

Mobalpa at Eurocucina: a journey to the heart of innovation

MOBALPA
CUISINES, BAINS & RANGEMENTS



doc. Mobalpa

A new kitchen concept created by the designer Antoine Fritsch, Iris offers a reflection on modernity and durability, through a combination of bamboo and Corian® emphasizing refinement and lightness.

Eurocucina in Milan - April 14 to 19, 2010
Stand Palais 11 C19/D20

Eurocucina, the International Kitchen Furniture Exhibition and major trade show which focuses on trends and technologies in modern kitchens, the show will take place in Milan from April 14 to 19, 2010. In this latest edition, on its 450sqm natural and illuminated stand, Mobalpa will be presenting the best in innovation in the form of six “living” kitchens – examples of our search for comfort and aesthetics serving a new way of life. A festival of new features including sneak previews of projects each more audacious than the others; material effects, natural and graphic ambiances, motorised components and Iris – a kitchen designed by Antoine Fritsch – a subtle combination of natural bamboo and Corian®, blending lightness, functionality and durability.

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[pictures available for downloading on www.n-schilling.com or request]

Mobalpa, the home of new discoveries

To celebrate this international event dedicated to kitchens, Mobalpa has designed a 450sqm stand which pays tribute to innovation. Nature, delicacy and lightness are the key words for this scene design, inviting professionals to dive into Mobalpa's universe through exhibits and events. Wood and cloth elegantly structure this area, playing host to "living" kitchens arranged around wide comfortable reception areas.

An excellent icebreaker for Mobalpa is a product display area abounding with every decorative trend and focusing on worktops with a space FX projection system. All worktop designs will be projected onto an island, changing as visitors go by.

Around a central reception area – open and luminous just like Mobalpa's "living" kitchen – the tour continues through 6 exhibit areas: six stages set for a sneak preview of Mobalpa's new models, the product of aesthetic and functional reflection regarding architecture and tomorrow's uses for kitchens.

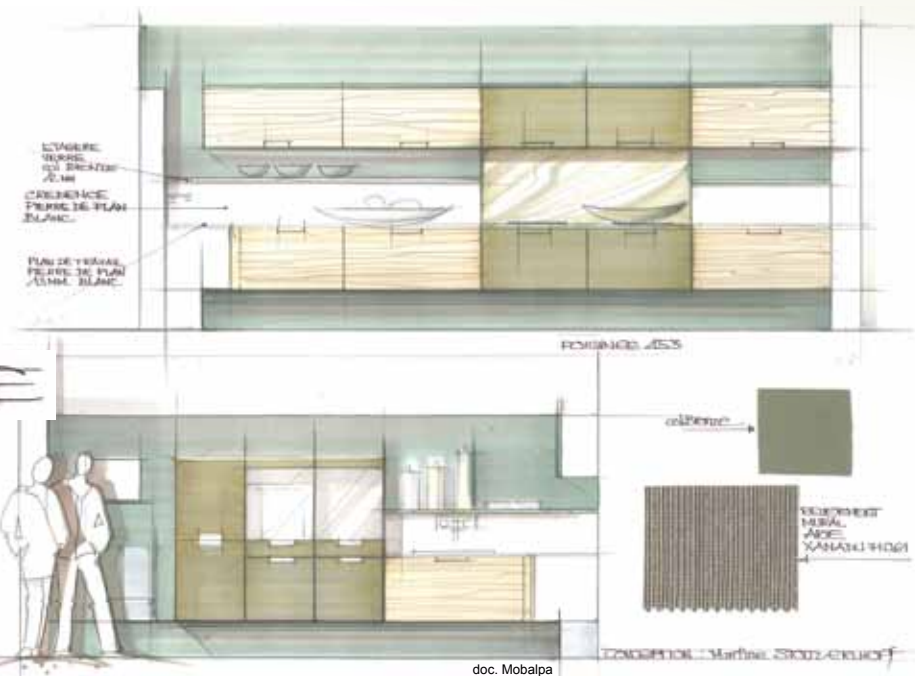
Colours and materials

As for design, Mobalpa's product ranges are enriched with fronts that convey...

Modernity, as a return to nature... When new scratched wood fronts ally with white quartz, bronze green enamel and white gold glass, a natural ambiance is born bringing out mineral notes with refinement.

