

# HURTADO **PRESS RELEASE**

## High Point Furniture Market April 2016

### Soho Collection: Modern Chic

April 2016

**HURTADO – 208 W English Road** (Bus stop 26 – Red line)

As the name suggests, classic contemporary (or transitional, as we define it in the US) is a marriage of traditional and modern furniture, finishes, materials and fabrics. It puts together the best of both styles creating soft, harmonious atmospheres that are always relaxing and never frilly.

The emphasis is placed on great attention to details and on well-proportioned pieces that exude an understated yet refined style. Lines are typically straight, though soft, sweeping curves are also present in good measure. Color palettes are very subtle, with an emphasis on cream, ivory and bright grey, creating a scheme that is relaxing and uncomplicated. Noble and exotic woods as well as an amazing detailing are also widely present for an extra touch of glam...

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Founded in Valencia, Spain, in 1940, **HURTADO** enjoys a renowned international reputation for its excellent furniture collection both in classic and contemporary style. While hand carvings, exquisite inlays and finishes enrich the **TRADITIONAL collections**, the collections of the **contemporary EVOLUTION line**, such as MON, CITY or SOHO, feature a subtle interplay of linear geometric shapes, manufacturing skills and more contemporary materials and finishes.



SOHO Bar Furniture, HURTADO

**SOHO**, the latest introduction to Hurtado's EVOLUTION line, highlights the classic and chic appeal of contemporary designs with the stylish furnishing of traditional arts. This new collection's modern beauty gives a whole new meaning to the word "luxury".

**SOHO** maintains true to not only the feel of style but also the quality of Hurtado. **SOHO** features clean and pure designs, with subtle interplay of geometric almost architectural form that accentuates the contemporary ambience of the line.



