

Aréa press release

Toulouse, juin 2019

ZÉNITH, A GLOBAL SYSTEM

≥ VISUELS HD

Pedestrians and soft modes of transport have taken over the city. A whole range of new uses and new flows have emerged and coexisted. The role of street furniture is fundamental because it structures urban development for a perfect reading of the city. In keeping with its user-centred approach, Aréa has designed Zenith, a global system that serves to ensure the peaceful cohabitation of uses in the heart of the city.

Bollards, and slim bollards, barriers, railings, bicycle parks and lices: the Zenith system provides all the functions necessary for street design to channel and decipher traffic, find one's way around, secure danger zones, etc. It synthesizes Aréa's 30 years of practice in public space. It illustrates our commitment to democratic design and contributes to a perfect understanding of the role of this type of furniture. Zenith offers a very rich grammar of implantation that allows for modulation of pedestrian permeability and avoids repetition. The alternation of posts and barriers creates visual breathing space that preserves the aesthetic quality of the projects imagined by the designers,» explain Laure and Gilles Boudou, the directors of Aréa.

Remarkably discreet, the design of the Zenith system interprets the universal code of the protected passage nail by stretching it from the ground. The visual contrast between the powder-coated steel of the tube and the mirror-polished stainless steel is not only aesthetically pleasing, but also brings the Zenith bollards into compliance with PRM regulations. Within the Zenith system, the furniture dedicated to bicycles has a special place. «The development of cycling has been made possible by the creation of specific street furniture allowing easy and safe parking for bicycles. The work carried out with the cities and associations during the creation of Aréa enabled us to synthesise their respective specifications. The Zenith bike parks are the result of this work and allow for the safe attachment of frames and wheels. Installed in a battery of 5 on the road, the bike parks allow, at a distance of 1m, the parking of 10 bikes instead of one car. Their installation on the pedestrian area (pavement, pathway, etc.) is just as simple.

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.

