

## NEWS RELEASE

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### TRENDS FROM EUROUCINA 2008: SNAIDERO (ITALY) OPENS THE KITCHEN TO SOCIAL INTERACTIONS WITH THREE DISTINCT DESIGNS

*Snaidero USA to bring Kube by Giovanni Offredi Design to North America in the Fall*

**LOS ANGELES, CA, May 6, 2008** – Snaidero USA, the exclusive North-American importer of Snaidero kitchen cabinets, will make the new Kube system available in the US, Canada, Mexico, Venezuela and Colombia in Fall 2008.

Kube is one of the three designs that leading Italian kitchen manufacturer Snaidero presented at the Eurocucina show held in Milan on April 16-21. With a strong focus on design, the new Snaidero models offer three very different answers to the new culture of home living, which calls for more open kitchen systems suitable to welcome both intimate and large gatherings of people.



**KUBE** by Giovanni Offredi Design, originally presented as a prototype in 2006, has been perfected and is now ready to be introduced into the market. It is a streamlined design built around the architectural interplay of volume and space and the harmonious balance of clearly distinct functional areas. Contrasting forms, materials and colors give Kube tremendous visual impact. A recessed aluminum plinth with a reflective mirror finish makes the kitchen appear as if suspended above the floor. The Elm wood enhances the visibility of the work surfaces in stainless steel, while the nuances of its grains blend together into a natural pattern that provides warmth and visual variety. Doors with no handles open through a practical Blum servo-drive device that maintains the linear integrity of the design. The main wall unit and cupboards can be complemented by a big central island which can be used as a bar or additional work station with integrated lunch/breakfast table, in a layout ideal to host social gatherings and have two or more people cooking together.

The **STARLIGHT** prototype, by Lucci Orlandini Design, was presented at Eurocucina with doors and molded handles in Corian. It is, however, a very flexible design in terms of layout, finish, color and handle options. The work areas (hob and sink), placed on a semi-oval block in Corian, can be grouped together or divided into two separate units, integrated with multi-purpose trays, pot



stands and other practical accessories (all in Corian). A peninsula layout includes a large counter that can be used as a food preparation area or as a table, becoming the natural center for social

congregation in the kitchen. Light plays an important role, flowing uniformly on all work surfaces. A continuous modular shelf fitted with low-consumption, high-performance lights extends for the entire length of all countertops, and can either be fitted under the upper cabinets or suspended at the center of the kitchen layout, with the extractor hood integrated seamlessly along the same shelf.

**KEY WEST**, another prototype by Iosa Ghini Design, is a sophisticated functional open system which combines classic elements of artisanship with contemporary design features. The door with integrated nail grip and wooden frame is available in wood veneer or lacquered mirror. Custom woodwork decorations can be added through an innovative laser cutting process and back-lined with an internal glass panel. Special cabinets house recessed cellar-type units for wine and fresh produce that require different storage temperatures. Key West offers both a peninsula and an island layout, with a series of elegant multi-purpose shelves easing the transition to the living room to form a connected open space. Beams of LED lights provide continuous and diffused illumination along the entire base, under the shelves, countertops and upper cabinets, creating a warm and intimate atmosphere.



*Images and more details about each kitchen available upon request.*

### **About Snaidero USA**

Snaidero USA is the exclusive North American importer of Snaidero kitchen cabinets. For 30 years, Snaidero USA has offered the finest in luxury Italian kitchen design to North America through a retail network of 27 showrooms. Snaidero USA also serves the multihousing industry, partnering with top developers like Trump, Turnberry, ASPAC Developments and the CMC Group, for over 100 projects completed to date. Today, under the leadership of its President, Mr. Dario Snaidero, Snaidero USA is the leader in North-American imports of European kitchen cabinets. For additional information, please visit [www.snaidero-usa.com](http://www.snaidero-usa.com)

### **About Snaidero R. (Italy)**

Founded in 1946, Snaidero Rino is Italy's leading manufacturer of high-end kitchen cabinets. Always at the forefront of style and innovation, Snaidero Rino partners with world-renowned artists, architects, and industrial designers, such as Ferrari stylist Pininfarina, international architect Massimo Iosa Ghini and acclaimed Italian designers Lucci and Orlandini, to create top-of-the-line products manufactured with environmental responsibility.