

ALNO[®] Kitchen Cabinet Solutions to be Implemented in New Concerto Residences and Lofts in Los Angeles

- Modern cabinetry by ALNO is chosen for the 271 residences and 77 lofts of the Concerto development in Downtown Los Angeles.

LOS ANGELES, CA – Marco Astani – the developer of Concerto - has selected ALNO kitchen cabinets for the prestigious project, located at 9th and Figueroa in downtown Los Angeles. The Concerto will consist of 271 residences and 77 lofts and is forecasted to epitomize high-rise luxury living in downtown LA. The Concerto's residences and lofts will feature minimalist and modern furnishings. The glass buildings will be adorned with 14-story moving LED graphic panels on the sides of both towers while the other part of the development – the six story loft structure located on Flower Street - will feature creative façade forms.

It comes as no surprise that ALNO cabinetry was chosen for the Concerto project. The Concerto buildings' futuristic designs, inspired by the thriller "Blade Runner," are in perfect alignment with forward-thinking ALNO and its innovative spirit. As a premiere German brand, ALNO ensures that all of their cabinetry systems feature progressive designs and expert craftsmanship. They are often referred to as 'fashioning the kitchen of the future.'

ALNO was chosen as the Concerto's kitchen cabinetry partner because of their experience in working with the multi-housing industry. With a comprehensive contract sales division, ALNO will provide proprietary pricing, product quality assurance, on-time deliveries and pro-active customer service. ALNO's contract division also provides unparalleled full project management. They specialize in design and installation, while offering superior attention to detail. They also extend the assistance of product specialists, beautifully designed presentations, and the latest appliances on the market.

The standard-class residences will feature ALNOPLAN cabinetry in white or dark brown oak finish. The business-class residences will feature ALNOSTYLE cabinetry in champagne or ALNOLUX in high-gloss cocoa finish. The first-class residences will feature a variety of cabinetry models including ALNOART PRO or ALNOART PUR in high-gloss white finish, and ALNOART PRIME in black brown oak finish. For the lofts, cabinetry model options will include ALNOPLAN in white, ALNOSIGN in high-gloss cappuccino or high-gloss white and ALNOLUX in high-gloss coral finish.

"ALNO cabinetry with its contemporary lines and modern high-gloss lacquers will work very well in the Concerto residences and lofts," said President of ALNO USA Yael Tamari. "This project deserves upscale kitchen cabinetry that is functional and glamorous. When the project is complete it will be a masterpiece - both inside and out."



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Concerto

For over 80 years, ALNO has been creating innovative and revolutionary kitchen systems, which boast of quality materials, skilled craftsmanship and technical precision. As one of Europe's largest kitchen manufacturers, all systems are imported from the company's base in Pfullendorf, Germany – and feature only the finest wood, glass, gloss, color and overall architecture. Having practiced green manufacturing for decades, all ALNO cabinets are constructed from FSC-certified materials and reflect the company's devotion to environmentally-responsible practices. Constantly at the forefront of innovation, ALNO is always refining and exploring new ways to create the ultimate kitchen from a product and personal usage point of view. With a tagline of "The Kitchen, Perfected," ALNO kitchens are synonymous with high art, detailed in their many innovations including ALNO SoftClose, ALNO AllGlas and ALNO DualGlow. ALNO products are available through a select network of nationwide dealers.

Please visit www.ALNOusa.com/pr or contact DRS & Associates, 818.981.8210 for additional information.

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