

Aréa press release

Toulouse, février 2023

AREA INSTALLS ALUMINIUM IN THE PUBLIC SPACE

≥ VISUELS HD

Resistant, light, durable, infinitely recyclable, elegant, noble, aesthetic, contrasting... The advantages of aluminium are numerous. Passionate about urban furniture, Aréa has been innovating for 35 years in the service of public space and its users. In 2023, the creator sees aluminium in a big way and offers this metal on many of its chairs, benches with backs, deckchairs, simple benches, standing seats, table-benches...

Aluminium is the most abundant metal in the earth's crust. It is very light, weighing only a third as much as steel or copper. It can be recycled 100% and indefinitely - without any degradation of its properties - using only 5% of the energy used for its initial production.

Another advantage is that aluminium is highly resistant to corrosion because it naturally generates an impermeable oxide layer a few microns thick that protects it. This resistance is further improved by anodising, the finish chosen by Aréa for its furniture.

«Enriching the range of our materials by adding aluminium to wood and steel is a project that we have had for a long time, as this metal «ticks so many boxes» for our use in public spaces. In addition to its technical arguments, it has a remarkable aesthetic added value and use. Embedded in the steel structure, the hollow slats offer only their surface to the eye, which plays delicately with the different lights of the day. Their silky touch adds a tactile pleasure that makes it a material that is as interesting to the designer as to the user. Thanks to our organisation and our economic model, this very qualitative aspect is far from representing the additional cost that some people would imagine. Hence our choice to offer a dozen references in aluminium from the outset,» explains Laure Boudou, General Manager of Aréa.

ABOUT ARÉA

Founded by Michel Boudou in 1987, Aréa designs and manufactures street furniture in Toulouse, which can be found in various capitals around the world. Innovative, the company was the first to propose solutions that take into account the entirety of the public space to be treated, from the litter bin to the barrier, including plant protection and benches. This concern for homogeneity and fluidity is reflected in the design, marked by a real quest for meaning and harmony. Built around 4 main families (the tree, the street, the break and the escape), Aréa's offer aims to contribute to individual well-being and to living together well via products that spontaneously generate social links and appeasement. Aréa currently employs 70 people and has a turnover of €10M.

For more information: www.area.fr

ABOUT LAURE BOUDOU

Managing Director, Laure is an architect by training, she signs the design of all the products. Alone or with her brother Gilles, she has, since 2009, contributed to the harmonious development of the company by constantly reinventing the Aréa brand through the creation of more than 40 new references. While the industrial tool has been thoroughly modernised, Aréa has also expanded its range of materials, notably with the recent introduction of aluminium.

