

Aréa press release

Toulouse, mars 2020

OXYGEN, FROM WEEKEND SPORT TO WEEKDAY SPORT

≥ VISUELS HD

What if we could all say «From my dining room to my gym, there is only one staircase»? With its Oxygène range, the urban furniture designer Aréa gives everyone free access to an open-air gym, right downstairs. A pragmatic, fun and friendly way to develop physical exercise.

With Oxygène Aréa affirms a deep conviction: for the city to breathe again, its inhabitants must be able to lose it easily, as close as possible to their homes and workplaces... And the foot of buildings, forecourts and squares are all areas that are just waiting to vibrate to the exploits of one another by becoming, at the same time, a privileged terrain for social links.

In collaboration with a sports coach, Aréa has therefore developed fitness equipment and sports equipment for the urban space, bringing all the pleasure of the original practice to the street.

As an alternative, especially economically, to the installation of «city stadium type» structures, the installation of à la carte equipment allows sport to go to the users, and not the other way around. [...]

Parallel bars, abdomen benches, basketball goals, ping-pong tables, mini-football cages...: the absence of moving parts and the widespread use of galvanised steel give Oxygène a very high level of resistance, allowing them to be installed in large numbers, everywhere and by everyone.

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.

