



For Immediate Release

Kitchen Liberation: The Wedge

AyA Kitchens – IDS Booth #934

January 25, 2011 Toronto, Canada Who says a kitchen has to be set against a wall? Experience the evolution of Kitchen Living at IDS11 with AyA's new Wedge Kitchen. A collaboration between AyA Kitchens and the Design Agency, the Wedge liberates the kitchen by eliminating all upper cabinets and re-imagines it as two islands that flow in perfect harmony with one another. The Wedge's organic form is emphasized by AyA's new gently curving doors which highlight the dynamic nature of the arrangement.

The Wedge's monolithic feel has been achieved by seamlessly wrapping AyA's Manhattan Anthracite cabinetry within the dramatic beauty of Earth Corian waterfall island tops with Glacier White Corian niches. Storage niches designed inset into the counter top 'waterfall' are constructed with Corian's illumination series, which at only 1/4" thick allow for backlighting giving a subtle glow to the niches.

Completing the stylish functionality of the space are the sleek European styling of Sub Zero's integrated, under counter refrigerator and freezer drawers and integrated under counter wine storage. Wolf's flush mount, integrated ceramic cooktop is a subtle addition to the counter top – a seamless marriage between the counter top and cooktop.

Adding a touch of drama and sparkle to the space is the sophisticated Franke chrome faucet with an integrated pull out faucet and the Franke Culinary Work Centre. This work centre is a chef's dream, combining a large single Kubus sink with a pop up drain mechanism, a tempered glass cutting board, a stainless steel colander, stainless steel measuring bowl and a pop up waste fitting. Quite literally, everything *including* the kitchen sink. The Wedge Kitchen effortlessly integrates kitchen space and living space by breaking free from traditional constraints – both wall and floors. A custom LED floor panel by LED Direct dramatically highlights suspended cabinetry that seemingly floats above the floor. You can truly imagine these unique, independent pieces in virtually any space. Perfect for upscale condos, trendy downtown lofts or even suburban settings where blending rooms together, the Wedge Kitchen creates open, barrier free spaces.

New Product

Known for their mass customization approach to manufacturing, AyA is further expanding their catalogue to include stunning, new curved door cabinets specified by Canada's foremost trend leaders, The Design Agency. The gentle concave and convex curves add an organic feel to any space and quite literally "rounds" out AyA's extensive cabinet offering. AyA is also launching a clever 48" wide under sink drawer system maximizing the usable storage capabilities within the sink cabinet, as well as maintaining the drawer line throughout the cabinetry.

AyA Kitchens and Baths

AyA Kitchens and Baths is a state of the art manufacturer of mass customized, high-quality frameless cabinetry. By combining old world craftsmanship and attention to detail with high tech manufacturing processes AyA produces innovative, quality cabinetry at competitive, manufacturer direct prices.

For more media inquiries or interview requests please contact:

Margaret Macdonald, Senior Designer

mmacdonald@ayakitchens.com

905.848.1999 ext. 222

www.ayakitchens.com