



FOR IMMEDIATE RELEASE

SA BAXTER ANNOUNCES 2014 SPRING ARTISAN SERIES ON THE ROCKS COLLABORATION WITH TONY INGRAO.



"I was inspired by nature, I look at hardware all the time and it always seems rigid to me. I wanted to incorporate nature into the design aesthetic, make the hardware more fluid."

New York, NY- SA Baxter debuts the first of their 2014 Spring Artisan series, On the Rocks collaboration with Tony Ingrao, available for purchase April 1, 2014. Cast in brass, bronze and white bronze base metals the On the Rocks collection features a doorknob, lever, rosette, escutcheon plate and thumb turn available in all standard SA Baxter finishes.

Ingrao has worked closely with SA Baxter almost since the company's inception and has admired the level of quality associated with SA Baxter. "Craft is critical, the level of quality of hardware is very important to me and SA Baxter upholds the highest level of quality", cites Ingrao. It was a natural fit for Ingrao to collaborate with SA Baxter. Ingrao, a Hamptons staple, is enamored by the ocean and its shoreline. Motivated by the natural landscape surrounding his Hampton's retreat, Ingrao used pebbles on the beach as his design inspiration. He was entranced by the notion of picking up pebbles and the uneven feeling they left in his hand. This was translated into a rutted treatment of the surface that meets the hand, most importantly the lever and doorknob face.

Initially sparked by a project for a European client, Ingrao realized he needed something that worked in a city and in the country, hardware that was enduring and timeless. Something in the SA Baxter showroom caught his eye, it was the slurry shell that was discarded after the metal extracted. Excited by this organic process, finding inspiration in what was to be thrown away, Ingrao's On the Rocks Collection emerged.

Working with the SA Baxter design and engineering team, this collection is produced using SA Baxter's celebrated lost wax casting. Ingrao says, "This collection is unique and special, you won't see hardware like this just anywhere."

Press inquires: Becca Tramiel (646) 681-3424 | Becca@sabaxter.com

Sales inquires: (212) 203-4382 | Hardware@sabaxter.com

200 Lexington Avenue, Suite 1502 | New York, NY 10010 | www.sabaxter.com

ABOUT TONY INGRAO

With over 30 years' experience in Architecture and Design, Tony Ingrao has become one of the preeminent Architect and Interior Designers in the country, sought after by the Financial and Social Elite of New York and beyond.

Since his education at Rhode Island School of Design followed by a 13 year period living in Paris, Ingrao's firm has continually grown, it is presently a 40 plus man team of Architects and Designers. He has designed homes for Jack Welch, Howard Stern and Kim Cattrall as well as America's financial power brokers and real estate moguls.

He has and is designing the most prestigious Penthouses in New York, from the top floor of 15 CPW, to Penthouses at Time Warner, the Duplex Penthouse of 157, multiple apartments at 432 Park and the redesign of the River Club into Manhattans largest private residences. In addition he has recently completed projects in Russia, China and Saudi Arabia.

Broad in scope Tony feels that design can speak many languages. Blending a fresh contemporary approach with old world classicism, Ingrao's architecture an interior designs are timeless and simultaneously practical for contemporary life. Process, Material and reconciliation with natural elements are his paramount values. With this keen eye towards the highest quality at every level, Ingrao's interiors have been noted for their refinement, utility, eclecticism, and tranquility.

Always considering the original creation he is about to reinvent, Ingrao feels that, "it is vital to pay attention to what the essence of a house is, to capture its spirit".

With this philosophy in mind, and Ingrao's ground-breaking work in Interior Architecture in some of the finest homes around the world, Ingrao has recently been tapped to design the flagship Hotel/Condominium for Baccarat in Manhattan. With the same exacting attention to detail and flare for big statements expressed through his interior designs, Ingrao's interiors are works of arts crafted and catered to the specific needs and dreams of his clients. "Not allowing any two projects to look alike, we customize each project to our client's taste and help them define an individual style, "we are not about selling a look to them".

From sculptural and modern to sophisticated classics to artistic hand crafted statements, Ingrao's distinctive work is dynamic, livable and unique. This "living as art" is the approach, which sets Ingrao apart.

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.

200 Lexington Avenue, Suite 1502 | New York, NY 10010 | www.sabaxter.com

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

###