

Aréa press release

Toulouse, juin 2019

A NEW DIMENSION FOR THE CITY

≥ VISUELS HD

On the steps, people are having lunch in front of their desks. Sitting on the back of a bench with their feet on the seat, students reexamine the world in the light of the street lamps. Their laptops resting on a low wall, businessmen chat at the end of the afternoon before going their separate ways. Sitting on the ground with their backs against a tree, mothers chat. At all hours of the day and night, the city leads its own life and invents its own solutions. That is good. But doesn't it deserve better?

As a passionate observer of the city, Aréa has put on its virtual reality goggles to «enhance» the user experience by integrating the missing object into the perfect outcome of those daily moments that punctuate the life of the public space. Tables, benches, bleachers, chairs, deckchairs, counters...: in addition to conviviality, the French creator of solutions for public and collective spaces adds comfort and cleanliness.

After having offered the public space deckchairs, coffee tables and other armchairs, Aréa wishes to see people fully appropriate their city. «To do this, we continue to develop objects that exist in the urban space but as architectural elements, not as furniture. Like the bench, which has been extracted from the facades, we propose that the steps forget their original amphitheatre and write their own history by becoming a tier. Depending on the occupants, this new furniture will be a table, a desk, a bench or a step, allowing people to eat, work, read, tweet, etc., alone or in groups,» explain Laure and Gilles Boudou, Aréa's directors.

To increase the quality of life by making public space a living space, Aréa has developed a system of furniture that allows all the needs of the city to be addressed in a totally coherent aesthetic way. «Montreal chairs and benches, Atlanta seats, Michigan lounge chairs, Narcisse baskets, Halifax standing seats and Chicago bench tables: our metal system has pure, graphic and timeless lines because we wanted to give it effective durability. Resistant to fashion and the aggressions of its environment, it does not usurp the term «durable».

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.

