



1998~2008
10 YEARS
of innovation in woodcarving

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MODERN CLASSIC COLLECTION EXPANDS
Art For Everyday Inc.™ offers more creative choices to designers

Toronto, Canada: Art For Everyday Inc.™ (AFE) is in full production with its new *Modern Classic Collection* of decorative moldings, columns, corbels, rosettes, appliqués and capitals. Prototypes of the new collection had been shown at major trade shows throughout 2007, but now kitchen designers can order the products and incorporate the new architectural details in their designs. New pieces of the collection will also be introduced this week at the National Cabinet Conference & Woodworking Expo held in Chicago, in DMB Sales & Marketing's Booth #221. In keeping with the rest of the break-through collection, each accent complements and enhances the other, offering a limitless amount of creative combinations in the custom kitchen.

Typically, architectural woodcarvings on custom cabinetry give kitchens a traditional feel. However, this collection was designed to accommodate both traditional and contemporary design themes – literally classic style with a contemporary twist. “More designers are using them to dress up today’s more streamlined cabinet styles,” says Manoo Mahmoodi, AFE’s President. “Designers are embracing the idea because they are able to pair corbels, capitals, pilasters and other pieces. Designers can use the collection towards their goal of creating a unique and personalized custom kitchen that is so often requested by their clients,” adds Mahmoodi.

Select pieces of the collection won a Platinum ADEX Award and a Silver ADEX Award in the 2008 contest and were chosen as a finalist in Woman’s Day - Kitchens & Baths magazine’s KB Awards. AFE was also chosen by Steinway & Sons this past year to do custom carvings on rare quality pianos.

“This won’t be the last themed collection of woodcarvings produced by AFE,” states Denis Buch, President of DMB Sales & Marketing, AFE’s largest distributor in the U.S. “They are constantly innovating with premium wood as their palette. It will be exciting to see what collection is next,” adds Buch.

AFE is also launching their comprehensive Modern Classic Catalogue as a supplementary piece to their existing full catalogue. The catalogue features beautiful photography, design ideas, and design suggestions for building combinations of the products for unique looks. The catalogue can be ordered by calling DMB Sales & Marketing at 866-369-6530 or AFE directly at 866-850-2680 or by emailing sales@afe-inc.com.

To view AFE’s complete traditional product line, please visit the web site – www.afe-inc.com. For further information, product details and hi-resolution images, contact Leanne Newman at (519) 756-2709, ext. 223 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. The company uses premium North American lumber to craft over 550 woodcarvings in 12 different categories, including corbels, mantels, appliqués, moldings, capitals, turnings and rosettes. 100% of AFE products are made in North America.