



NikolaTesla by Elica wins the 25th Compasso d'Oro ADI, the world's most prestigious Italian design award

*Chairman Casoli: "This award represents a genuine accomplishment in Elica's
revolutionary journey"*

*And for Snap, the extraction system guaranteeing best air quality in the home, an
Honourable Mention.*

Fabriano, 21st June – **NikolaTesla**, the innovative extractor hob designed by **Fabrizio Crisà** for **Elica** was awarded the longest-standing, but above all most prestigious international design award: **the Compasso D'Oro ADI**. Through this important award, Elica, a leading company that has revolutionised the market for kitchen hoods, confirms its standing as a **symbol of Made in**

Italy throughout the world, thanks to the brand's ability to stand out and look to the future with courage.

NikolaTesla, the leading-edge product through which Elica introduced an innovative and surprising cooking experience, thus becomes part of international design history. Chosen from a selection of more than 280 finalist products submitted to the international jury of the 25th Compasso d'Oro ADI, this innovative hob with integrated extraction combines all the best functions of two household appliances, the induction hob and hood, characterised by a modern and exclusive look, making a strong impact and adding value to any environment. The **perfect synthesis of cooking and extraction**, a **smart, powerful and silent** product offering consumers a genuine revolution in the kitchen, with truly unprecedented results.

Just like in all editions since 1954, the award was granted to both the designers and producers of the objects. The Compasso d'Oro is awarded based on a preselection made by the ADI Permanent Design Observatory, which evaluates objects industrially produced over the last two years and, year after year, selects the best products for subsequent publication in the ADI Design Index.

Elica was also granted an **Honourable Mention**, one of just 56, for its **Snap** product, an innovative extraction system similarly designed by **Fabrizio Crisà**, which monitors and automatically improves air quality, not only in the kitchen but all throughout the home. Thanks to the presence of three sensors and a sophisticated algorithm, SNAP continuously monitors air quality, temperature and moisture, reducing the level of polluting agents, odours and excess vapour in just 30 minutes without needing to open the windows.

"It's not necessarily true that in life, you need to keep running. Sometimes we actually reach the finish line. The Compasso d'Oro represents an accomplishment in a revolutionary journey, which for Elica began back in the eighties. Proof that we were right", commented **Francesco Casoli**, **Chairman of the Elica Group**.

Fabrizio Crisà, **Designer for the Elica Group**, added: *"Winning the Compasso d'Oro for the NikolaTesla extractor hob and receiving an Honourable Mention for Snap is a truly extraordinary experience, which fills me with pride. This award testifies to the quality of our work up until now and confirms Elica's incredible ability to make the union between design and innovation a cornerstone of its design philosophy. The path that leads to the design of quality products necessarily involves the patient research and creative intuition of the designer, who in addition to dressing an object, must always find the perfect balance between form and function. A complex task that aims to offer a simple result. The doubts and uncertainties characterising the genesis of a product become a distant memory once that effort is recognised with a Compasso d'Oro."*

The Elica Group has been present in the cooker hood market since the 1970's, is chaired by Francesco Casoli and led by Antonio Recinella and today is the world leader in terms of units sold. It is also a European leader in the design, manufacture and sale of motors for central heating boilers. With over 3,800 employees and an annual output of approx. 21 million units, the Elica Group has seven plants, including in Italy, Poland, Mexico, India and China. With many years' experience in the sector, Elica has combined meticulous care in design, judicious choice of material and cutting edge technology guaranteeing maximum efficiency and reducing consumption making the Elica Group the prominent market figure it is today. The Group has revolutionised the traditional image of the kitchen cooker hood: it is no longer seen as simple accessory but as a design object which improves the quality of life.

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