

Aréa press release

Toulouse, le 08 septembre 2017

ANTIBES & NICES

If there is one piece of furniture present in every home, it is the chair! This obvious premise has led AREA to build a range of urban furniture around this familiar subject, which is just as essential to the public space as to the private one.

By adding a stool and a counter, the Antibes and Nice ranges abolish the indoor/outdoor border. These pieces of furniture reflect AREA's commitment to a simple principle that needs to be encouraged in public spaces today: to rediscover in the open air the intimacy and conviviality that we experience at home when working, relaxing or sharing a coffee....

The ANTIBES chair and bench illustrate the work carried out on the idea of individual scale in an urban environment, which meets the expectations of new urban uses.

The simple NICE seats, arranged in islands, or combined with the Antibes models, invite people to come together and share.

The Nice counter, minimalist and functional, reflects the image of a dynamic city in which it is no longer enough to sit down. Both a place for sharing and consultation, the counter accompanies an increasingly connected and fast-paced lifestyle.

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.aréa.fr

ABOUT LAURE & GILLES BOUDOU

Respectively President and General Manager, the daughter and son of Aréa's creator have complementary profiles as Laure, an architect by training, signs the design of all the products and Gilles is a manager and marketing man. At the head of Aréa since 2009, they have brought their touch to the development of the company by constantly reinventing the Aréa brand, creating more than 40 new references and thoroughly modernizing the industrial tool.

