

Press office: **Havas PR**
Caterina Maticera
Tel. +39 342 8646489
caterina.maticera@havaspr.com
Agnese Borri
Tel. + 342 8090372
agnese.borri@havaspr.com
Eleonora Di Salvo
Tel. +39 0285457081
eleonora.di-salvo@havaspr.com

Illusion

The magic of Elica: an extraction system that disappears into the ceiling.

Like an optical illusion, this hood disappears into the ceiling, creating a smooth and striking effect. "Illusion" is its name, and masterfully combines **minimalist design** with **high performance**. It's a ceiling hood for those seeking a minimalist style without compromising on functionality, designed to blend into the living architecture. Illusion is the perfect solution for small kitchens as it frees up space above the hob.

It is highly versatile: Illusion offers a wide range of customisable options to suit any kitchen design style. It is available with a stainless steel frame and a modular plasterboard panel in the same finish as the ceiling, or completely white or black with a soft touch effect.

The design is complemented by **sophisticated lighting**: Illusion lights up your kitchen for an elegant atmosphere. It features **LED strips** integrated into the sides of the extraction system. The **Dim Light and Tune White** systems allow you to adjust the light's intensity and temperature, from a warmer to a cooler tone.

There's more: Illusion's extraction core removes fumes and odours from the kitchen throughout the day. **Airmatic** is the smart sensor that detects cooking vapours and harmful substances and **activates automatically, setting the most suitable extraction power**. The hood switches off automatically when the air quality returns to an ideal level.

Illusion is distinguished by maximum efficiency and reduced environmental impact. With its **Brushless** motor, the quietest on the market, the hood **reduces CO₂ emissions by 70% compared to conventional motors**. The **Long Life ++ odour** filters are designed for high performance and have a filtering capacity well above the market average. **Regenerable for up to 3 years**, they save you from frequent changes and maintenance issues.



Interacting with Illusion is a smart, direct, and intuitive experience. Thanks to the **Elica Connect** app and voice assistants, you can easily and remotely control it: using voice commands or a smartphone, you can switch it on or off, adjust the light, or the extraction speed. The Elica Connect app also allows you to monitor air quality, the condition of the filters and contact our service centre in just a few taps. There are multiple ways to interact with it: all the features of the hood, the lighting system and the lamp accessories can be controlled thanks to the Smart Remote Control system, a handy remote control supplied with the hood.

Illusion is smart in design and architecture: it conceals the hood and puts its features in the limelight.