopping wood and heating the water—and the deep connection with nature and slowing down of life it inspires. The new finish is the latest launch in a line of well-designed and essentialist objects, intended to help us slow down, and connect with both our surroundings and ourselves.

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About GOODLAND | Launched in 2021, GOODLAND is a brand of premium and immersive outdoor living products. Focusing on thoughtful design, minimalism, and quality materials, each product in GOODLAND's line is dedicated to fostering harmony between people and place. GOODLAND emphasizes the art of pause—creating well-designed objects that give people a reason to slow down and engage with the world around them.

<https://hellogoodland.com/>

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Media Contact

Craig Pearce

craig@hellogoodland.com