

the *new oak*



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**NEW OAK DESIGNS REVEALED IN WORK OF ARTISAN TADAO ARIMOTO**

**CHARLOTTESVILLE, Va. (May 10, 2006)** – Contemporary cabinet door designs in American oak premiered at the recent Kitchen/Bath Industry Show in Chicago. Showcasing a new look for Oak, one of America’s premier natural products, the introduction featured Oak cabinet doors designed by Pittsburgh artisan Tadao Arimoto. Arimoto’s Oak cabinet doors offer new styles, new finishes— a whole new way to look at Oak.

Arimoto’s work incorporates a fresh, contemporary sensibility with the legendary, hardworking qualities of Oak. In addition, his Oak cabinet doors feature an array of unique finishes that enhance the wood’s natural qualities while dramatizing the versatility of this environmentally sustainable material.

“The new Oak lends itself beautifully to a variety of hues and finishes, suiting a variety of styles and tastes,” says The New Oak Partnership Co-chairman and President of Coastal Lumber Victor Barringer. “Many people don’t realize that Oak is highly adaptable to a range of looks—from the sleekness of European-influenced contemporary interiors or the formal elegance of traditional design to the rediscovery of America’s rustic legacy.”

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The history of Oak is unmatched in architectural achievements and the future for American oak is unlimited. "Oak is one of the most abundant trees growing in the Eastern hardwood forests, almost 40% of the growing stock," says New Oak Partnership Co-chairman Ed Ramsey.

The Partnership has also developed new finishes for Oak in a wide variety of colors and styles. Architects, designers and homeowners are encouraged to visit the site and enter one of three showcases. Each offers a two-step method to add photography of individual designs to the showcases.

For more information about The New Oak Partnership visit [www.thenewoak.com](http://www.thenewoak.com).

#### **About Tadao Arimoto**

Tadao Arimoto is an artist, woodworker, and designer who was born, raised and educated in Japan. He moved to the United States in 1976. He owns and operates a workshop in Pittsburgh. For more information about Tadao Arimoto and to view his works visit [www.arimotowood.com](http://www.arimotowood.com).

#### **About The New Oak Partnership**

The New Oak Partnership is an alliance of companies raising the awareness of the beautiful characteristics of oak in an effort to restore its demand in the design and architecture communities. The Partnership is combining resources to reach furniture, kitchen and bath and interior design professionals with an innovative look at oak's legendary past and promising future.

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