

Mobalpa's Iris kitchen receives the Design Observer award 2011

MOBALPA
KITCHENS



Iris, a new kitchen concept created by Mobalpa and the designer Antoine Fritsch, has just been awarded the Design Observer 2011 label.

At this annual unifying event orchestrated by the APCI (French Agency for the Promotion of Industrial Design), 214 inspired projects resulting from the collaboration of designers and industry from highly diverse fields were selected to compete for the star awards. They will be exhibited at the Cité des Sciences et de l'Industrie in Paris from 8 November 2010 to 13 March 2011. Beyond its aesthetic and practical dimensions, with Iris, Mobalpa stands out with its innovative capacity as well as its attention to the environment and the changing needs of consumers for even more everyday convenience.

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doc. Mobalpa

agence
SCHILLING
communication

2, place Cap Ouest - BP 169 - F-17005 La Rochelle Cedex 1
Tel.: +33 (0)5 46 50 15 15 - Fax: +33 (0)5 46 50 15 19
E-mail: agence.schilling@n-schilling.com - www.n-schilling.com

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With Iris, Mobalpa creates the kitchen of tomorrow

Unveiled in April 2010 in Milan at this year's Eurocucina show, the Iris kitchen is the result of a meeting between Mobalpa and the designer Antoine Fritsch. Combining design and ergonomics, Iris is a creative and daring reflection on modernity and durability. Favouring a refined and light aesthetic, and bold contrasts with its touch of pink, Iris is a response to a quest for solutions that are perfectly suited to new lifestyles.

Consisting of facades and handles in natural bamboo, an ecological and renewable material that is particularly light and durable, its focal point is a large central island with a Corian® worktop, both sensual and high-tech. It has an integrated induction hob in a radical new design and a moulded sink whose elegant curves highlight the fluidity of the kitchen. It also offers a profile which supports a range of sliding units, a table, chopping board... modulating the preparation and eating space for customized convenience. Combining practicality and low maintenance, this design contributes to making the kitchen a living space centred on warmth and conviviality.

Antoine Fritsch

A graduate of Ensci-Les Ateliers, in 1993 Antoine Fritsch created the Agency Fritsch & Associés, specialising in the design of industrial products, and received numerous awards (the Design Observer, VIA calls for projects). Working in many fields, from industry to sport and furniture, Antoine Fritsch is sensitive to environmental concerns and loves prospective design, as witnessed in this recent collaboration with Mobalpa on the Iris project.

A brand new concept acclaimed by the Design Observer

Selected by the Design Observer 2011's labelling committee, who met on 17 June, this project, which opens new perspectives in kitchens, will be exhibited at the Cité des Sciences et de l'Industrie in Paris from 9 November 2010 to 13 March 2011, as part of the "Le design annonce la couleur" exhibition. This event attracts close to 200,000 visitors annually and this year will also feature a series of international exhibitions.



Iris - Materials: Solid bamboo and Corian® - **Designer:** Antoine Fritsch - **Dimensions:** made to measure
Colours: varnished natural bamboo and a wide range of colours from the Corian® range - **Worktop:** thickness 19 mm

Like the other 214 projects selected, Iris is now competing for the 2011 Stars of the Design Observer to be awarded on 8 November at the inauguration of this new exhibition.

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The Design Observer

Instigated to promote French design, this unifying event created by the APCI in 1999 pays homage to the talent of designers and the inventiveness of industry. Through a multiplicity of national and international exhibitions, it aims to promote design as a creative proposition firmly anchored in daily life, responsive to changing lifestyles.

The story of Mobalpa began in 1907, when Eugène Fournier founded his cabinet-making workshop near Thônes in Haute-Savoie. His sons, Marcel and Paul, created the first freestanding kitchen units in the late 1940s. Then the first fitted kitchens came into being and Mobalpa became committed to offering innovative, personalised products. Loyal to its core values of receptiveness, quality and innovation that had been so successful, the brand expanded its range in the 1990s with bathroom and storage collections and became an established name and major player in the market for made-to-measure fitted units for the home. ISO 9001 certified (version 2000) for its quality management and ISO 14001 certified for its environmental management, Mobalpa now has over 410 outlets worldwide, generating a turnover of 387 million Euros in 2009. The brand is continuing its ascension within the international market with excellent prospects in Asia and Eastern Europe.

For further information:

Mobalpa

BP 22 - 39 rue de la Saulne - F-74230 Thônes
Tel.: +33(0)4 50 65 53 13 - Fax: +33(0)4 50 65 52 14
www.mobalpa.com



2, place Cap Ouest - BP 169 - F-17005 La Rochelle Cedex 1
Tel.: +33 (0)5 46 50 15 15 - Fax: +33 (0)5 46 50 15 19
E-mail: agence.schilling@n-schilling.com
www.n-schilling.com

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