



**Art For Everyday Inc.™**  
*Architectural Woodcarving*

1998~2008  
**10 YEARS**  
*of innovation in woodcarving*

**FOR IMMEDIATE RELEASE**

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**Art For Everyday Announces New Architect & Designer Resource Program**  
*New Program Supports Design Community*

**Toronto, ON:** In response to increasing interest in the recently launched Modern Classic Collection of architectural woodcarvings, Art For Everyday Inc. (AFE) announces a new and informative resource program for architects and designers. The official announcement will take place at 5:30 pm on Thursday, September 25<sup>th</sup> in AFE's Booth #1505 during a hospitality event co-hosted by Architectural Digest magazine. All members of the media are welcome to attend.

"We've developed a program that will obviously create awareness for our products," states Vince Curci, AFE's Sales & Marketing Manager. "However, our main objective is to give the design community a way to achieve true customization in their own designs. This is a product that may not be on everyone's radar, and as the economy gets tighter, we want to give designers another way to differentiate themselves," adds Curci.

There are three main components to the AFE A&D resource program:

1. Lunch & Learn Education Series – AFE representatives will visit the design/architecture firm upon request
2. Idea Bank – AFE has completed a comprehensive catalogue reference binder
3. Commitment to original design – micro collections to launch every 12 months.

"We've been conducting a series of pilot lunch & learn sessions," says Curci. "We deal with everything from our unique combination of technology and hand finishing in our manufacturing process to showing designers how to mix and match the elements of the Modern Classic Collection to achieve custom looks. The response has been overwhelmingly positive."

Part of the challenge of using architectural woodcarvings is to understand the potential of these products and to find the right ones to enhance or create the design theme. AFE's comprehensive resource binder contains over 750 woodcarvings – over 500 traditional products and 200+ of the new Modern Classic products with images and design ideas. With products from the very traditional motifs such as Acanthus or Greek Revival to the contemporary lines of the Modern Classic, this resource binder will be a valuable tool in any design studio.

The last part of the program not only demonstrates AFE's position as the industry leader in original design but it sends a clear message that the art of woodcarving has a dynamic place in interior design. AFE will launch new micro collections every 12 months and will debut the new products at the Kitchen & Bath Industry Show (K/BIS) each spring. The initial designs for the first micro collection are already complete. "My team is constantly innovating with premium wood as our palette. We have so many fresh ideas for new collections. It's an exciting time to be in product development," states Soroush Mahmoodi, Application Specialist.

Visit Art For Everyday at Booth #1505 at IIDEX/NeoCon Canada. To arrange a media interview or for further information, product details and hi-resolution images, contact Leanne Newman at (519) 756-2709, ext. 2 (office), 519-754-7745 (cell # at IIDEX) or [leanne@flyingcamel.com](mailto:leanne@flyingcamel.com).

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*Art For Everyday Inc.™ is a leading producer of architectural woodcarvings and turnings for the high-end kitchen design industry, as well as interior design and architectural firms. Known for original design, the company uses premium North American lumber to craft over 750 woodcarvings in 12 different categories, including corbels, mantels, appliqués, moldings, capitals, turnings and rosettes. 100% of AFE products are made in North America.*