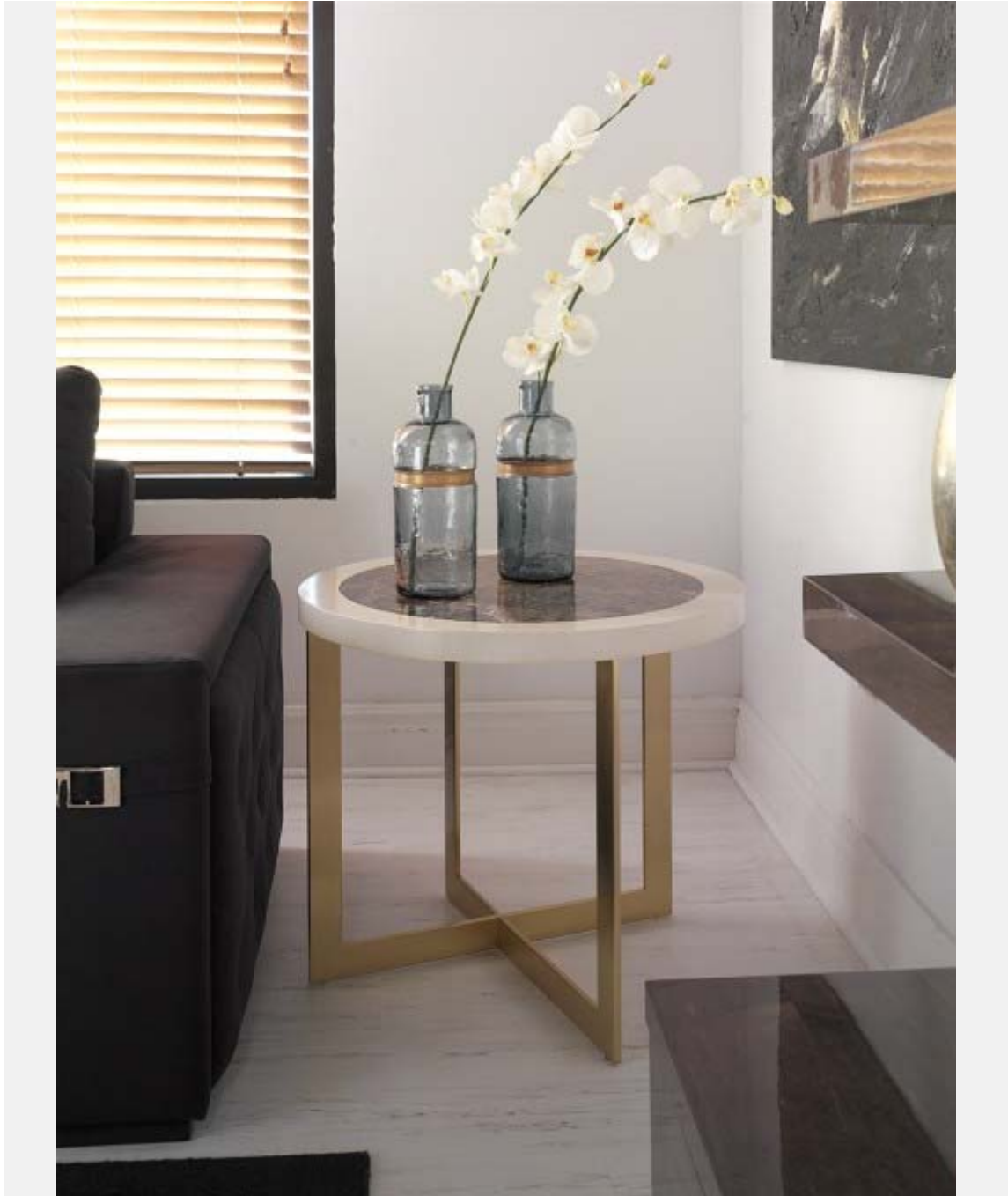
SOHO dining room, HURTADO

**SOHO** refines newer trends by adding marble tops, leather, and brass to add the right touch of style and sophistication.



SOHO sideboard, detail

The aesthetic beauty of sideboards is increased by the mix of wood and leather on fronts and by the brass integrated pull handles that add refinement without being too ostentatious. All drawers are provided with touch-latch and soft-closing system.



Occasional furniture, HURTADO

The intersection of geometric planes accentuates the contemporary feel of tables, whose bases can come in wood, brass. All of them come in different shapes and sizes, so that you can also play with them creating different dynamic compositions.

SOHO includes dining room furniture and occasional pieces for living rooms that can also be used to complement other collections of the same line. As the sophisticated bar cabinet that lies over a beautiful brass base and can be finished in two colors for more contrast and visual interest.

As the case for EVOLUTION, the range of wood veneers is rich, including walnut, maple, oak, mahogany, rosewood, and ash wood roots. Various choices of color finishes (in matte, satin, high gloss and lacquers) ensures personalization while offering configurations from which to use.



## About the company

Classical but modern in conception and contemporary but still deeply rooted in its artisan tradition, HURTADO is one of Spain's leading manufacturers of upscale, European-style furniture. With service, innovation and craftsmanship as a constant of their business, the firm strives to produce furniture which is always interesting and appealing for different market sectors and clientele.

Founded in Valencia, Spain, in the 40s, at the moment HURTADO is run by the third generation who has all the intention to preserve the hallmarks that has turned the firm into one of the internationally most renowned furniture producer of high-end furniture.

HURTADO furniture is created from the finest noble wood and veneers – such as walnut, maple, oak, mahogany, ash wood roots and rosewood – by a skilled team of craftsmen who do the hand-finishing that make each piece of furniture so unique.

Hand carvings, exquisite inlays and amazing finishes enrich the classic TRADITIONAL collections, which are all inspired by different historical styles and cultures. EVOLUTION, the new line of classic contemporary furniture, encompasses more than 800 models that represent a complete furnishing offer for all rooms of the home. Clean lines and geometric shapes prevail while the finish ranges have been enriched by new materials (chromed steel, glass, aluminum frames etc.) and colors lacquers (high-gloss, matte, satin).

All the production process is carried out in their installations, from the marquetry to the final packaging, using the most advanced technology in systems of production and quality control.

HURTADO can be found in more than 50 countries and it is present in the US market with a permanent showroom in High Point.

