



ESTB. 1978

WATERWORKS

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WATERWORKS UNVEILS NEW DENVER SHOWROOM

NEW YORK (March 8, 2012)– Known for their rich heritage, unparalleled quality, and exceptional craftsmanship, luxury kitchen and bath company, Waterworks, is pleased to debut a new showroom space in the Denver Design District.



Located at 601 S Broadway, the new 2,100 square-foot showroom aims to effectively serve clients in the Denver, Aspen, Vail, and Boulder areas who are searching for the caliber of bath and kitchen design unique to Waterworks. This is a strategic new space for the showroom, which was previously located on Cherry Hill—a beautiful, but not central location for their clients.

“We are better equipped to support and inspire our clients in the new showroom space with a wider product range. This is extremely important to us as we solidify our footprint within the local design community,” notes Peter Sallick, Waterworks CEO. “We are excited to showcase a more complete presentation of the brand and its growth”.

In an effort to elevate the client experience, the crisp interior reflects the area’s surrounding tonal landscape and architectural style. Exquisite installations include a custom, Aqualinea tiled shower with popular Henry Collection fittings.

“We wanted to create an environment where our clients could come to be completely inspired by the possibilities for creating a remarkable bath and kitchen; two important areas in the home that can equally be as exceptionally functional as they are beautifully designed,” says Barbara Sallick, Waterworks Co-Founder and SVP Design.



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FOR ADDITIONAL
INFORMATION REGARDING
WATERWORKS PRODUCTS
OR SHOWROOM LOCATIONS.



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Iconic Waterworks pieces refreshed with newly introduced materials and finishes will be highlighted in displays. Waterworks' new brand, Waterworks Studio, will have a prominent showroom presence. In addition, Denver traffic will get an exclusive look at an assortment of new fixtures and surfaces on display only in the new showroom.

The showroom will be open 9am-5pm on weekdays, as well as by appointment on Saturdays.

About WATERWORKS:

Co-Founded in 1978 by Barbara and Robert Sallick, Waterworks is based firmly upon a foundation and commitment to design authenticity and excellence. Now led by son, Peter Sallick, CEO, Waterworks draws continual inspiration from the rich history of the European bath, and continues to bring impeccable style and artisanal quality craftsmanship to the American bathroom. Each product has a story to tell and is created through a unique collaboration involving designers, craftsman, artisans, and manufacturers. Highly regarded as a premier design resource, its exclusive designs now encompass bath and kitchen faucets and fittings, surfaces, bathtubs, washstands, accessories, home furnishings and more. Waterworks showrooms can be found in 14 cities across the country. Expanded distribution channels include: boutique wholesale partners, Bloomingdales, a growing online store e-commerce business, as well as commercial, residential and hospitality business across North America, Mexico, and Europe.

About Denver Design District

The Denver Design District is the region's most comprehensive resource for exquisite interior design, comprised of 41 showrooms and representing over 1,900 product lines. Access to the showrooms at the DDD has changed. Long known as a wholesale-to-the-trade facility, the showrooms are now open to the public. We offer a complimentary referral service for consumers that matches them to qualified designers, and also acts as a buying service for consumers wishing to purchase. Some showrooms on the street are open to the public. The Denver Design District is located near I-25 and Broadway at 595 S. Broadway. Its familiar landmark is the yellow 85-foot articulated wall sculpture. For additional information please visit our website www.denverdesign.com.



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