

PRESS RELEASE

Compasso d'Oro 2014: Honourable mention for 35CC by Elica

35CC, the hood designed by Fabrizio Crisà for Elica, has received the Honourable Mention of the Compasso d'Oro 2014, the historic and authoritative design award which grew from an idea by Gio Ponti, now at its 23rd edition.

Fabriano, 03.06.2014

Among the more than 300 competing design products, an international jury has selected the very best, not just in the furnishings and domestic lighting sectors, but also in vehicles, personal items, collective and social services, and specialist publishing. Selected and rewarded for the "domestic design" category, the 35CC stood out thanks to its technological core and to its compact size and shape: a cube measuring just 35 cm by side encloses all the charm of a line that touches on the past and revisits it with a high-tech touch.

On the occasion of its 60th anniversary, the Compasso d'Oro has returned to Milan with a major exhibition hosted at the former Ansaldo Building of the Municipality of Milan, where the awards ceremony took place on the evening of 29th May. "This exhibition", stated Luisa Bocchietto, outgoing chairman of ADI, "represents as always not just a point of arrival but most of all a new point of departure towards the fundamental objective that ADI has always pursued: the increasingly widespread diffusion of design, of design culture, among companies and consumers".

The unprecedented and unmistakable shape of 35CC is the result of the crossing of two C-shaped shells: an external, decorative and colourful one, with a functional smooth or perforated steel one. A combination of formal research and efficiency, the hood designed by Fabrizio Crisà offers various types of extraction (perimeter or macro-perforated stainless steel), and it is available in the island and wall versions with filter or extraction installation.

In the wall extraction version you can choose between an elegant stainless steel flue duct and the bracket, that allows Back Aspiration if the air outlet is positioned at the rear. The colour selection of the outer shell varies according to the type of extraction: the Evoque version (perimeter extraction) is available in white, orange, dove grey and lilac, while the Dynamique version (direct extraction through stainless steel perforations) is available in red, black, yellow and green. 35CC can also be customised with

the extraction surface you want, via a special accessory kit (a macro-perforated stainless steel panel and a perimetral panel in black, white and stainless steel).

Four 12 Watt LED bulbs offer highly efficient lighting, ensuring bright light over the cooking surface. Extraction and lighting are controlled by an innovative electronic touchpad. The result of Elica's unwavering commitment to functionality and formal research with innovative materials, 35CC offers the perfect blend of design, attention to detail and reliability which are trademarks of the brand: an unmistakable product, with a strong personality, with a simple and bold yet sophisticated silhouette, which breaks boundaries in kitchen hood design.

www.elica.com

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The Elica Group has been operating in the market of kitchen hoods since the 70's. Today it is chaired by Francesco Casoli and led by Giuseppe Perucchetti and is the global leading company in terms of units sold. It also boasts a leadership position on a European level in terms of design, production and commercialization of electric motors for hoods and boilers. The Elica Group has about 3,000 employees and produces more than 17 million units per year. Its production is carried out across eight production plants located in Italy, Poland, Mexico, Germany, India and China. Elica Group's key features are its consolidated experience in the field, great attention to design, careful selection of materials and innovative technology which guarantees high efficiency and consumption reduction. These elements have made in a leader on the market and have allowed the company to revolutionize the traditional image of kitchen hoods, turning them into objects which are not simply accessories but stand-out products with a unique design capable of improving people's quality of life.

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