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## BIO

January, 2019

### Square Paws

Started in Feb, 2014  
Located in Melbourne, Florida  
Phone: 844-577-7297  
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**Mario Arbore**, *founder*  
Artist and Architect  
50 years old  
Bachelor of Architecture,  
Syracuse University, 1991

Square Paws is a product design firm specializing in the design and fabrication of uniquely creative pet habitats that sprouted from the mind of architect Mario Arbore. After more than 24 years in architecture in New York, 15 of which were in his own private practice, Mario is listening to a whole different *species* of client: cats.

Square Paws' philosophy is that pet furniture should be as much an asset to one's home décor as a good armchair or a piece of art. And these are certainly not the typical beige boxes made for cats that people tend to tuck away in corners, out of sight from guests. They're clearly intended to be *conversation pieces*. From iconic, architectural designs to oversized shoes to giant flowers, his work always brings a sense of whimsy to the design. The towers range in price from \$325 to \$2,500 and higher, and Mario says it depends mostly on the time and detail that goes in to the various designs.

With production in Central Florida, Square Paws is poised to meet the needs of discerning pet owners. And, while his work is solely feline-oriented currently, he plans to branch out to design of dog items, birdcages, and other pet-related "shelters." In addition, a key part of the plan is to donate 10% of net profits to agencies dedicated to animal rescue and refuge.

Square Paws is currently sold exclusively online via the Square Paws website.

[www.squarepaws.com](http://www.squarepaws.com)

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