

Aréa press release

Toulouse, le 05 janvier 2018

## PRAGUE, UNIVERSAL DOCKING STATION

The designer of urban furniture Area is continuing its work centred on the user and the social link. It is now launching a range of benches that «cultivates its garden» in the heart of cities through a quest for the essential that turns its back on accessories and technological overkill.

Available as an armchair, bench and double bench, Prague offers a design whose simplicity directly benefits comfort and price. A bench for all projects, conceived as a platform for sharing where people come to recharge their batteries at their own pace: a piece of furniture that reinvents the public bench in its most universal dimension.

Prague is urban furniture from another angle, with ergonomics and comfort as recognisable as its design. The Toulouse-based designer continues to invent a living environment that blurs the indoor/outdoor codes. With this range, Area has moved the «garden bench» into the public space. The result of specifications that are as simple as they are drastic, Prague is «the synthetic answer to all the problems faced by public space designers who want to combine form, function, quality and durability at an economical price. Aesthetic and affordable, it embodies democratic design. Discreet, it does not clash aesthetically with its environment but enhances it through the transparency of its backrest,

the finesse of its armrests and base. From the point of view of users, the instantaneous appropriation encouraged by the intimacy that emerges from its proportions makes it a real open social network that connects people naturally. exploquent Laure et Gilles Boudou, les dirigeants d'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.aréa.fr](http://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.

