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Trespa and Arpa Open New Design Centre Today in New York City – Inaugural Event for World Leaders in Architectural Materials

Revamped, expanded Design Centre unites two iconic brands in high-quality surfacing and cladding materials, Arpa and Trespa, in an inspirational new design space in New York City's SoHo neighborhood. (Press preview May 14, 5:15pm, at 62 Greene St.)

NEW YORK CITY, May 14, 2010 – The world-leading architectural materials companies Arpa and Trespa have announced the grand opening of their Design Centre in New York's SoHo neighborhood, opening today to a VIP preview and inaugural party. According to the two companies, the new Design Centre serves as an inspirational space where architects, interior designers, end-users and homeowners can meet for design education, project solutions, inspirational events and unique exhibits.

The announcement builds on Trespa North America's widely praised decision to establish the Trespa Design Centre in New York in May 2008. "We opened the Trespa Design Centre in SoHo to establish a local presence close to the architectural community in the Big Apple," said Remon Veraart, Director Americas for Trespa and Arpa. "Our new Design Centre reflects the breadth of our portfolio by bringing

together two world leaders in high-end architectural materials.”

Arpa is a globally renowned brand and leading Italian producer of high-pressure laminates (HPL) and surface materials for a multitude of interior applications. For its part, Trespa produces a thick, rugged HPL material designed and used worldwide as a building exterior cladding.

“We are now bringing together two leading brands that are connected in offering high-end surface solutions for interior design and architecture,” said Veraart.

Innovative, colorful materials

To celebrate the occasion, Arpa and Trespa have invited leading designers, architects, partner businesses and dignitaries from the United States, Italy and the Netherlands to an opening celebration at the storefront showroom space, located at 62 Greene Street in the heart of SoHo’s design district. While the new Design Centre is set amid many other design showrooms as well as fashion and art boutiques, leaders from Trespa and Arpa are on hand to detail the unique mission of their modern, stylish facility to invited guests tonight.

Unprecedented in New York and the United States, the Design Centre showcases Arpa’s unique portfolio of products for the kitchen industry. Prominently displayed in the space is a colorful presentation of the *Arpa for Kitchen* Collection in high-quality HPL complemented by Arpa’s newly launched *Naturalia* collection, made of a solid, monolithic material that brings a sense of nature to contemporary kitchen design. “These new collections bring a fresh new sensibility to kitchens and other surfacing applications,” said Jim Palmer, General Manager of Arpa USA. “The timing is excellent: The *Naturalia* collection received rave reviews following its debut at the Milan Design Exhibition a few weeks ago.”

Veraart added that *Naturalia* was presented as a new countertop material at

several locations at the Salone di Mobile in Milan, receiving an excellent response from the European interior design community and media alike. "The positive reviews reflected not only *Naturalia's* aesthetic properties but also the fact that 100 percent of the wood-based fibers in the product come from PEFC-certified forests," said Veraart, referring to the Program for the Endorsement of Forest Certification, the world's largest such organization. *Naturalia* and other Arpa product lines are featured in different applications in the new Design Centre, demonstrating the characteristics and versatility of the material.

In the same space, Trespa continues to focus its resources on supporting the growth of its exterior cladding products, which are made of a uniquely thick, solid panel available in an array of colors and textures. "Over the past years, Trespa has built a successful track record in turning inspirational and innovative architectural ideas into long-lasting reality," said Darlene Byrne, Marketing Manager of Trespa North America. "The product is applied on many beautiful and noteworthy buildings in New York, throughout North America and worldwide, and it has proven its durability over decades of use."

A showplace and workshop for cutting-edge design

The Trespa | Arpa Design Centre also serves as a gathering place for the design and architecture community. Since the SoHo location opened in May 2008 under Trespa's flag, the memorable storefront space has become a hub for design-related events, education and exhibits. Thousands of visitors have been hosted here, including such leading design groups as ENYA/Emerging New York Architects, the Urban Green Council, the American Institute of Architecture Students, and the American Society for Interior Designers, among many others.

Trespa has also presented panel discussions and design workshops, and even

debuted original programs and exhibits such as "Appetite for Design" on restaurant design trends, and "Models of Concern," a multimedia exhibit and symposia on model making and design innovation featuring the North American premiere of an acclaimed international exhibition. Leaders from both Arpa and Trespa plan to continue this new tradition of inspiring and informing architecture and design (A&D) professionals, while also serving as a focal point for the A&D community.

The showroom and meeting place was designed by Studio Schoot and also features products and designs by a range of Dutch manufacturers and designers, including Ahrend, Forbo, Brand van Egmond, Montis and many others.

"Trespa and Arpa are excited to combine their efforts for what promises to be an even more inspirational centre, right here in the most vibrant part of Manhattan," said Veraart. "The investment in the Design Centre in these times of economic uncertainty is a clear demonstration of the long-term commitment that both brands have to the A&D community and future growth in North America." ###

***For more information, photographs and interviews,
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About Arpa

Based in Bra, Italy, Arpa Industriale specializes in innovations and manufacturing of high-end decorative laminates and surface materials for kitchens, furniture, wall lining and other interior applications. The vast range of products is an expression of original creativity, enriched by the possibility of reproducing any image, décor or artwork through digital printing technology. In this way, Arpa offers an important service to end-users and designers. The company has produced high-pressure laminates since 1954.

About Trespa

Trespa specializes in the design and production of high-end architectural panels for contemporary exterior façade cladding applications. Trespa International BV is a world leader in the development, production and delivery of these high-performance, high-quality panels

for exterior cladding and decorative surfaces. Using proprietary technologies for the manufacture of exceptionally durable products, Trespa is continually setting new standards in the building sector, life-style settings and environmental awareness. Key product lines for Trespa North America include: Trespa Meteon®, Trespa Athlon®, Trespa TopLabPLUS® and Trespa Virtuon®.

About the Trespa | Arpa Design Centre

Located on Greene Street in the SoHo area of lower Manhattan amid a thriving community of design and architectural firms, the Trespa | Arpa Design Centre offers a unique environment and showcase for design-related education and HPL panels produced by Trespa and Arpa. The Design Centre serves as an inspirational place for architects and designers to meet, network and collaborate — a design experience rather than a mere showroom — and serves as a prime location for meetings, seminars, design events and product exhibitions. As the Trespa Design Centre, the location has hosted events with *New York Magazine*, Urban Green Council, GreenHomeNYC, ENYA (Emerging New York Architects), Netherlands Board of Tourism, the Municipal Arts Society, and many others. The Trespa | Arpa Design Centre is located at 62 Greene Street, New York, NY 10012, between Spring and Broome Streets, and is open from 10-5pm, Monday through Friday. The Design Centre is open to the trade and the public.



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