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Contact:

Adam Goldfine
(602) 524-3974
goldfineam@aol.com

EXCEL TO BUILD FLAGSHIP CHRISTIAN LIAIGRE SHOWROOM

Brooklyn, NY June 1, 2011 – Arguably one of the most influential designers alive, Christian Liaigre announced today that Excel Builders & Renovators Inc. has been selected to construct the new showroom bearing his name on East 61st Street in Manhattan. Slated to open in early 2012 the Manhattan showroom will become the flagship location in the US. The Maison Liaigre line of furniture and textiles will be exhibited in three stories covering roughly 7000 square feet. The location will also feature one floor of office space and two residential floors.

Spanning more than 25 years, Liaigre’s career has encompassed an extraordinary range of design challenges including furniture, lighting, yacht interiors, residential and commercial interior design and architecture. Liaigre is possibly the most important and certainly the most copied designer of our time, author Herbert Ypma notes in his book, *Maison – Christian Liaigre*.

“Understated, purposeful elegance is consistent with our own view of what makes great design,” noted Excel president Matthew Goldfine. “We are honored to have been chosen to bring this vision to life. This kind of challenge and the demand for exacting quality is what we thrive on.” The project was designed by Liaigre and the project’s architect is Johann Grobler of Johann Grobler Architects.

“The design is elegant in that it creates an appropriate context to display Liaigre’s work without calling undue attention to itself,” Goldfine added. “It reminds me of the Museum of Modern Art – It’s a striking design but it won’t detract from the incredible artwork within. It’s enormously satisfying and a true validation of our approach to be in such rarified company,” Goldfine continued. “This project is the opportunity for us to express everything we know about design and construction. My mom will be so proud.”

Excel Builders & Renovators Inc. is a Brooklyn based custom builder and boutique developer bringing modern and traditional elegance and the highest quality materials and construction methods to urban living. Since 1994 Excel has been creating total living and working environments that both aesthetically and ergonomically anticipate the owner’s needs. An obsessive attention to detail in both what you can and cannot see makes Excel’s work a thing of lasting beauty.

For more information about Excel Builders & Renovators Inc, visit www.excelbuilds.com or contact Matthew Goldfine at (646) 294-6475.

For Interviews, Press Information and Photos contact
Adam Goldfine
Media Contact
goldfineam@aol.com
602-524-3974

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