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2010 “SoHo Design Walk” to Include Trespa | Arpa Design Centre – ASID Members Invited for Education, Events

For the first time, architectural materials manufacturers Arpa and Trespa sponsor the “Taking It to the Streets” tour of leading showrooms and events in New York City’s design districts, to cultivate interaction with the city’s interior design professionals.

NEW YORK CITY, Sept. 2, 2010 – Global architectural materials producers Arpa and Trespa will welcome interior designers into their recently reopened Design Centre in SoHo as part of the 2010 ASID Design Walk. The manufacturers see “Taking It to the Streets: Design/NY,” scheduled for September 22-25, as an opportunity to increase

awareness of their design-focused products within the interiors community.



Additionally, Arpa and Trespa – best known for producing attractive, high-quality decorative surfacing and panels for interiors and exteriors, respectively – also hope to showcase the recent revamp of their Design Centre located at 62 Greene Street. Set amid the neighborhood’s many design

showrooms and galleries, the Design Centre engages designers and architects in constructive dialogue, education and industry events.

Arpa and Trespa will invite designers to the Design Centre for breakfast, an education session presented by *Dwell*, and a **raffle** of two premium designer chairs by Alexander Pelikan. Participating for the first time in this annual event by the American Society of Interior Designers (ASID), the sister companies seek to heighten the Design Centre’s profile and its overall involvement in metro New York’s vast design community.

Jim Palmer, General Manager of Arpa USA says, “We are excited to show local

and visiting designers what Arpa's Italian-made surfaces – and the resources of our Design Centre – have to offer. What's more, we look forward to hearing from the professionals who may use our products, as we consider their input to be invaluable." Arpa's finish surfaces are ideally suited to interior and kitchen applications, and the Design Centre's unique "Curiosity Kitchen" installation will foster lively discussion.

ASID organizes these unique "design walks," which bring scores of architects and interior design professionals to New York for energizing days of showroom visits, continuing education, and networking events.

Designer breakfast and kitchen talk

According to Palmer, Arpa will host a **seminar** presented at 12:00 noon on Saturday, September 25th, by Amanda Dameron, digital content director of the award-winning shelter magazine, *Dwell*. The presentation and forum will focus on the role of today's



shelter publications in a "Web 3.0 world." Arpa will also raffle off two unique PeliDesign *Clic* chairs, which feature the panel material employed in a unique modern construction by the Dutch-based designer of note, Alexander Pelikan.

The day before, on Friday, September 24, the cladding manufacturer Trespa North America,

Arpa's partner in the Design Centre, will invite architects and design professionals for a **Designer Breakfast** from 9:00–11:00am.

"We're pleased to be able to kick off the SoHo walking tours," says Darlene Byrne, Trespa's Marketing Manager. "Many architects already know our Design Centre, and Trespa's exterior building panels have been used around the New York City metro area for many years."

Byrne continues, "Design professionals are not only our customers, they are also our partners. We hope that they will see the Design Centre as a place to share, collaborate and grow."

Trespa and Arpa have seen their Design Centre featured in industry media and

local press since its grand opening in mid-May of this year.

ASID's "Taking It to the Streets" starts on September 22 in the Chelsea, Flatiron, Union Square and Meatpacking Districts. Then the crowd travels to SoHo and Tribeca on Friday and Saturday, September 24-25. Participating companies, like Trespa and Arpa with their Design Centre, will open their doors to offer refreshments, education programs and display products. ###

***For more information, photographs and interviews,
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About the Design Centre

Located on Greene Street in the SoHo area of lower Manhattan amid a thriving community of design and architectural firms, the Design Centre, presented by Arpa and Trespa, offers a unique environment and showcase for design-related education and building materials. 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, the ASID and many others. The 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.

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®.

