

Aréa press release

Toulouse, september 2023

ARÉA, A CATALOGUE LIKE A PASSAGEWAY

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By publishing the fifteenth edition of its catalogue, Aréa is confirming its commitment to this resource dedicated to designers of public spaces. A gateway that links today's timeless products with tomorrow's unmissable ones, new products that are unfailingly faithful to the democratic design and values of the urban furniture creator.

A veritable brand laboratory and testing ground for the furniture of tomorrow, the catalogue not only provides solutions but ideas. This edition confirms this, with more than 450 items featuring a mix of creations, timeless designs and new developments. Expanding the range of waste management equipment, developing the aluminium furniture offer, enlarging the range of compact furniture adapted to constrained environments (alleyways, squares, etc.): Aréa's new products are always at the crossroads of the brand's convictions and responses to the needs of designers and the expectations of users.

«Jean Giono said, «I know of no easier, more attractive, gentler reading than that of a catalogue». We share this passion for a medium that can be used to let your mind wander, or to help you formulate an idea. In addition, the pleasure of the object and the sense of touch are in our DNA. Finally, contrary to popular belief, paper as it is produced today has a very low environmental impact compared to all-digital printing. Paper is therefore in harmony with our choice of materials for our furniture: steel and aluminium, which are recycled and recyclable, and wood, which is renewable. Committed to simple, fair and lasting convictions, our products offer public spaces greater tidiness, safety, comfort and conviviality, but also greater durability and simplicity...» explains Laure Boudou, Managing Director of Aréa.

ABOUT ARÉA

Founded by Michel Boudou in 1987, Aréa designs and manufactures street furniture in Toulouse, which can be found in many of the world's capitals. Innovative, the company was the first to propose solutions that took into account the entirety of the public space to be treated, from litter bins to barriers, plant protection and benches. This concern for homogeneity and fluidity is reflected in the design, marked by a genuine quest for meaning and harmony. Built around 4 major families (the tree, the street, taking a break and escaping), Aréa's offer aims to contribute to individual well-being and to living well together through products that spontaneously generate social links and soothing. Aréa currently employs 70 people and has sales of €10M.

More informations : www.area-streetfurniture.fr

ABOUT LAURE BOUDOU

Managing Director Laure is an architect by training, and is responsible for the design of all our products. Working alone or with her brother Gilles, since 2009 she has contributed to the company's harmonious development by constantly reinventing the Aréa brand through the creation of over 40 new products. While the production facilities have been thoroughly modernised, Aréa has also broadened its range of materials, notably with the recent introduction of aluminium.

