

SWITCH

FOR IMMEDIATE RELEASE

For More Information Contact:
Liz Lapidus Public Relations
404-688-1466
liz@lizlapiduspr.com

SWITCH MODERN ADDS POLTRONA FRAU TO ITS COMPELLING MIX OF MODERN AND TRANSITIONAL DESIGN

ATLANTA (June 15, 2010) – SWITCH, Atlanta’s premier source for the best in modern and transitional design, now offers an extensive selection of upholstery, dining tables and chairs, and more by luxurious cutting-edge contemporary furniture maker, Poltrona Frau. SWITCH is a premier source for contemporary furniture, kitchens, closet systems and accessories, featuring only the best in modern and transitional design.

High-end materials and product quality have been priorities for Poltrona Frau since 1912. The company’s rich leather is found in the interiors of select Ferraris and Maseratis.

SWITCH opened in 2002 as Poliform Atlanta, showcasing sleek Italian kitchens, closets, library systems, and furnishings. It moved to its current location in 2004 and has continued to expand its offerings to become the regional source for high-end contemporary home furnishings and kitchens.

SWITCH features an array of furniture, home furnishings and accessories from lines including Alape, Alessi, Arper, Bonacina Pierantonio, Calligaris, Ceccotti Collezioni, de Sede, Dornbracht, Edra, Erba, Flexform, FontanaArte, Foscarini,

Friedrich Kiesler, Gandia Blasco, GAN, i4Mariani, Irpinia, iittala, Josef Hoffmann, Kenneth Cobonpue, Antonio Lupi, Matteograssi, Moroso, Nessen, Poliform, Raumplus, Rifra, Santa & Cole, Tre-Piu, Unique Carpets, Varenna, Vola, Wittmann, and Ycami. SWITCH is located at 1193 Howell Mill Road in Atlanta, Georgia 30318 and is open Tuesday- Friday, 11 a.m. to 6 p.m. and Saturday from 11 a.m. to 5 p.m. For more information call (404) 605-0193 or visit www.switchmodern.com.

###