

PRESS RELEASE

Elica @ EuroCucina 2014

The Elica Ring An exhibition project designed by stARTT

Salone del Mobile Furniture Fair, Milan
8th - 13th April 2014

As part of the 5th edition of FTK - Technology For the Kitchen, Elica presents at the Salone del Mobile show its new collection of kitchen hoods, along with the areas of technological innovation that are set to affect the kitchen environment over the next few years. In keeping with its vision and looking towards the future as always, Elica commissioned the design of its booth to the multi-award winning territorial conversion and architecture studio, stARTT.

Fabriano, 21.02.2014

“The decision to put our trust in a studio such as stARTT, which is so highly innovative and with an open and creative vision of our surroundings”, explained Francesco Boromei, Chief of Marketing at Elica, “is entirely in keeping with the journey undertaken by Elica, in perfect balance between technological know-how, research, production activity, environmental friendliness and an appreciation of contemporary art”.



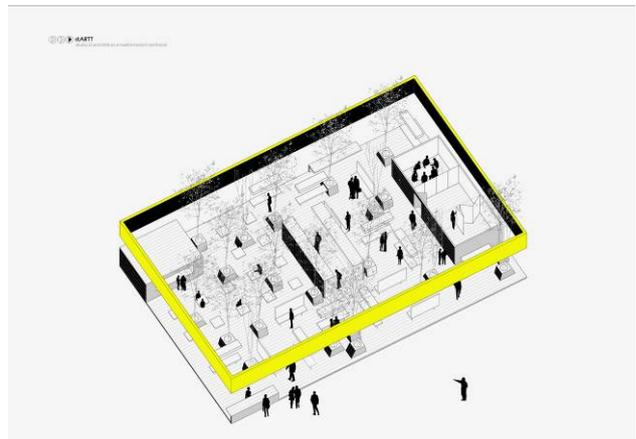
exhibition called 'Piccole Utopie' about Italian innovation in architecture.

Studio stARTT, which was established in Rome in 2008, has received a host of international awards, including the European YAP MAXXI 2011 prize for architecture under 35. It also boasts “La jeune architecture européenne” at the Pavillon de l’Arsenal in Paris and the exhibition entitled “FUTURE: Architecture e(s)t Paysage” in Paris. The studio’s current works are on exhibit at the Shenzhen and Hong Kong Biennial and are part of a touring

The original concept developed by stARTT to accommodate the world of Elica and its revolutionary systems for the processing and conditioning of air in the home, featuring technology, design and innovation, takes shape in a bright suspended ring, which encloses a garden, a shaded domestic outdoor setting protected by the foliage of trees, contrasting with the artificialness of the surrounding spaces.

The identity and logo of the company, which has revolutionised the world of kitchen hoods, are represented outside the ring, whereas inside onlookers can catch a glimpse of a mirrored surface that reflects the vibration of the leaves and the movement of people, leading to a game of reminders.

The positioning of the trees has been carefully studied to create a sequence of spaces, alternating between open and closed, narrow and wide, wood and clearings, dense and porous, devised to



emphasise, in a kind of art installation, the shape and material characteristics of the Elica products on display. The various areas of the booth can be discovered amid the plants, and each one dedicated to a specific function: a reception area, meeting rooms, a lounge, passageways and display areas.

EuroCucina 2014 will also be the perfect opportunity to launch the GUTMANN brand in Italy - which Elica purchased in 2008 - and to introduce the latest *tailor made* creations that combine Italian design with German technology.

Studio stARTT was also appointed to fit out the display that Elica will be organising for the Fuorisalone collateral event in its Showroom in Via Pontaccio 10. The *Middle-Earth. A Journey inside Elica* exhibition will be in the hands of Alessandro Dandini de Sylva and Marcello Smarrelli, art director of the Ermanno Casoli Foundation, with photographs by Fabio Barile and Francesco Neri.

You can download the images of the stand in HR here:

http://www.ergo-online.it/press/Elica_preview_Eurocucina14.zip

Information

ELICA @ EUROCUCINA 2014

Fiera Milano Rho - Milan Exhibition Centre

8th-13th April 2014



Hall 11 FTK - Technology For The Kitchen
Booth A23-A25

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The Elica Group has been in the kitchen hood business since the 1970s, it is chaired by Francesco Casoli and led by Giuseppe Perucchetti. Today, it is world leader in terms of units sold. It is also a European leader in the design, manufacture and sale of electric motors for hoods and heating boilers. With around 3,000 employees and an annual production of around 17 million items, the Elica Group has a production platform distributed across eight manufacturing sites, including Italy, Poland, Mexico, Germany, India and China. Lengthy experience in the industry, painstaking care for design, the pursuit of sophisticated materials and advanced technologies that guarantee maximum efficiency and minimise consumption levels: these are all features which distinguish the Elica Group on the market and which have enabled the company to revolutionise the traditional image of the kitchen hood, which has been transformed from a simple electrical appliance into a unique design object that improves air quality in the home.

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