

Handmade Meets High-Tech at IDS15

AVANI Unveils CARVE in Collaboration with Hariri Pontarini Architects

FOR IMMEDIATE RELEASE – TORONTO, Canada – February 2, 2015 – To celebrate the resurgence of local makers and artisans, AyA Kitchens' luxury brand AVANI proudly launched CARVE, envisioned by one of Canada's top design innovators: Siamak Hariri of Hariri Pontarini Architects (HPA). Unveiled for the first time at the 2015 Interior Design Show (January 22-25, 2015) guests experienced the one-of-a-kind kitchen that took home gold for its winning booth design (400 sq.ft. category). In the ultimate combination of handmade meets high-tech, CARVE combines sleek matte white cabinetry and smooth lines with deeply carved warm wood using a unique, proprietary process developed by AVANI and is complemented with bespoke, hand-crafted Finishes.

//CARVE ELEMENTS

- Extended 10-foot-tall "super-matte" lacquered white cabinetry, the latest trend in cabinetry design, married with custom wooden elements to achieve a clean, modern kitchen
- Natural and rustic beauty of three contrasting wood finishes: Hemlock, Douglas Fir and Walnut
- Carved detailing including foot recess on salvaged wood base
- Carved and hand scorched Douglas Fir panels create the outer jacket of the kitchen
- The Cloud - a hand carved wooden "cloud" floating art installation hung above the kitchen



Known for their understanding of the profound effect the built form can have on people, AVANI worked with award-winning HPA to create a kitchen that captures the essentials of light, form, space, material, and atmosphere. To execute HPA Founding Partner, Siamak Hariri's vision, AVANI partnered with local makers Scott Eunson and Lubo Brezina to provide the intricate handmade wood elements complimenting the luxe and refined kitchen. "We strongly believe that design invention and well-crafted form arise by paying attention to details, from the moment of design conception through the entire process of construction," said David Marcus, President, AyA Kitchens. "Understanding this vision, Hariri Pontarini Architects brought the idea of customization and uniqueness that is the AVANI brand to life."

"Arriving at inspired transformation can only come through human collaborations and that is the essence of both the AVANI brand and the work of HPA," said Siamak Hariri, Founding Partner Hariri Pontarini Architects. "What starts with an individual aspiration becomes something new and innovative."



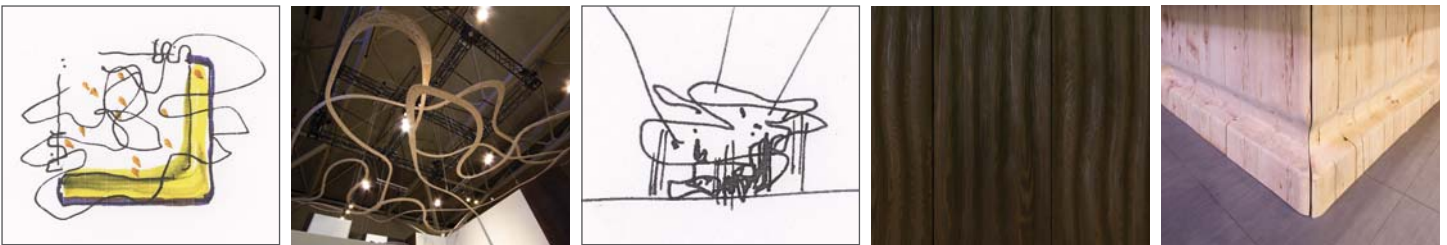


Floating from high above, The Cloud is the crown of the state-of-the-art kitchen, and is a direct response to AVANI's challenge to HPA to create the impossible. Envisioned by Siamak and crafted by maker Lubo Brezina, the cloud is an intricate floating wooden form that represents the artistic form that is CARVE.

CARVE in collaboration with HPA marks the third designer partnership for AVANI and follows the successful launch of the brand's first two kitchen systems: The ARC by Dror Benshetrit, which launched at the Interior Design Show in 2014 and BASE by Johnson Chou.

//THE PROCESS

- HPA's initial sketch of the cloud was 3D modeled using CATIA, an aerospace and aviation 3D modeling software.
- These files were exported to a CNC Router to create templates and which were used to build the cloud's form.
- Salvaged Hemlock wood strips were layered to create varying thicknesses to achieve a more organic form reminiscent of driftwood. Once all put together and carved, the piece was whitewashed and sanded.
- The outer walls of the display were wrapped in Douglas Fir planks which were laid up into panels, routed and burned to create a dramatic raised grain finish.
- Excess charred material was removed using an abrasive grinder and hand brushing, and the panels were then assembled into the wall covering with corners mitred and final burning retouches.



To access images of CARVE, please click here: https://dl.dropboxusercontent.com/u/99692327/AVANI_IDS15_HiRes_JPGs.zip
For more about AVANI www.avanikitchens.com

//ABOUT AVANI

Founded by AyA Kitchens, AVANI was created to better serve the luxury kitchen market in North America. Designed in conjunction with renowned creative visionary Dror Benshetrit, founder of NY-based Dror, AVANI is a highly curated, strictly modern, custom made collection featuring clean lines, warm textures, movement and fine hidden details. Competing directly with Europe's best brands, AVANI kitchens are designed with the highest possible attention to quality and detail. www.avanikitchens.com @avanikitchens or visit www.ayakitchens.com @ayakitchens

//ABOUT HARIRI PONTARINI ARCHITECTS

Hariri Pontarini Architects is a full-service Canadian firm devoted to producing work of lasting value. Siamak Hariri and David Pontarini founded the Toronto office in 1994 motivated by a shared commitment to design quality. Today their 70-person practice offers its clients in-depth partner involvement through all stages of design and the breadth of building experience and technical expertise to rigorously oversee construction. HPA believes solid relationships result in strong projects. They take pride in forging lasting collaborations with all involved in the design, development and construction process: clients, consultants, fabricators, policymakers, construction workers, colleagues. With each commission, HPA assumes full responsibility to materialize a design vision inspiring to its occupants, attuned to its setting and respectful of stakeholder needs, client budget and timeline. Every project in their diversely scaled, award-winning portfolio reflects the HPA mission to craft architectural and urban solutions that exceed expectations, without excess. www.hariripontarini.com

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