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Modern Classic Collection Gains Recognition from Designers

Toronto, CANADA: Art For Everyday Inc.™ (AFE) is seeing the success of a two year plan to launch the extensive *Modern Classic Collection* of mix and match decorative moldings, columns, corbels, rosettes, posts, appliqués and capitals. The ambitious collection of over 200 originally designed woodcarvings was completed and ready for order in the Fall of 2008, and now these unique pieces are being used in fine interiors across North America. Pieces from the collection will be on display in Booth C2015 at the Kitchen & Bath Industry Show (K/BIS) held at the Georgia World Congress Centre in Atlanta, GA from May 1st to 3rd, 2009.

Wood-Mode Fine Custom Cabinetry recently featured Modern Classic corbels, moldings and pilasters in the photography for their new national advertising campaign showing the interior of a beautiful rocky mountain retreat. “This collection is so creative and works together very nicely,” states John Troxell, Director of Design from Wood-Mode. “We’ve been able to assemble the elements in completely different ways each time for new designs. We’re very impressed with the way the collection comes together to provide us with distinctive treatments and unique elements,” adds Troxell.

“When quality companies such as Wood-Mode embrace the product, we know we’ve done our job,” states Vince Curci, AFE’s Sales & Marketing Manager. “The response from the design community was overwhelming right from the start. We wanted designers to think about woodcarvings in a different way and get them to understand how each piece in the collection could work together. The message is getting across that these products offer a limitless amount of creative combinations in the custom areas of the home. We’re seeing the Modern Classic elements in our customer’s designs more and more,” remarks Curci.

Typically, architectural woodcarvings produce a traditional feel or design style. However, this collection was designed to accommodate both traditional and contemporary design themes – literally classic style with a contemporary twist. In 2008, select pieces of the collection won a Platinum & Silver ADEX Award and an Honorable Mention in Woman’s Day Publications Kitchen & Bath Awards. A new column configuration has just been awarded Platinum again in the 2009 ADEX Awards.

The Modern Classic Catalogue can be ordered in print format, on a CD that also contains AFE’s traditional catalogue and the 20-20 catalogue, or it can be downloaded at www.afe-inc.com. For a copy of the CD or print version, contact AFE at 866-850-2680 or by email sales@afe-inc.com. Order forms are also available on the website.

For further information, product details and high-resolution images, contact Leanne Newman at (519) 756-2709, x 223 (office), 519-754-7745 (cell # at K/BIS) or 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.