



Aya Kitchens Unveils New Castlefield Showroom in Toronto's Design District In conjunction with GE Monogram Design Centre, Aya welcomes its newest GTA showroom location

FOR IMMEDIATE RELEASE – TORONTO, Canada – March 25, 2015 – Canada's ultimate cabinetry manufacturer AyA Kitchens & Baths will open its new AyA Castlefield showroom this May next to the new Monogram Design Centre & cooking school. GE Monogram and AyA's new locations housed in a new Hariri Pontarini Architects (HPA) designed space that will inspire discerning homeowners and trade professionals with an unparalleled showroom experience complete with industry-leading kitchen appliances and cabinetry designs.

Designs from AyA and its luxury kitchen brand, AVANI, are on display throughout the Monogram Design Centre, where they will be showcased alongside GE Monogram's luxury appliances. AyA's newest showroom, AyA Castlefield will be separate but linked and will feature GE Appliances and AyA cabinetry styles from its urban, classic and transitional lines. AVANI's one-of-a-kind CARVE jacket panels showcased in AVANI's HPA designed, 2015 Interior Design Show award winning booth will also be featured in the new AyA showroom.

"We are thrilled to open AyA Castlefield in the heart of Toronto's luxury design district where we can continue to deliver innovative kitchen designs to our shoppers. Our continued partnership with innovator Siamak Hariri and this major collaboration with GE are strengthened through this project, which unites our shared dedication to quality, functionality and green-minded design," says Dave Marcus, President, AyA Kitchens and Baths.



The Toronto Monogram Design Centre is a freestanding two-story space featuring 4,000 square feet of spacious showroom on the main floor and a 2,500-square-foot cooking studio on its upper floor. Always striving to produce the best in green designs, the rooftop garden mirrors AyA's dedication to protecting the environment. Notable examples of AyA's green features include its EVO™ cabinets, which are made with only EPP certified material (Environmentally Preferable Product) 100% post-industrial, no-added urea-formaldehyde wood fiber particle board, and AyA's use of only low HAPS (hazardous air pollutants) finishes and an exclusive UV cured water-based top coat finish.

AyA Castlefield is the company's seventh showroom in the GTA, with additional showroom locations across Canada and the U.S. The AyA Castlefield showroom is located at 1290 Castlefield Ave. Spring hours of operation are Monday to Friday from 10 a.m. - 6 p.m. and Saturday from 11 a.m. - 3 p.m.

//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 II by IV Design, Cecconi Simone, Candice Olson, The Design Agency, UNION 31, Mike Niven Interior Design, Munge Leung, Kelly Deck, and more. www.ayakitchens.com @ayakitchens

//ABOUT AVANI

Founded by AyA Kitchens, AVANI was created to better serve the luxury kitchen market in North America. Designed in conjunction with renowned creative visionary Dror Benshetrit, founder of NY-based Dror, AVANI is a highly curated, strictly modern, custom made collection featuring clean lines, warm textures, movement and fine hidden details. Competing directly with Europe's best brands, AVANI kitchens are designed with the highest possible attention to quality and detail. CARVE in collaboration with Hariri Pontarini Ratchets marks the third designer partnership for AVANI and follows the successful launch of the brand's first two kitchen systems: The ARC by Dror Benshetrit, which launched at the Interior Design Show in 2014 and BASE by Johnson Chou. www.avanikitchens.com @avanikitchens