

( h a n d m a d e l u x u r y )



PRESS RELEASE : Maison et Objet  
TODAY HALL6 STAND E127  
January 2019



## Statement pieces decide everything!

Still in Hall 6 but in its new location at Maison et Objet this January, Avenida Home is showcasing a striking display of colourful flora, fauna and whimsical illustrative designs of printed fabrics and wallpaper alongside their world renowned colourful table pieces. The new look is a true stopover! Innovators will also find some of our pieces in "Sharing", the trends display area, in Hall 1 and MOM New products too.

Our display shows a melange of Studio Avenida designs together with others produced in collaboration with artist Nathalie Lete, Patch NYC, Puddin'head and Anne Bentley.

Oscillating between decorative and functional qualities, table mats, coasters, platters and porcelain tableware pieces are all sold individually so customers can make their own settings and bring their own very personal touch.

Avenida Home has made a name for itself with surprising kitchen and dining pieces that are characterised by featuring unexpected art and design, meticulous attention to detail and quality craftsmanship. Its characterful pieces can be found at Liberty London, Bergdorf Goodman New York, Sue Fisher king San Francisco, HP France, Tokyo - some of the most prestigious and individual stores in the world.

Come and discover Purple Dahlia from Patch NYC, Cavalier, You and Me, Flowers from Nathalie Lete, unusual Terrazzo marbling and rummage through the stunning printed linens and wallpapers.

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#### NOTES TO EDITOR :

Avenida means avenue in Spanish, a word filled with connotations of discovery. It's exactly what **Isabel Saiz** had in mind when she founded Avenida Home in 2010. Her dream; to bring new and unexpected designs, beauty and quality to home accessories.

**Tablemats, placemats and coasters** - Made by laminating exquisite prints over the highest quality wooden board. A protective melamine coating is then applied to the face and non-slip, black baize felt or cork on the underside. Heat resistant to 160°C.

**Birch wood trays** - Individually hand made from the finest Scandinavian birch wood specifically sourced for its fine grain and rare width - the trays have no joins and are made from single sheets of birch providing a high quality finish and longevity of use.

**Linens** - 100% European linen. Tablecloths and Kitchen Towels have mitred corners. Machine washable.

**Ceramics** - Made of fine but durable porcelain these colourful mugs are sprayed glazed by hand - only this way can we achieve the beautiful enamel like finish and the unique colours. The quirky flower motive glistens in metallic gold.

**Cutting Boards** - Made in Sweden from high quality waterproof birch wood ply, they can be used as cheese and charcuterie boards on the table.

**Glass platters** - Made from 100% recycled glass and printed in England, they are heat resistant to 180°C. Perfect as a decorative surface protector.

**Wallpaper** - Our wallpapers are made in England from non-woven substrates sourced from ethical and accredited suppliers, and the inks we use are classed as water-based. They comply with the European Product Standard for wallcovering products and are tested in accordance with European Fire Regulations. This means they are equally suitable for hanging inside a commercial building as well as in a home environment.

Price for these affordable luxuries ranges from £6 to £300

