

PRESS RELEASE

The design is there but you can't see it: Elica's new "hidden" hoods.

Fabriano, 16.06.2014

The relationship between shape and function is a topic which design professionals are very familiar with, as it is a long-debated and unsolved issue: it is impossible to decide on whether one or the other has priority, unless the reasoning has a context in a specific project. **Elica**, whose undisputed strengths include impeccable design, knows that shape, in some circumstances, has to become an imperceptible ally of functionality.

For this reason, in 2014 Elica presents two new hoods that blend in discretely within the kitchen: the **Étoile ceiling hood** and the **Hidden built-in hood**. Their shape is designed to disappear, making these hoods ideal for small settings or in the event of refurbishment, where they do not alter architectural lines or special styling-functional situations.

Étoile is incorporated into the ceiling, disappearing from view yet it takes part in everyday well-being. Perfect over kitchen islands which are incorporated into the living room, it can be operated via remote control and is available in two installation methods: incorporated into the false ceiling (extraction) or fitted with a new plug & play installation system that allows it to be fitted directly onto the ceiling (filter). With **Étoile**, the ceiling breathes: the object disappears, yet the function remains.



Hidden is a cutting-edge concealed hood designed to suggest design ideas in the completion of minimal-style kitchens. It is available in the stainless steel and stainless steel/white glass finishes, with LED diffused lighting and touch controls. With **Hidden**, high efficiency is stylishly concealed within the wall cabinet.





The Elica Experience section of the www.elica.com website provides testimonials and projects from the Elica world. To see a sample project with an Elica ceiling hood, click [here](#).

You can download the images in high resolution by clicking on the following link:

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

Information

ELICA SPA

ph. +39 0732 6101 fax +39 0732 610740

info@elica.com

www.elica.com

* * *

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.