



victoria ⊕ albert®

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Charley Fishman, Victoria + Albert Sales Rep in NYC

A HOT NIGHT IN NYC SET THE STAGE FOR A VERY COOL EVENT!

Victoria + Albert's Barcelona Collection launched to the North American market.

(New York City – June 8, 2011) The very sleek and urbane Blackman Manhattan Showroom set the stage for an exclusive event hosted by Victoria + Albert. The showroom, in the heart of New York City, was the perfect forum for Victoria + Albert to debut their newest Premium bath collection, Barcelona.

Barcelona drew rave reviews from attendees who marveled at the sleek, smooth composition. Crafted from ENGLISHCAST®, a mixture of volcanic limestone and high performance resins; the tubs are amazingly lightweight yet have the appearance and strength of stone. The modern, organic appeal of the collection makes it ideal for hospitality or residential projects.

Guests included some of the most prestigious architects and design firms, leading remodelers and installers, as well as ASID members from New York. The event also attracted journalists from the leading design magazines including *DWELL*, *ARCHITECTURAL DIGEST*, *REAL SIMPLE*, *LUXE INTERIORS + DESIGN*, *THIS OLD HOUSE*, *INTERIOR DESIGN*, *HOSPITALITY DESIGN*, *VERANDA*, *REAL SIMPLE*, *COUNTRY LIVING*, *METROPOLIS*, *KITCHEN & BATH DESIGN NEWS* and *NY TIMES BEST SELLING HOME* book author.



Jonathan Carter with Eliot Sefrin, Publisher of Kitchen and Bath Design News Magazine

"The Barcelona Collection was inspired by the city's distinctive urban landscape, world famous for its elegant curves and natural forms created by prominent architects such as Gaudi," stated Jonathan Carter, Marketing Manager for Victoria + Albert Baths based in the United Kingdom.

Described by many as a sophisticated yet organic, the Barcelona tub allows for maximum decompression with its roomy interior. Inspired by Mediterranean living, the tub plays off the desire to slow down, relax, and enjoy the beauty that surrounds you. The contemporary, pebble-shaped Barcelona bath features a rimless, double-ended design that is big enough for two. Also available in the collection is the coordinating Barcelona vessel basin, made from the same ENGLISHCAST® composition, the rimless basin has a naturally white finish and can be installed on its own or as a pair.

Guests sipped sparkling water (hydration is key in this heat), wine and wonderful hors d'oeuvres. Victoria + Albert also supplied lovely gift bags that included their signature logo cookies, the final touch to a very classy event.



*Jonathan Carter with Amanda Dameron
Executive Editor of Dwell Magazine*



David Lyon, MD Showroom Operations, Blackman



*The Victoria + Albert Marketing and North American
Sales teams: Javier Korneluk, Eva Kazmierska,
Eric Phelps, Jonathan Carter*

About Blackman

Blackman Manhattan is the City's largest designer bath showroom and feature such state-of-the-art amenities as private consultation areas, sprawling conference rooms, an extensive product library, cutting-edge audio-video electronics and a grand assortment of kitchen and bath products. The showroom itself conveys the very essence of the bath...clean, airy and light-filled.

Designed by Shelton, Mindel & Associates, Blackman Manhattan has been crafted especially for the architectural and design trade. A very spacious bath design center, which features a diverse selection of fixtures, accessories and architectural hardware, with styles at the forefront of the industry. Blackman has served discriminating clients since 1921. Blackman designer showrooms are conveniently located in Manhattan, Queens, Long Island and New Jersey.

About Victoria + Albert

Victoria + Albert is a global brand with a worldwide reputation for creating beautiful baths. The ultimate statement in quality and style, our collection is packed with inspirational designs made from 100% ENGLISHCAST®, a blend of volcanic limestone and high performance resins. Naturally white, each tub is individually hand-finished by craftsmen and have been tested by IAPMO to UPC and cUPC standards and come with a 25-year limited consumer warranty. Products are available to the North American market.

For more information about Victoria + Albert's products, visit vandabaths.com or call 1-800-421-7189.

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