

NEWS RELEASE

Italian AHRPA Collection Now Available in North America

SwitzerCultCreative Showcases Italian Excellence with Asnago and Ferri Mobili Collaboration

Vancouver, BC (April 17, 2013) – Combining stunning lines and style with handcrafted, traditional workmanship, Italy’s sleek and sophisticated **AHRPA collection** is now finally available in North America, exclusively through SwitzerCultCreative.

Umberto Asnago’s AHRPA collection stays true to his decades of experience with Giorgetti S.p.A (a well-known design house) and the “made and manufactured in Italy” concept. Each piece is a tribute to the materials – precious wood, metal and leather – made vibrant through elegant and sophisticated designs.

“Umberto Asnago’s designs epitomize the sophistication of Italian furniture,” says Allan Switzer of SwitzerCultCreative. “He has been, and continues to be, the vanguard of high quality design.”

The collection, which is made in collaboration with furniture manufacturer Ferri Mobili, fully adheres to the handcrafted tradition, working with only the highest quality materials combined with an eco-friendly production process for each piece.

Each piece is delicately created by master craftsmen, allowing for time and care that machinery cannot achieve without the risk of compromising quality.

“Because we take such care and detail with each piece of the AHRPA collection we are able to personalize and customize every order,” says Marzio Ferri, President of Ferri Mobili. “It lets the customer be an active part of the production process.”

The AHRPA collection is made up of 38 models in several finish and wood options, which include a variety of chairs, bookcases, writing desks, beds, bedside tables, dining tables, chairs drawers and mirrors, totaling 117 skews.

“We chose to exclusively represent the AHRPA collection in North America because we were attracted by the modern fresh design details, know the manufacturing facility well, and feel the collection fits in with our goal of presenting designs that are new to the market” says Renee Switzer of SwitzerCultCreative.

To view the entire collection visit the SwitzerCultCreative website [here](#).

- 30 -

About Umberto Asnago:

Umberto Asnago attended the Istituto d'Arte where he received his diploma before he started working as a designer with Giorgetti S.p.A. in 1968 and subsequently he took over the responsibility of the Research Centre, where eventually all Giorgetti designs were created. In 1987 Asnago signed the Progetti collection for Giorgetti, where he gained international recognition. His experience in the role of both designer and internal supervisor of the Research Centre, have made Umberto Asnago a person who is fully capable of facing the rapid evolutions in the furniture design industry.

Media Contact:

Amanda Bates
Curve Communications
604-248-4202
amanda@curvecommunications.com

Gina Vesnaver
Curve Communications
604-248-4203
gina@curvecommunications.com