PRESS RELEASE

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Ashley Norton Introduces Mid-Century Modern-Inspired Architectural Hardware

With understated clean lines and minimal detailing, leversets and coordinating cabinet hardware styles range from the geometric Bauhaus to gently curved Claros



(Pompton Plains, NJ, August 6, 2019) Trends come and go, but Mid-Century Modern is a style movement that has only intensified over time. To celebrate the beauty of the "form follows function" principle—a look that's as popular today as it was in the middle of the twentieth century, Ashley Norton introduces five new architectural hardware lever designs: the geometric Bauhaus, the asymmetrical Lugano, the tubular Fountain, the cap-styled Phoenix, and the gently curved Claros. Along with coordinating cabinet and appliance hardware, the new series echos the sensibilities of mid-century masters like Charles and Ray Eames and Ludwig Mies van der Rohe. Designed for interior doors and kitchen and bath cabinets, the new styles offer a wide array of finish choices, allowing designers to create their own interpretation of ageless yet luxurious Mid-Century Modern style.

"Although Mid-Century style was born in the 1940s, it's still one of the most popular design styles today. Our Mid-Century Modern hardware features clean lines, angles, asymmetric curves and textures. They are timeless pieces that make a slightly retro yet luxurious statement in virtually any space," says Ashish Karnani, Vice President of Ashley Norton.

Each Mid-Century Modern piece is cast from the finest art grade bronze or hot forged from solid brass. Bauhaus and Claros designs are available in both Brass (10 unique Brass finishes) and Bronze (five Bronze patinas.) The Lugano, Fountain, and Phoenix collections come in Brass finishes including Satin Nickel, Dark Oil Rubbed, Polished Chrome, Polished Nickel, Venetian Bronze, Satin Brass, Polished Brass, Satin Chrome, Flat Black, and Unlacquered Brass.



Top: Claros lever in Dark Oil Rubbed; Bottom: Lugano lever in Satin Nickel

True to Mid-Century Modern style, texture is a big part of this collection. For added visual and tactile interest, designers can select a hash tag-like knurled detail for Bauhaus, Fountain, and Phoenix, or a reeded detail, similar to the side of a dime, for the Bauhaus and Fountain styles.

Ideal for upscale residential, commercial, and hospitality interiors, prices for the Mid-Century Modern levers begin at \$154 for a passage lever in any available finish. Ashley Norton's entire collection of architectural hardware is available at leading kitchen and bath dealers throughout the United States.

About Ashley Norton

Established in 1987, Ashley Norton offers a vast collection of handcrafted architectural hardware to suit even the most discerning designers and homeowners. Using only the finest art quality Solid Bronze and Solid Brass, our highly skilled craftsmen produce each piece in the collection, including interior handlesets, entry handlesets, cabinet pull handles, cabinet knobs, appliance and door pulls, bath hardware and other home accessories. The resulting one-of-a-kind texture and patina makes each individual element a personalized work of art. From contemporary to traditional, the array of designs, finishes, and styles we offer allows one to make a cohesive design statement throughout the entire residential, commercial, or hospitality project. We're proud to offer one of the most diverse collections of architectural hardware in the industry, always with a focus on environmental responsibility and impeccable customer service. In addition to today's finest homes, our products can be found in Wynn Las Vegas, Wynn Macau, Treasure Island, The Bellagio, Beau-Rivage, and the Ritz Carlton, Naples. For more information about Ashley Norton call 1-800-393-1097 or visit AshleyNorton.com.

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