



AVANI: A New Chapter in Luxury Kitchen Design

AyA partners with Studio Dror on a revolutionary, ultra-modern kitchen line

FOR IMMEDIATE RELEASE - TORONTO, Canada - October 30, 2013 – Continuing its tradition of innovation and quality customer service, Canadian kitchen manufacturer **AyA Kitchens** is proud to introduce a new high-end brand **AVANI** to better serve the luxury kitchen market in North America. Designed in conjunction with renowned creative visionary **Dror Benshetrit**, founder of NY-based **Studio Dror**, AVANI is a highly curated, strictly modern, custom-made collection featuring clean lines, warm textures, movement and fine, hidden details. AVANI will make its official debut at the **2014 Interior Design Show (IDS)** in Toronto January 23–26 with a striking booth designed by Dror, who will also be in attendance.

“We consistently strive to provide our customers with exceptional value and high-quality customized products,” said **David Marcus, President, AyA Kitchens**. “With AVANI, we have identified a new opportunity for the market; a high-end kitchen system that competes with the best of luxury European kitchens, manufactured here in Canada, and available at a more affordable cost. Our partnership with Dror has really helped shape AVANI’s unique aesthetic. We are thrilled with the collaboration.”



“AVANI melds uniqueness, beauty and simplicity in a way that has never been done with kitchens,” said **Dror Benshetrit, Founder of Studio Dror**, and the creative curator behind the luxurious new kitchen line. “This collaboration with AyA is one that we are very proud of and we are excited to see how the industry reacts when the line officially rolls out in the coming months.”

Collaborations with designers is a key element of the AVANI philosophy, ensuring the line continuously brings innovative, cutting-edge designs to market. One can expect to see AVANI collaborations with other designer names such as **Johnson Chou** and **Scott Eunson** in the coming new year.

Key characteristics of an AVANI kitchen include minimal hardware, contrasting textures, clever solutions, fine details and framed in-space features. Specific elements that differentiate the line from more traditional kitchens are its signature grey interior cabinetry with full depth shelves and pull-less doors and drawers, premium European hinges and drawer systems, a variety of integrated details such as LED strip lighting and finished undersides of upper cabinets, and an assortment of unique space saving solutions including sliding islands and tops, slide-out cooktop covers and hidden appliance garages.



Luxurious finishes are the essence of AVANI. All AVANI kitchens come in a choice of 6 lacquer finishes (in both High Gloss or Ultra Matte) or one of 8 hand-rubbed matte stains on premium White Oak. Fine finishes find their way into the interiors of Avani kitchens as well with optional finished interiors and matching solid wood dovetail drawers in Walnut and White Oak.

ABOUT AyA KITCHENS

At AyA, a great kitchen starts with the customer. Every AyA kitchen is custom designed and custom made, resulting in a unique kitchen for each and every customer. With AyA's mass customization approach, customers get the best of both worlds - the personalization of a custom kitchen with the value and quality that comes from a 150,000 sq. ft. state-of-the-art production facility. By combining old world craftsmanship and attention to detail with high tech manufacturing processes, AyA offers innovative, quality cabinetry at competitive prices, incomparable selection of colours, styles and accessories to help create the ultimate living space. <http://www.ayakitchens.com/> @ayakitchens

ABOUT Studio Dror

Studio Dror is a multidisciplinary design company based in New York specializing in innovative design projects. Dror's personal portfolio encompasses product design, interior and architecture projects, creative direction, and a range of international clients including Alessi, Bentley, Cappellini, Kiehl's, Levi's, Puma, Swarovzki, Target and many others. His work has been showcased in the permanent collections of many major museums across North America, Europe and the Middle East.

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