

ESPACE MOBALPA: A UNIQUE VENUE IN PARIS

An exceptional 3 000m² world specialising in Kitchens, Bathrooms and Storage



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15 boulevard Diderot is where it's happening with Mobalpa! Close to the Gare de Lyon, in the heart of Paris, Mobalpa has just opened a unique area covering 3 000m² on three levels, entirely given over to Kitchens, Bathrooms and Storage, for Visitors to enjoy...

The place where dreams come true!

◀ The superb Haussmann style building at 15, boulevard Diderot in Paris' 12th district has been chosen to house the Espace Mobalpa.

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online at: www.n-schilling.com

The first show-room for a French fitter within the Paris city limits!

The home fitting specialist has moved into the beautiful Haussmann-style building at 15, boulevard Diderot, in the 12th district. Renovated by the architects Patriarche & Co*, the site has been laid out in a modern, elegant style, setting the Espace Mobalpa in a premium showcase.

As soon as you enter the front door, you are greeted by a magical world, with highly original ceiling decoration which immediately draws your attention. This ceiling is the first to have been completed in France by a Scandinavian company! In addition, there is a technological wonder inviting visitors to continue their tour - skilfully designed digital screen signing, developed and installed by TBWA. The Espace Mobalpa's prime location makes it easy to get to. Fitted out by the Mobalpa design studio, the Espace Mobalpa has three informational areas and 81 displays featuring all the latest trends in Kitchens, Bathrooms and Storage to help you to make the right choice. Nothing could be more pleasant - or efficient - than coming to explore Mobalpa's fitting designs in real life and in a specially-designed area... The facility offers a guided tour through Mobalpa's three worlds: all of them functioning as lively, fun meeting-places in this innovative concept which is bound to win you over.

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Delicately expressing its skill, Mobalpa takes refinement to the limits, engaging all five senses:

- sight, with creations whose shapes, colours and style are all vying to outdo each other's charm, enhanced by the illuminated projection of small written characters;
- touch, with a rich variety of materials: wood, stainless, glass, ceramics and synthetic stone;
- hearing, with appropriate sounds broadcast in the different areas (contemporary music and city sounds in the "100% design" kitchens; country and western music, sounds of the country for "Heritage"; soundbites from everyday life dotted through the presentations of kitchens and bathrooms, and so on);
- smell, with a clever blend of caramel, vanilla, coriander, sage, and citrus aromas for the kitchens, hints of rose, powder and marine freshness for bathrooms, and the pleasant smell of wax and honey bringing to mind pale wood, intimacy and calm for the dressing rooms,
- taste, stimulated both by the delicious aromas in the special area for cookery lessons and the gourmet screening of a 3D film - something to really set the taste buds tingling!

▶ The Espace Mobalpa reception area and staff - your first stop for expert advice and ideas!

The Espace Mobalpa is ready to play host to every kind of whim, with reception staff on hand for visitors to supply information and provide guidance and assistance for them to choose the best solution for Kitchens, Bathrooms and Storage, depending on their chosen style, layout of their home and preferences and making the most of the versatility of Mobalpa's tailor-made design solutions. It's the ideal setting for studying the many different options available in terms of layout, sizing, modules and colours. This is the place to get all the best advice and details of your nearest dealer - there are no sales at the Espace Mobalpa. This no-strings-attached immersion into the world of Mobalpa is a real guarantee of total customer satisfaction - at the heart of company policy since its establishment in 1907.

Digital signing invites you to explore the Espace Mobalpa level by level, from one floor to the next...



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The Espace Mobalpa is attractive on all levels! Come on a guided tour of the different floors...



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Level 0: Mobalpa services

On the ground floor, there's a buzz of life around the reception area, a huge terrace and the Café Mobalpa, where you can relax on huge sofas, with views of an very unusual urban garden...

This is the place to lounge after taste lessons or cookery classes, provided by Mobalpa and Siemens every Saturday morning from 10am to 1pm and led by a famous chef chosen by Jean-Luc Petitrenaud for their creativity and ability simply to pass on their passion for French regional cuisine. In addition to these lessons, a 3D film incorporating special effects offers a tour round a Mobalpa kitchen fitted with Whirlpool electrical appliances. The film is both fun and instructive, demonstrating the simple and effective benefits of sixth-sense technology during the preparation of a party for friends. Level 0 is an outstanding place to be explored by the inquisitive, the gourmets amongst us and everyone seeking the latest innovations in kitchens!

In a further demonstration of Mobalpa's desire to provide their customers with complete and precise information about their entire range, the ground floor also features a library and a materials library - a source of inspiration for both ideas and fitting and decoration concepts.

The tour of the Mobalpa world starts right away on level 0. The sober, minimalist lines of the "100 % design" kitchens can be admired at the end of the garden - a tryst with elegance and minimalist purity featuring Héliante, Odyssee, Silène, Oméga, Gaïa... and the latest additions: Eos and Asia Néro.

Here, Mobalpa brings together the best in avant-garde design. The ultra-modern kitchens in the "100 % design" range play on blends of materials (stainless, aluminium, wood, etc.), to sublimate modern living areas with their character.



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▲ The dedicated area for cookery lessons: delicious recipes are concocted for the public every Saturday morning at the Espace Mobalpa.

◀ Mobalpa's "100 % design" range features elegant, minimalist, sober lines, skilfully combining materials such as stainless, wood, aluminium, etc.

Left: The library and materials library, on the ground floor of the Espace Mobalpa, packed with information and ideas!

