

## **French Luxury Furniture Designer David Faruya Opens First U.S. Showroom on L.A.'s Melrose Ave.**

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[this number is not for publication]*

**“Cultive ta différence – c’est ta marque, ta force.” – David Faruya**  
(“Cultivate your difference – it’s your brand, your strength.”)

**Direct from the blazing sands and high fashion of the French Riviera to the swaying palms and luxury lifestyles of Hollywood come the eye-popping designs and quality handmade craftsmanship of David Faruya, the most exciting young French furniture designer to burst onto the Los Angeles scene.**

After 17 years of expertise in creating and finishing furniture for several high-end furniture companies, David Faruya decided to fulfill his own artistic destiny and use his talents to create his own works of designer furniture art. After successfully launching his own design line, [Faruy’Art 1969](#), in the South of France, he is now fulfilling a lifelong dream by bringing his unique style and vision to the heart of the Melrose Design District in Los Angeles, with a new showroom at 8646 Melrose Ave. opening in November 2011.

David Faruya describes his work as “furniture jewelry made of dreams and heat.” This young designer is inspired by a fresh and bright palette to create a universe of laughter and dazzling flamboyance. With his over-the-top designs, he turns the stark lines and austere monochromes of modern design on its head, while at the same time drawing admiration for the quality craftsmanship and classic lines at the heart of all his pieces. Metal, lacquer, and rhinestones give this world of furniture such an impact that no one experiencing it can be left indifferent.

Each creation is an original and unique, and signed by the hand of the artist. All pieces sold in the U.S. will have been created in and imported from the Faruy’ Art atelier in the South of France.

**“Un métier, une passion – l’argent n’est pas une fin, juste un moyen pour son ambition.” – David Faruya**  
(“A profession, a passion – money is not a goal, just a means to achieve one’s ambition.”)

### **The Concept**

Today, when you select a “unique piece,” you are presented with something creative, of high quality, and certainly well marketed, but often sorely lacking in originality and totally impersonal.

The concept of furniture jewelry goes well beyond this monotony. David Faruya is trying to create, through his unique pieces, a whole universe. It's a universe of shimmering lacquer, glitter, and metallic finishes, of crackled spider lacquers, lacquers with a crocodile effect, shattered glass and mirrors, dichroic colored or natural metal plates, and all accented with rhinestones designed to surprise you. David Faruya will not sell you just a piece of furniture, but a theme and a lifestyle.

Some examples of David Faruya's creative designs are his line of custom sinks and bathtubs that change color with the temperature of the water. They can go from black to white, with no two patterns the same each time hot water splashes on the surface.

Faruy' Art creations can be found on exclusive beaches in the south of France as well as businesses (such as hotels and restaurants) and private residences.

David Faruya has chosen Melrose Avenue in Los Angeles for his very first U.S. showroom because it is at the heart of a vibrant design and shopping district in one of America's most exciting cities. "I want to bring the South of France in all its splendor to Los Angeles," he said. "Its colors, its music, the accent – all in a positive and creative spirit that bursts with the art of living."

There will be a grand opening event (date to be announced) at the new boutique before the end of the year.

For more information, photos, or to arrange an interview with the designer or a visit to the showroom, please contact Stephanie Thompson Public Relations at 619-840-7353. [This number is not for publication.]

**Faruy' Art 1969**  
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