BOIS RELIEF
VERT BRONZE

New scratched wood fronts enhance the range, brilliantly harmonizing combinations of materials for a scale of resolutely natural tones.



GAIA
BLANC BRILLANT - NOYER



Singularity... When Gaia becomes Graphic Gaia, kitchens conjugate plant motifs from fronts to the kitchen table. Goodbye monotony! Twenty-four gloss enamel shades, alongside an extensive digital printed pattern palette opening new perspectives for personalising kitchens.

With Gaia Graphique, Mobalpa cultivates kitchen fantasies with a digital printing procedure to add spice to unit fronts.

While the brand cultivates openness in its quest for comfort, it also honours movement, for optimised functionality. Two layouts illustrate Mobalpa's solutions:

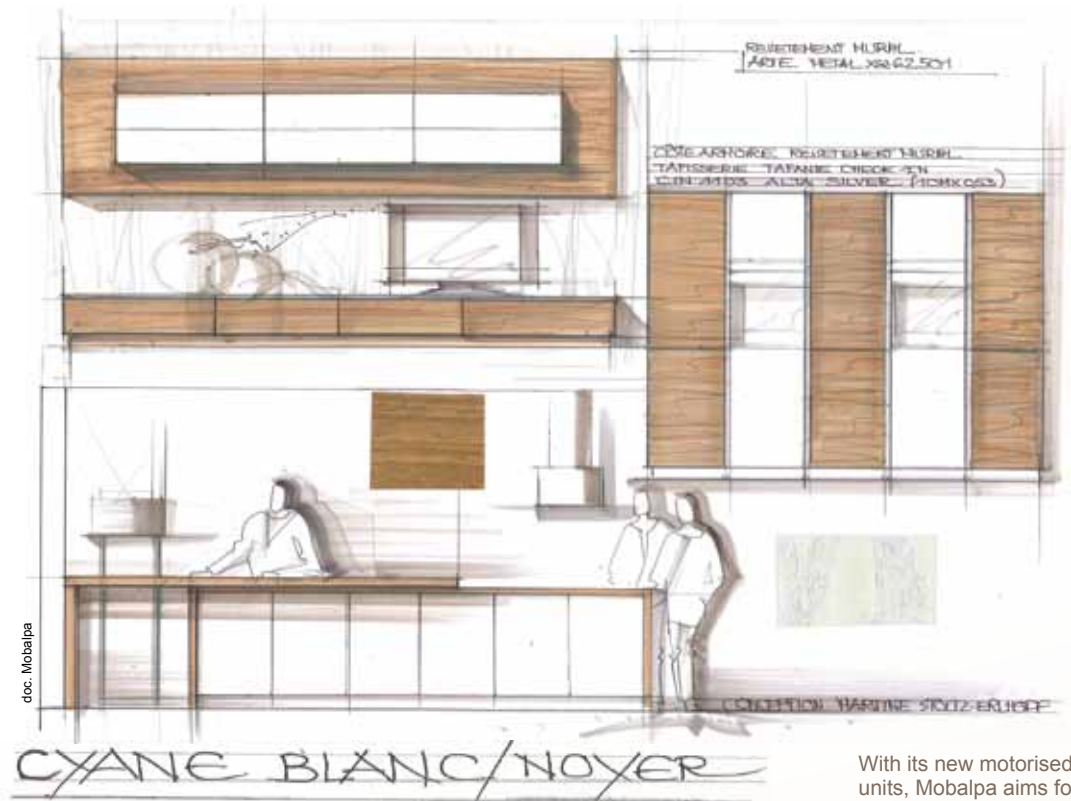
- The Luna kitchen – with new structured patterned white fronts – including a sliding table providing complete freedom. This laminate table with an elegant brown palm pattern slides under the quartz worktop. The kitchen preparation area becomes a dining area for the living room which guarantees design effect and comfort!



LUNA GRIFFE BLANC

The Luna kitchen is a play on modularity with its clever sliding worktop which transforms into an eating area.

[pictures available for downloading on www.n-schilling.com or request]



With its new motorised units, Mobalpa aims for total comfort!

- Ever more committed to comfort, Mobalpa also presents new motorised high lift-up units as well as electrical-assisted lower units which open with a simple push. Dressed with Cyane fronts in white enamel without handles, these elements with resolutely pure lines orchestrate a universe of design and technology.

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:

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