



KRAVITZ DESIGN

**ROCKY MOUNTAIN HARDWARE COMMISSIONS
KRAVITZ DESIGN INC. FOR COLLECTION DUE IN 2015**

(HAILEY, ID—APRIL, 2014) — Rocky Mountain Hardware, renowned for its custom-manufactured cast bronze architectural hardware, has commissioned Kravitz Design Inc., the New York-based firm headed by Lenny Kravitz, to create a series for both doors and cabinetry. The collection is planned for introduction in Spring, 2015.

In announcing the collaboration, Christian Nickum, Rocky Mountain Hardware’s president, said, “This year the company celebrated its 20th anniversary, and since our founding we’ve been highly selective in the caliber of designers we commission for additions to our line. Kravitz Design will be only the third in our history, but this promises to be an exciting association, since the firm’s work—both spaces and products—reflects exceptionally talented, visionary and passionate professionals. We’re looking to Kravitz Design to bring a new dynamic and add a fresh aesthetic to our portfolio.”

The accomplished singer, song-writer, actor, Kravitz established his namesake design firm in 2003, and quickly earned kudos and respect for achievements in commercial and residential interior design, product development and branding. This will be KDI’s first foray into hardware design, and the resulting collection is expected to be a fusion of elegance with edge, typifying Kravitz’s own personal eclectic and global point of view.

Commenting on the association with Rocky Mountain Hardware, Kravitz

said, “Craftsmanship is extremely important. When something is designed well, it shows. That’s why I’m excited to be collaborating with Rocky Mountain Hardware because craftsmanship and attention to detail are at the core of what they do. Kravitz Design shares this passion and I look forward to creating a unique collection of pieces that combines my aesthetic with Rocky Mountain Hardware’s expert craftsmanship.”

According to Nickum, the previous commissioned collections have been with furniture designer Ted Boerner and with Wynn Design and Development executive vice president Roger Thomas, whose second undertaking for RMH will rollout later this year. Their designs all are strong sales performers for the brand.

“Of course, the very nature of Rocky Mountain is that we are in daily collaboration with hundreds of architects and interior designers, from throughout the U.S. and abroad, because the hardware is custom-produced,” he reminded. “Partnering with specifiers is in our DNA.”

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About Rocky Mountain Hardware

Founded in 1994, Rocky Mountain Hardware is a leading manufacturer of bronze architectural hardware. Based in Idaho, it operates three production facilities including one of the few remaining metal foundries in America where its bronze creations are hand-cast using methods passed down by generations of artisans. The range of designs includes door and cabinet hardware, kitchen and bath accessories, tile, plumbing, lighting and more. The company also has extensive custom capabilities as well as a division dedicated to the hospitality industry. Its distribution is global through decorative hardware showrooms. Authentically “Made in the U.S.A.,” Rocky Mountain Hardware products are cast of 90% post consumer recycled materials.

www.rockymountainhardware.com.

About Kravitz Design, Inc.

Kravitz Design Inc. (KDI) was founded by Renaissance man and legendary music icon Lenny Kravitz—Focusing on residential, commercial, product conception and design, the company's team encompasses a diverse group of creative professionals that have executed a variety of projects throughout the world. KDI touts a portfolio of noteworthy ventures, with a range that includes chandeliers for *Swarovski's Crystal Palace Collection*, suites at the SLS Hotel Miami Beach and a two story penthouse recording studio at the Setai Hotel and Residences. Most recently KDI undertook the creative vision for the downtown Miami, FL. 47-story bay front condominium project Paramount Bay, as well as a collection of ceramic tiles for Lea Ceramiche and the re-interpretation of Philippe Starck's *Mademoiselle* chair for Kartell. www.kravitzdesign.com