

Aréa press release

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DOMINO ATLANTIC, THE WIDE ANGLE BENCH

≥ VISUELS HD

With Domino Atlantique, the latest addition to the «laboratory» of the urban furniture designer Aréa, the bench allows itself to play with shapes and design a more playful city. With two possible connection angles (30 or 45°), Domino allows for total freedom to design all shapes and seating patterns, from the simplest to the most elaborate. In addition to budgetary and environmental exemplarity, it adds a creative fantasy that changes the city.

Fifteen years ago, Aréa launched Atlantique, a range of minimalist and economical furniture whose experimental nature has enabled the designer to provide more than solutions: ideas. More than ever faithful to democratic design, this unparalleled range of seating offers a vocabulary that is both rich and simple to allow the city to express all its desires.

Today, the addition of connecting triangles allows Domino to open up a new field of possibilities while remaining true to the brand's fundamentals: «less is more», which banishes the superfluous, both in design and in manufacturing.

Even before life takes hold of this wide-angle bench, the graphic touch and rhythm it creates alone animate its environment. «With Domino Atlantique, in the manner of certain children's games, it is the imagination that holds the pencil to make the designer and the user, the bench and its environment play together. All types of seating are possible, open or closed, and the system combines a large linear seating area with a variety of shapes (stars, crosses, zigzags, plant surrounds, etc.).

The Covid-19 crisis reminded us how much public space is the playground of our lives. This made us want to play with it...» explain Laure and Gilles Boudou, the directors of 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

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.

