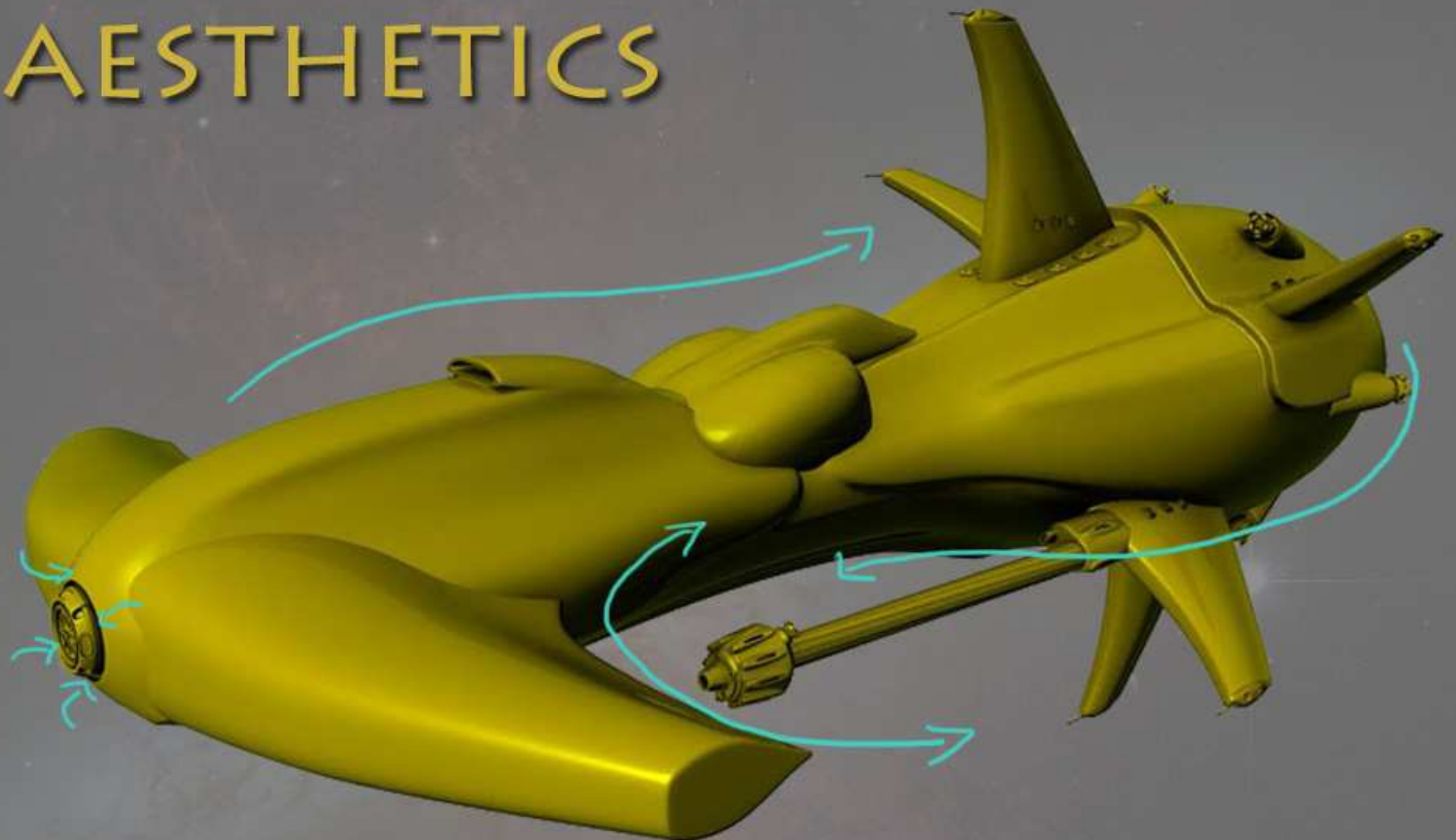


KEY AESTHETICS



AERAN CRAFT ARE KNOWN FOR THEIR DISTINCTLY UNIBODY AESTHETIC AND ARE SAID TO HAVE A SHAPE THAT LOOKS AS IF THEY WERE CARVED FROM A SINGLE BLOCK OF WOOD OR STONE. THEIR SURFACES ARE SMOOTH AND UNCLUTTERED, ORGANIC SHAPES AND COUNTOURS ARE USED IN PLACE OF HARD ANGLES AND EDGES, AND FEATURE A SHINY, CERAMIC LIKE FINISH. FRONT TO BACK DELINEATION IS WELL DEFINED AND MODULAR COMPONENTS ARE RECESSED OR WELL INTEGRATED SO AS TO NOT DETRACT FROM THE OVERALL AESTHETIC.