



AyA Kitchens Unveils Renovated Showroom Featuring AVANI Two New Designer Systems Join Dror Benshetrit's ARC Collection in Toronto

FOR IMMEDIATE RELEASE – TORONTO, Canada – February 14, 2014 – Canadian kitchen manufacturer AyA Kitchens is proud to unveil its next chapter: a renovated, state-of-the-art showroom serving as the ultimate cabinetry resource in Canada. The 5,000 square foot space features a wide range of AyA collections – showcasing everything from the contemporary condo kitchen with sleek matching built-ins to the traditional private residence bathroom and closet – under one roof.

The showroom now houses a dedicated space for its January 2014-launched modern luxury brand, AVANI, and a new cutting-edge reception area both designed by Johnson Chou. The Avani showroom prominently displays three systems developed in collaboration with designers Dror Benshetrit, Johnson Chou and Scott Eunson. Contrasts of high gloss and matte lacquers, hand finished matte and textured white oak cabinetry, reclaimed wood and Corian accents all harmonize to create a finely balanced modern aesthetic.

Three new AyA displays highlight each of AyA's three principal style offerings, Urban, Transitional and Classic and feature the best of the more than 2,000 cabinetry variations available to homeowners. To help navigate this extensive selection, dedicated AyA designers leads each client through a highly personalized design process. Clients can choose from more than a dozen materials, 60 door styles, dozens of finishes, and more than a hundred hardware options; feeling elegant? add flair from AyA's extensive selection of ornamentation; keen on simplifying? look behind the doors and choose from dozens of organizational accessories. AyA's design team is also there to help their clients manage the renovation process, from setting timelines to installation.

"This renovation showcases the evolution of AyA," explains Dave Marcus, President, AyA Kitchens and Baths. "Over the past 12 years, we've grown considerably to service the North American market, and I'm thrilled that our offering now encompasses both high design and mass customization. Through ongoing collaboration and cutting edge technology, AyA will remain an industry leader and continue to present new ideas and innovations in kitchen design."



PRODUCTION

Since its inception in 2001, AyA – meaning design in Japanese – has operated with that very word as its guiding principle, applying great design concepts not only to its products, but to its manufacturing and operational processes. The homegrown company consistently delivers exceptional value, on-time, through the efficiencies of just-in-time manufacturing and the customization and quality of old-world craftsmanship. Each kitchen is made from scratch to the exact specifications of each client, at a great price. With 300 employees, the 150,000 square foot facility in Mississauga, Ontario – recognizable by its 18 storey tower – produces an impressive 250 condo-sized kitchens each week and more than 200,000 cabinetry doors each year.

AVANI

Aiming to compete directly with Europe's best cabinetry brands, AVANI has been designed in conjunction with renowned creative visionary and founder of NY-based Dror, Dror Benshetrit, and is manufactured in Canada. Continually bringing innovative, cutting-edge designs to market, collaboration is the cornerstone of the highly curated, strictly modern, custom-made collection. Following up on Benshetrit's ARC Collection launched at the 2014 Interior Design Show, AyA is pleased to announce the next two AVANI systems:

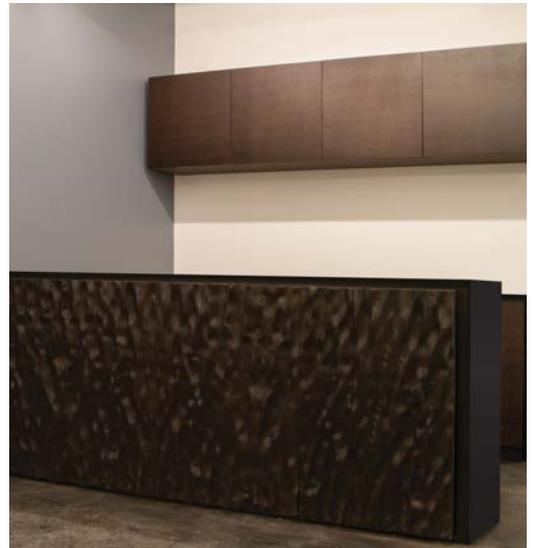


BASE

Johnson Chou, internationally-recognized interdisciplinary design firm renowned for award-winning HQs and condominium developments, presents the BASE Collection – a modular and ever-expandable living system that encompasses living, dining, cooking, sleeping, grooming, and storage. Presented as a concept space at the 2013 Interior Design Show, BASE is now available for purchase as an AVANI line. Components are plugged into the base unit to create an infinitely configurable and expandable living system, unified by its minimalist aesthetic. The kitchen island features a concealed cooktop and a pivoting dining table that can be stored when not in use. An efficient, flexible small space solution, BASE's modularity takes into consideration the ever-changing, growing needs of a homeowner.

CARVE

Combining sleek lines with the warmth of wood finishes and visual interest of textural detailing, CARVE features the artisanal craftsmanship of sculptural designer and artist, Scott Eunson. Subtle yet complex, CARVE's textured finish is carved into the surface of AVANI White Oak doors using a unique, proprietary process. Cross grain and parallel textures are featured in the AVANI showroom, but the process allows for total customization of pattern. Deeply carved patterns routed into solid wood are also featured as accents.



ABOUT AYA KITCHENS

At AyA, a great kitchen starts with the customer. Every AyA kitchen is designed and made-to-order in Mississauga, Ontario, resulting in tailor-made product at a competitive price. With AyA's mass customization approach, customers get the best of both worlds – the personalization and craftsmanship of a custom kitchen with the value and quality that comes from a 150,000 sq. ft. state-of-the-art production facility. AyA offers an incomparable selection of colours, styles, and accessories to help create the ultimate living space, the heart of the home. Continually seeking to present the most innovative of designs, AyA has collaborated with numerous leading designers and firms, including II by IV Design, Cecconi Simone, Candice Olson, The Design Agency, UNION 31, Mike Niven Interior Design, Munge Leung, Kelly Deck, and more. www.ayakitchens.com @ayakitchens

ABOUT JOHNSON CHOU

Johnson Chou Inc. is an internationally recognized interdisciplinary design practice encompassing architecture, interiors, furniture, industrial and graphic design – a body of work characterized by conceptual explorations of narrative, transformation and multiplicity. While the search for the elemental is the defining aspect of their work, a heightened sense of ritual, metaphor, drama and engagement exemplify the firm's projects. Award-winning projects include Blowfish Restaurants, ad agency Grip Limited, Headquarters for Red Bull Canada and residences at 10 Bellair and Candy Factory Lofts in Toronto. More recently, Chou's presentation centre for condominium development Sixty Colborne received ARIDO's 2012 "Project of the Year". Inspired by "narratives of inhabitation", be it a residence, office or retail space, Chou's projects are characterized by forms imbued with metaphoric content and richness of detail – objects and spaces that are "portraits" of their clients. www.johnsonchou.com

ABOUT SCOTT EUNSON

SCOTT EUNSON STUDIO Inc. is a design-build company engaged in unique collaborative projects with interior designers, architects and landscape architects. The working process of the studio is powered by an industrial CNC router. The company has completed various commissioned, site-specific sculptural installations in commercial projects around the world, including the W Hotel Taipei, Four Seasons Hotel Marunouchi Tokyo, Printemps Department Store in Paris, as well as local projects for the Toronto Congress Centre, the ByMark Restaurant, Drake Hotel and others in Toronto. Scott Eunson Studio is also currently developing projects in architecture, furniture and lighting design. www.scotteunson.com