

Media Release

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Vancouver award-winning interiors firm launches new store with green furniture line

Vancouver – Penner & Associates’ store, p+a furniture, delivers an innovative retail experience with a fresh approach that encourage informed choices for sustainable home+work+play environments.

"p+a embodies our design commitment to sustainability," says Shelley Penner, Director of Practice with Penner & Associates Interior Design. "The inspiration for p+a stems from the principles of simple and clean lines, functionality and the idea of buying for a lifetime."

Store visitors feel a creative vibe as they step into 159 West Hastings, at the Flack Block. The front retail area features p+a furniture elements and carefully-selected companions that share the p+a values and aesthetic. A "see+touch+feel" panel of material samples and product cut sheets also awaits the curious. Descriptive cards accompany all products, providing details such as the materials and finishes, a sustainability scorecard and care instructions to help customers make thoughtful choices – buy less, and buy better. The store will also act as a rotating gallery featuring local artists.

The intermediary zone contains the design library. For those who need to see to believe, this area provides a variety of lighting conditions and facilitates playing with colours and textures. From here, a glazed partition allows a glimpse of the studio and expresses the concept of transparency through the design process. "Transparency raises the bar for everyone—it engages our clients and customers, and they become contributors to the dialogue about sustainable design," says Penner.

The firm is leading by example with its own award-winning green furniture. The p+a lines are manufactured in Calgary using responsibly-sourced materials. The centro headboard, daybed, entertainment unit, dining table, and dining sideboard, with their modest footprint, are easily integrated and add beauty to any interior, including compact urban environments.

The p+a furniture website, launching in June, will offer the convenience of researching and shopping online.

A leading sustainable interiors firm in Canada, Penner & Associates Interior Design provides full service award-winning design for commercial, institutional and residential projects. Through p+a furniture, the firm aspires to raise the standard for residential and contract furnishings, offering modern solutions for sustainable home+work+play environments.

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media briefing at p+a furniture official launch

4:15 pm Thu June 4

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