



AYA KITCHENS AND BATHS LAUNCHES CUBI – A REVOLUTIONARY SHELVING SCHEME SET TO TRANSFORM URBAN LIVING

Toronto, ON – February 14, 2017: North America’s leading cabinetry manufacturer, AyA Kitchens and Baths (AyA), has launched a shelving revolution with the debut of CUBI. Designed in partnership with the Toronto-based architectural firm PARTISANS, the concept is a response to urban expansion and densification to maximize the potential of space.

The modular shelving and space divider enhances livability and optimizes functionality through a series of sculptural, cubic geometries. Recognizing the individualistic nature of each homeowner, the units offer a multi-purpose and completely customized approach to storage, walls, benches, cooking and dining surfaces, and even trusses for planting or lighting.

CUBI made its larger than life debut at this year’s Interior Design Show, where it received Best Booth Award. The honour joins AyA’s 2017 KBIS Innovative Showroom Award and is AyA’s third Best Booth Award from IDS in as many years, displaying the brand’s commitment to design excellence and innovation.



“Urban life is evolving,” says Dave Marcus, CEO and founder of AyA Kitchens and Baths. “As homes become smaller, the need for innovative and practical storage systems becomes evident. CUBI offers homeowners a solution that will transform with their lifestyle. CUBI has been developed in tandem with AyA’s core principal – mass customization – which ensures that each finished scheme is completely unique to meet the individual needs of the consumer.”

“CUBI is a fusion of beauty and function. When we were developing this product with AyA, the value of space in the current marketplace was a massive influence on our design,” Co-founder of PARTISANS, Alex Josephson states. “How do we maximize storage potential in a way that resonates with modern day homeowners? By creating a versatile system that gave consumers total control of the design, the scheme is created to become fully integrated in daily life rather than just a place holder.”



Made to order from Canadian Maple, CUBI demonstrates the art of flexibility by allowing users to build anything from a kitchen to a garden with the revolutionary system. With a variety of custom accessories, CUBI introduces the concept of direct integration – such as the ability to grow herbs and vegetables in the kitchen, making it possible to harvest and prepare meals in the same space.

CUBI is now available for purchase at any AyA location throughout North America.



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 Burdiflek, Hariri Pontarini Architects, Il by IV Design, Cecconi Simone, The Design Agency, UNION 31, Mike Niven Interior Design, Tomas Pearce IDC, Kelly Deck, BYU Design and more. www.ayakitchens.com @ayakitchens

ABOUT PARTISANS

Voted Best Emerging Designer by Canada's Design Exchange and Best Emerging Practice by the Ontario Association of Architects (OAA), PARTISANS is an intrepid Toronto-based studio poised to change the architecture and design landscape. Recent works from the firm have been featured in the New York Times, Wallpaper, Dezeen, Frame, Fast Company, and designboom and won Canadian Interiors' Best of Canada Award and 2015 Project of the Year and the OAA Design Excellence award.

For additional information, interview requests, or images, please contact **Faulhaber Communications:**
Rachel Finamore, rf@faulhabercommunications.com 416.504.0768 ext. 232