

PRESS RELEASE

Elica in Paris.

Elica

Air Nouveau à Paris

Paris, Istituto Italiano di Cultura

73, rue de Grenelle

Paris

6 March 2015

16H00 Press preview

17H00 Speech: Francesco Casoli (Chairman), Giuseppe Perucchetti (CEO), Philippe Reverseau (Director of the Elica France branch)

17H30 Cocktail

In the splendid setting of the Istituto Italiano di Cultura, Elica presents itself and announces the opening of Elica France.

Elica, world leader in the domestic kitchen hoods sector, with millions of products manufactured and sold across the five continents, has come to Paris and chosen the splendid setting of the Istituto Italiano di Cultura (Paris Institute of Italian Culture) to present the **philosophy which has always guided its strategies** to the market and the French media. The occasion for the event is the **opening of Elica France**, created to strengthen the company's presence on one of the world's major markets: with the Elica France offices and B2B showroom in Porte d'Auteuil, Paris, the company will be closer to its customers and in a position to identify market needs and respond to them quickly and efficiently.

"We decided to hold our event here because art assists communication between different cultures - says Elica chairman, Francesco Casoli -. We have always believed that the meeting between art and enterprise leads to innovation and creativity, both essential elements for anyone manufacturing design products and facing global challenges. Our company deals with air quality and treatment and we focus our research and innovation activities on these issues.

We are in France because we are very attached to our customers and we want to be as close as possible to them."

*"France is Europe's third largest market for kitchen hoods and therefore vital to development of our brand. Elica has yet to express its full potential in this area and this offers a major opportunity for growth, so we will be focusing on doubling our share on this market over the next two years." **The words of Giuseppe Perucchetti, CEO of Elica.** "This is why we decided we had to be present here directly and in a position to understand market needs and satisfy them immediately. This is a demanding and sophisticated market which understands what sets Elica apart - design, quality and smart technology - and we are offering our models to it.", explains Philippe Reverseau, director of the Elica France branch.*

Therefore, fresh air in Paris, where Elica presents its leading products during the event in an original setting created by the stARTT firm of architects: the mise-en-scène highlights the products in the Monumental Hall of the Hotel de Galiffet, home to the Istituto Italiano di Cultura. The setting emphasizes the importance of art for Elica which, through the initiatives promoted by the Ermanno Casoli Foundation, created in 2007 in memory of the founder of Elica, has been fostering dialogue between the worlds of art and enterprise for many years. *"Miroir is the site-specific design project created for this event by stARTT on invitation of the Ermanno Casoli Foundation. Miroir - explains Marcello Smarrelli, artistic director of the Foundation - is a structure which highlights the geometries of the building which housed the Ministry of Talleyrand and prompts a poetic reaction through the illusions created by trompe-l'œil. The mirrored finish seemingly multiplies the columns, capitals and golden stucco work of the room, creating the visual illusion of a 'suspended' space in which the design products created by Elica float."*

The stars of the show are the new Elica products: the Ye, Nuage, Om Air, Amelie, Seashell, Edith, Audrey, Stripe, Elle and Lol hoods, but also Marie, the elegant fragrance diffuser which neutralises kitchen odours and perfumes the air inside the home naturally. There is more. Elica is also presenting the revolutionary Stream system in Paris, in which the hood and the hob communicate in wi-fi thanks to an innovative technology.

Design, technology, innovation, art: all is present with Elica in Paris on 6 March, at the Istituto Italiano di Cultura.



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The **Elica Group**, under the chairmanship of Francesco Casoli and management of Giuseppe Perucchetti, which has operated on the kitchen hoods market since the 1970s, is today a world leader in terms of the number of units sold. It also enjoys a leading position in Europe in the design, production and marketing of electric motors for hoods and central heating boilers. With approximately 3,500 employees and an annual production of over 19 million units, the Elica Group has a production platform consisting of eight production sites in Italy, Poland, Mexico, Germany, India and China. Extensive experience in the industry, close attention to design, superior materials and cutting-edge technology ensuring maximum efficiency and energy savings - all elements that set the Elica Group apart in the market and which have enabled the company to revolutionise the traditional image of the kitchen hood from simple accessory to design feature, improving quality of life.

The **Ermanno Casoli Foundation** was created in 2007 in Fabriano (AN), in memory of the founder of **Elica**. The Foundation has always been active in the creation and promotion of projects focused on the meeting between contemporary art and enterprise. Contemporary artists enter directly into the heart of the company and speak to employees in workshops and projects which stimulate creativity, innovation and an exchange of viewpoints, as well as improving the working environment. The Foundation is currently headed by Deborah Carè, with Marcello Smarrelli as the artistic director. The science committee includes leading figures from the Italian worlds of art and culture, including Pippo Ciorra, university lecturer and Senior Curator at the MAXXI in Rome for the Architecture section, Pier Luigi Sacco, professor of Economics and Culture and candidate director of the Siena European Capital of Culture 2019, and Andrea Zegna, architect and curator of the Zegna foundation.

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