

ARÉA, THE STREET FURNITURE CHANGES ITS SCALE

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by the lockdown: The social being that people are, they increasingly express the need and desire to finally go out again, to meet, to communicate ... This XXL furniture is a real contact accelerator and creator of social bonds. Are you lost in the city? Sit down on one of these pieces of furniture and let a fellow citizen or passer-by guide you and engage you in conversation,» explains Laure Boudou, owner and 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.

As a passionate manufacturer of street furniture Aréa has been innovating for 35 years in the service of public spaces and their users. Guided by the conviction that the only social network of the future is «people», the company is driving forward the desire to offer as many people as possible a city in the form of a smile. Aréa is taking a significant step towards this today. After introducing the reclining bench into public spaces, the company now offers a range of 6 reclining benches and furniture with a double reclining surface. For a conviviality in XXL.

As if borrowed from the garden ...: The introduction of the simple reclining bench into public space was a novelty 20 years ago. It made it possible not only to sit down but also to rest in the city.

Going to the end of logic to find comfort in the urban environment, Aréa offers users a new service: Taking time out in the city, for two or more, on furniture that combines ergonomics, aesthetics, cleanliness and resistance. The «or more» is important because experience shows that this furniture encourages contact and sharing by creating micro-communities of a moment or a moment. «The development into the double reclining bench is a small revolution for design possibilities of public space.

And a response to the desire of users to find their appropriate space and spend time in the city. This basic tendency has been reinforced