

FOR IMMEDIATE RELEASE



SA BAXTER ANNOUNCES 2014
SPRING ARTISAN SERIES: THE
FLOURISH COLLECTION BY
ROBERT A.M. STERN
ARCHITECTS

"Hardware is the jewelry of architecture. Just as the perfect pair of earrings and a perfect necklace can take a designer gown and make it a runway sensation, so the Flourish collection can bring just the right sparkle to elevate the style of a room." - RAMSA Partner Dan Lobitz

New York, NY- SA Baxter introduces the second collection of the 2014 Spring Artisan series—the Flourish collection by Robert A.M. Stern Architects, which will be available for purchase July 1, 2014. Cast in brass, bronze and white bronze base metals, the Flourish collection embraces a

doorknob, a lever, a rosette, an escutcheon plate, and a thumb turn, all available in all standard SA Baxter finishes.

The design team was intrigued by the idea of interpreting natural forms in metal and by the beautiful ways that fluid shapes can be captured and crystallized into smooth, polished objects. For the Flourish collection, RAMSA looked at traditional door hardware and was drawn to the sinuous curvilinear forms and asymmetrical yet balanced motifs that broke through Classical constraints in periods such as the Rococo, Louis XV and Art Nouveau. The architectural periods that inspired RAMSA's collection were characterized by supreme craftsmanship and SA Baxter was able to advance that vision with the highest level of quality. Flourish is a crisp, clean 21st-century take on this abstraction.

RAMSA has had a wonderful working relationship with SA Baxter since 2009 and has collaborated on previous collections. Dan Lobitz, Partner at RAMSA, affirms that "SA Baxter is very innovative with their in-house manufacturing expertise—they've really opened our eyes to all sorts of possibilities. They have a fantastic understanding of and connection to the market and RAMSA is thrilled to be bringing the Flourish collection to market with them." When SA Baxter reached out to RAMSA to collaborate on the 2014 Spring Artisan Series, it was an overwhelming reaffirmation.

The line was developed with the technical team at SA Baxter and a tight in-house team at RAMSA, led by Robert A.M. Stern, Alexander P. Lamis, and Dan Lobitz, over a period of months. Because of the highly complex nature of the forms, physical models were created, working first in clay, then carving in foam and modeling in sophisticated 3-D digital software and 3-D printing. These models were used as the initial concepts were refined to get the scale and proportions—and importantly, the feel of the pieces in the hand—just right.

Dan Lobitz adds that he envisions this collection “fitting out the apartments at a top-end residential building such as those on which our firm has built its reputation.” He also sees the collection working in “a very special room, or a very special house, or a thousand-room hotel.” Flourish complements a wide range of decorating concepts, adding a note of modernity to a traditional interior or a touch of history to a contemporary design.

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ABOUT THE ROBERT AM STERN COLLECTION

In the tradition of architects from Frank Lloyd Wright to Alvar Aalto, Robert A.M. Stern Architects’ design vision includes not only buildings but also their furnishings. The Robert A.M. Stern Collection offers products that are grounded in tradition and informed by a spirit of innovation, produced by market-leading partners to the highest standards of quality and performance. The Robert A.M. Stern Collection was conceived to address the need for handsome, well executed furnishings for the firm’s own projects, and to make these designs available to the wider design community.

The firm is proud to join with partners that share its commitment to design and to environmentally sustainable materials and practices. The Robert A.M. Stern Collection, formally launched in 2004, has grown to embrace contract furniture for David Edward, carpet for Bentley, fabric for Stinson, garden ornaments for Haddonstone, tiles for Walker Zanger, residential furniture for Kindel, lighting for Remains, doors for Lualdi, and street furniture for Landscape Forms.

The firm’s founder, Robert A.M. Stern, practicing architect, teacher, and writer, is Dean of the Yale School of Architecture.
www.ramsa.com

ABOUT SA BAXTER

SA Baxter designs and manufactures bespoke architectural hardware for high-end residential and commercial projects. Our hardware is cast in brass, bronze

and white bronze base metals and we offer one of the most comprehensive finish palettes in the industry.

Clients choose from our Bespoke and Project-Ready Collections, taking advantage of our extensive selection of patterns and finishes. For our Artisan Series, SA Baxter has collaborated with some of the industry's most renowned artisans, designers and architects. Our hardware suites range in style from traditional to contemporary and everything in between.

SA Baxter's architectural hardware is handmade to order in our eco-friendly foundry and atelier located in the New York Hudson Valley. The ancient process of lost wax casting and modern, green technology allows for limitless design capabilities.

SA Baxter offers a custom service for those clients wishing to modify an existing SA Baxter product or develop their own design. SA Baxter produces real-time designs, generates cost projections, 3-D models and builds exact prototype pieces. www.sabaxter.com

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