



SCULPTURAL DESIGNS FOR LIVING

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## SÓKO MEDIA ADVISORY – SPRING/SUMMER 2009

**KBIS** 1 May, 2009 – 3 May, 2009 **BOOTH #B3656** Atlanta, GA **GEORGIA WORLD CONGRESS CENTER**

**PCBC** 17 June, 2009 – 19 June, 2009 **BOOTH #S2133** San Francisco, CA **MOSCONE CENTER**

### **HEARST CASTLE COLLECTION® ... LUXURY AS DEFINED. PERIOD.**

Unlock the key to old world luxury with Sóko's newest knobs, pulls, hooks, towel bars, and toilet tissue holders from the Hearst Castle Collection®. Sóko presents its modern interpretation of products inspired by the designs of legendary architect, Julia Morgan, and by artifacts collected around the world by William Randolph Hearst during his many splendorous travels.

Inspiration for these exclusive offerings was drawn from architectural details and amenities throughout the estate including doorknockers, levers, and even the keys to the castle. Styles range from the traditional elegance of W.R. Hearst's unique artifacts to the utter whimsy of his famous menagerie.

According to Sóko's President and Creative Director, Cari Jaye Sokoloff, "Sóko has expanded its product line extensively with full hardware and bath accessory suites in the Hearst Castle Collection. We are so pleased to release this exciting collection in honor of the 50<sup>th</sup> anniversary of this treasured California Monument." Administered by California State Parks as an historic house museum, Hearst Castle® is open daily to the public.

### **MOTIF™ ... A BEAUTIFUL NEW TWIST.**

Sculpted by Sóko's President and Creative Director, Cari Jaye Sokoloff, decorative hardware and bath accessory suites from Sóko's Motif™ collection are absolutely divine. With uniquely simple and organic twists and turns, these designs from the Motif™ collection are timeless and would beautifully accessorize any style interior.

### **ABOUT SÓKO® ... HAND CAST IN THE USA.**

Sóko's collections of hardware and accessories are hand cast in the USA using the finest of lost wax techniques. Products are available in a variety of finishes: cast stainless steel in Stainless or Stain Stainless or cast bronze in a choice of eleven hand applied patinas (Antique, Black, Celadon, Dove, Gunmetal, Lustre, Mink, Natural, Oil-rubbed, Stone, and Wrought.) Only Sóko offers such variety and taste in finishes.

A leader in design and innovation, Sóko's award-winning decorative hardware creates a focal point on furniture, cabinetry, entry doors, shower doors, and appliances. Coordinating bathroom accessories, wall plate covers, and tiles complete the look and add a touch of elegance. Sóko's diversely styled collections including Manhandles®, Accents™, and Linea Oliva®, are inspired by the human figure and by nature. Rooted in the core belief of quality and integrity in materials and design, Sóko's products are ideal for residential, commercial, hospitality and custom installations.

Visit Sóko's website, [www.sokostudio.com](http://www.sokostudio.com), for the full product line and materials or contact Sóko toll free at 888.828.7656.

**High-res images are available via file transfer.** To reduce our environmental impact, Sóko no longer includes photo CDs in our Press Kits. We would be pleased to provide images for your editorial inclusion.

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