

Design takes front stage in Florence with Snaidero's Venus kitchen penned by Pininfarina



The Venus kitchen, Pininfarina's latest creation for Snaidero, will take front stage this evening in Florence at a unique event during which leading stakeholders in the world of design, home décor and kitchens will meet to talk over and discuss the latest market trends.

The meeting is the offshoot of cooperation between Snaidero and the Florentine sales point S.P.A.Z.I.O. in Via Simone Martini which, today, will showcase this new model, a synthesis of innovation, technology, beauty and experimentation. Exceptional speakers include Ing. Edi Snaidero, President and CEO of the Snaidero Group, Ing. Paolo Pininfarina, President and CEO of Pininfarina Extra and the creator of Venus, and Raffaella Razzano, Chief Editor of the *Ambiente Cucina* magazine.

The Venus kitchen, a milestone in design and aesthetics, has been created to "stir emotions and evoke passion": coral red in color with sleekly contoured, symmetrical work surfaces, a unique experiment in the sensorial effects of new materials with the new MICROTOUCH finish, a leather-effect micro fiber applied to the panel doors; unique also as regards technology, such as the innovative optical solution of led spotlights, an exclusive Snaidero patent.

"Venus is the fifth kitchen we have designed for Snaidero following on the success of the Ola, Viva, Idea and Acropolis models - comments Paolo Pininfarina – Our cooperation with Snaidero, initiated 18 years ago, has been so successful that Pininfarina is its longest-lasting designer".