Right: Mobalpa skilfully combines perfect attention to details and optimum functionality.



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Kitchens for all tastes on level 1!

Make way for "Tendance" and "Héritage" kitchens! Moving along the aisles on level 1, visitors will encounter an infinite number of layouts enabling them to visualise and determine even the most minute details of their future kitchen.

Are you a "Tendance" sort of person? Mobalpa gives your creative instincts free rein! The Kamal, Circée, Tosca, Phoenix, Lago and Sigma models are ideal for 'mix and match', creative contrasts and daring interplays of highlights, textures and colours.

Or perhaps you prefer "Héritage"? Mobalpa invites you to take a trip back through warm childhood memories. Pavola, Magellan, Ciphéa, Perrine, Délia, Aria and Graffis all recall the intimacy and simplicity of yesteryear, with the authenticity of natural materials such as wood, stone and slate. They represent the heritage of the past: traditions to be preserved and enhanced with all the ergonomics, comfort and features you expect from Mobalpa.

Whatever the style - classic, modern, traditional, Mediterranean or vintage - Mobalpa unveils treasures of creativity in terms of décor and aesthetics as well as in terms of functionality. Whatever your project: enclosed, open, town-house, chalet, apartment or loft, every style of kitchen is on show at the Espace Mobalpa to nurture your imagination!

The showroom is also a wonderful opportunity to see all the Mobalpa extras in situ: furniture and electrical appliances selected from the very best brands, opening and safety systems, as well as items of equipment with their functional features (sinks, tapware and accessories) on display in a central information area.

▲ On level 1, Mobalpa's "Héritage" range is a subtle alliance of the past and modernity.

Equipments (sinks, taps, accessories and more) are also on show at the Espace Mobalpa! ▶



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On level 2, Bathrooms and Storage solutions share a floor

Welcome to the wellness floor! On level 2 there is an exhibition of Mobalpa's most beautiful Bathrooms. "Relaxing trips", "Exotic stopovers", "Scandinavian getaways" and "European landscapes" - each to their own preferred destination! Anything goes in these temples of relaxation. The new Espace Mobalpa in Paris makes it easy to design your own ideal bathroom to suit your needs, desired layout and taste...

Mobalpa extras including drawers, sanitary installations, massage and hydrotherapy systems, lighting solutions and more are also on display so that everyone's free to design their own custom bathroom!

A fully dedicated area for storage solutions demonstrates all types of layout, doors, dimensions, and more: all Mobalpa's space-saving ideas! Materials and equipment can be tested in two very lively information areas. In the zone featuring storage, the doors open onto cubby-holes and a variety of materials. Meanwhile the bathroom section features working showers, a whole host of different unit heights and mirrors, all in keeping with Mobalpa's stringent safety standards.

Finally, on level 2 there is a complete 130m² model apartment and terrace! Fully fitted out with Mobalpa equipment, it has a living/dining area, a kitchen and bathroom, summer kitchen, pantry, dressing room, two children's bedrooms with a shared en-suite bathroom and the legendary Mobalpa parents' suite, a new concept dedicated to privacy and comfort. A must-see!

The new Espace Mobalpa enables you to design your own customised bathroom to suit your needs and taste. ▾

Massage and hydrotherapy systems, sanitary installations, storage units, lighting solutions, etc. are also on display in this temple of relaxation designed by Mobalpa. ▾



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▲ Welcome to the wellness floor, with its display of Mobalpa's most beautiful bathrooms.

The dedicated Storage zone displays all the different types of layouts and dimensions on offer from Mobalpa. ▶

The Storage zone features lots of space-saving ideas from Mobalpa! ▾



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A timeless space which is well worth a visit!

A fun place to explore, where you can "try on" your future kitchen, dream bathroom and life-changing storage solutions - the Espace Mobalpa has made a whirlwind arrival in Paris! Brimming with all the latest fitting trends, at the forefront for new features, the Mobalpa showroom will be active all year round with lots of presentations, demonstrations and special events focussing on kitchens and comfort. So watch this space...

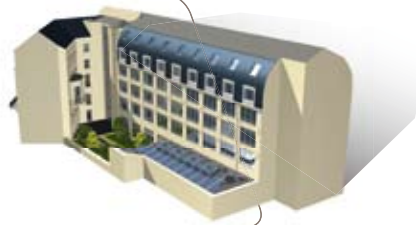


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All Mobalpa's expertise has gone into the fittings for the 130m² model apartment, fully designed and developed by Mobalpa.

ESPACE
MOBALPA

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Metro/Parking: Gare de Lyon
Open Monday - Saturday, 10am - 7pm,
Thursdays, 10am - 9pm



Digital files of visuals available on request

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Mobalpa's partners:

Ariston, Scholtès, De Dietrich, Brandt, Hansgrohe, Miele, Roblin, Siemens, Neff, Whirlpool.

Mobalpa: a century's worth of customer-oriented corporate culture

- 1907** : Ets Fournier, furniture manufacturers, is founded in Haute Savoie
- 1948** : Creation of the **Mobalpa brand**
- 1992** : Mobalpa is awarded the **Grand Prix de la Qualité** by AQTA (Association for Total Quality in Fittings)
- 1996** : Mobalpa is awarded the **Customer Satisfaction Prize** by Les Enjeux, Les Echos, and Arthur Andersen
- 1999** : Mobalpa opens its first **show-room in Thônes**
- 2007** : In a grand culmination of **Mobalpa's 100 year-old quality policy**: **the first Espace Mobalpa (Kitchens, Bathrooms and Storage) opens in central Paris.**