

The ART DECO COLLECTION™ by California Faucets  
From left: Deco Moderne; Empire Moderne; Classic Moderne



## Presenting the ART DECO COLLECTION™ by California Faucets

Faucets inspired by a design movement of elegant style

**(Huntington Beach, CA, October 8, 2008)** Evoke the glamorous mood of 1920s and '30s jazz lounges in your bath with the ART DECO COLLECTION™ by California Faucets. Three luxurious faucet designs invite art aficionados to celebrate a time of American prosperity and optimism that spawned the Roaring Twenties and the Art Deco design movement.

Capitalizing on lean silhouettes, geometrical shapes and a few flirtatious curves, the collection's design sensibility speaks to retro-inspired style. It brings to mind the classic Art Deco musicals of Astaire and Rogers or the magnificent Art Deco architecture of the Chrysler Building or the Deco nightclubs of New York City in the 30s.

True to its 1920s and '30s inspiration, California Faucets' ART DECO COLLECTION™ is a celebration of art, architecture and the rise of commerce and technology. Streamlined, pared-down shapes take precedence and emphasize the modern Polished Nickel finish. The contrast of Matte Black handles offers a touch of drama and intrigue.

### Classic Moderne

Inspired by the Art Deco architecture it is named after, the Classic Moderne faucet has a graceful, low-arc spout that's subtly contoured. Its curves draw stylish contrast to the hex escutcheons and handles. Sleek metal index buttons and trim at the base of the spout and escutcheons offer adornment common to Art Deco design.

### Empire Moderne

Tall and stately, the Empire Moderne faucet recalls the look of soaring New York skyscrapers like the Empire State Building—a symbol of progress and urban development that Americans yearned for during the period of tough economic times. The faucet showcases a clean silhouette that extends upward to a tiny ball peak. Rounded lever handles combine with geometrical bases, bringing Art Deco inspired symmetry to any sink.

### Deco Moderne

The Deco Moderne faucet takes its edgy, geometric style from Cubist paintings, such as those by Pablo Picasso. The spout and wide-set lever handles are shaped to create multiple facets and planes that allow light to bounce off and images to reflect in avant-garde ways.

The Art Deco Collection is a shining example of California Faucets' ability to offer customization options. The collection embodies the sense of elegance brought about by the Art Deco movement. And the design is again, as it was then, an inspiration for the times.

The Art Deco collection features Polished Nickel (PVD) with Matte Black. List price for the 8" widespread Classic Moderne faucet is \$672. The Empire Moderne faucet lists for \$795. And the Deco Moderne faucet is \$620.

### About California Faucets

California Faucets has been providing its customers with the very best customer service and delivery of the finest selection of decorative fittings since 1988. With over 25 styles and more than 30 decorative finishes, California Faucets' Custom Faucetry™ allows you to combine any spout with any handle in any finish. And with the Virtual Faucet Creator™ [www.calfaucets.com/vfcpress](http://www.calfaucets.com/vfcpress), a revolutionary new online tool by California Faucets, you can create thousands of designs with just a few clicks of the mouse.

As part of Custom Faucetry™ California Faucets offers Thermostatic Shower Systems, Tub and Shower Sets, Trim, and Bathroom Accessories. California Faucets' products are sold at prominent decorative hardware and plumbing showrooms and at select kitchen and bath dealers nationwide. For more information, call 1-800-822-8855 or log on to [www.calfaucets.com](http://www.calfaucets.com)

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## Art Deco in California

One of the oldest and most recognizable Art Deco landmarks in California is the iconic, circular Casino on Santa Catalina Island. Considered an Art Deco masterpiece, "The Casino" opened in 1929 to serve as the entertainment hub of the island. A spectacularly decorated movie theatre entertained guests with silent motion pictures, but the main attraction was the grand ballroom where virtually every Big Band of the era played to crowds of thousands. What's missing from this Casino is gambling. Before big gambling took hold in the US and became associated with the Italian word, "Casino," it simply meant, "gathering place." To this day, the elaborate Art Deco Casino remains true to the meaning of the word.

Sources: [visitcatalinaisland.com](http://visitcatalinaisland.com); [catalinachamber.com](http://catalinachamber.com)