



IDS VETERAN AYA KITCHENS PARTNERS WITH ARCHITECTURE AND DESIGN FIRM, PARTISANS, FOR REVOLUTIONARY PRODUCT DEBUT

Toronto, ON – January 10th, 2017: Manifesting a shelving revolution, AyA Kitchens (AyA) is proud to announce a design collaboration with architecture and design firm, PARTISANS, and the unveiling of CUBI at the 2017 Interior Design Show (IDS17). A reflection of modern day expansion and densification, CUBI presents a beautiful, yet pragmatic, approach to space.

CUBI, a modular shelving and space dividing system, 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 customizable approach to storage, walls, benches, cooking and dining surfaces, and even trusses for planting or lighting.



“Urban life is evolving,” says Dave Marcus, CEO and founder of AyA Kitchens. “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. Unlike standard shelving units, 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.

As North America’s leading cabinetry manufacturer, AyA is no stranger to IDS17. The result of a consistent display of innovation and prolific design, the Canadian-based company has won multiple booth awards for its appearances at the globally recognized conference.

CUBI will debut at IDS17 from January 19th-22nd, 2017 and will be 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, II 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. www.partisanprojects.com

For additional information, interview requests, or images, please contact **Faulhaber Communications:**
Lindsay Singer, ls@faulhabercommunications.com 416.504.0768 ext. 223