



Pininfarina at the Furniture Show with the new kitchens Snaidero Ola20 e Idea 2010



Turin, April 15, 2010 - **Pininfarina** takes part in the **Milan Furniture Show** with two novelties presented on the Snaidero stand within Eurocucina: **Ola20** and **Idea 2010**. The new kitchens, designed by Pininfarina, the most long-lived designer for Snaidero, join the icon-products born from the collaboration between the two brands, **Ola, Viva, Idea, Acropolis and Venus**, which won several international awards, such as the Good Design Award assigned by the Chicago Athenaeum to "Ola" kitchen in 1966, to "Acropolis" in 2004 and to "Venus" in 2006.

The beginning of the partnership with Snaidero is marked by **Ola**, continuously produced since 1991: a project with a strong architectural impact, able to solve with the maximum care all the essential kitchen functions with innovative technological solutions. In 2000 Pininfarina made a restyling preserving the technical nature and introducing new handles, new colors, a new steel work area and new wall units, maintaining however the concept of curve, the sign which made Ola an icon of the Snaidero design in the world.

Twenty years after its launch, Ola has been presented at Eurocucina 2010 in a renewed form, result of an ambitious Snaidero project that, in partnership with Pininfarina, revisited the style reconfirming the authenticity of one of its greatest historical classic.

"With Ola 20 – commented Paolo Pininfarina, President and CEO Pininfarina Extra – Snaidero decides to invest again in the ambitious alchemy between history and invention, mixing the unmistakable signs of a classic of its history with strongly contemporary elements. In Pininfarina we accepted this challenge with great enthusiasm. The outcome is a refined project, elegant, characterised by precise and immediate signs".

The curved line is doubtless the main detail that gives OLA 20 the Snaidero look. The extractor hood, for example, keeps its original dome shape, softened in the design but strong in the aesthetic impact, as all the end elements of cupboards, base units and wall units have a curve which conclude and embellish the project. Pininfarina further strengthened the softness of the project introducing a new element: the worktop support for island and peninsula with a sculpted design, through a refined element in multi-layered wood, shaped into a design that is unmistakably Pininfarina.

Just as distinctive is development of the project in the island unit and peninsula unit. Here the worktop appears to almost gently envelop the kitchen work area, thanks to in depth research into shape, function and ergonomics, where the design focuses on quality of work in the kitchen. The strength of the new project is expressed also by the new extractor hood in the centre of the room with tangential extraction realised on Pininfarina design with a gloss lacquered sheet metal support, with fluorescent strip lighting running along the entire outer edge of the base unit. Shape and function are inextricably linked to technological aspect, which, one again, is expressed via researched materials and highly innovative production processes. With the restyling made in 2000 Pininfarina had already introduced the metallic lacquering on the project. A new technology is introduced with Ola20, yet again inspired by the car industry: mica lacquering, a paint containing powdered mica which provides reflections similar to those produced with metallic lacquer but much brighter and more refined.

Also the second novelty, **Idea 2010**, reinterprets a classic of the partnership Pininfarina-Snaidero with a decisive and modern approach. In 2000 Snaidero had already commissioned Pininfarina to proceed with a restyling which gave the model a new look providing it with elegance and refinement. Today Snaidero asks again Pininfarina to provide Idea with a new interpretation in tune with the times. Its rigorous lines are smoothed by the softness of several details conferring great charm on the model and making each detail both flexible and refined. Idea's horizontality, elegance and the precise contrasts of its shapes continue to be



fundamental elements transmitting a feeling of solidity and stability but also a style that is simple and immediately recognisable. The groove, running along the whole perimeter of the kitchen, was designed in matt black aluminium. Furthermore, there is a led lighting channel along the inner edge of the work top, to further outline and enhance this material. The use of noble, natural and authentic materials which lend a “dark” and sophisticated appearance, thanks to the careful selection of materials such as marble, glass, natural covering and new technologies in surface metallization.

Idea 2010 takes into account the evolution in lifestyles and dwelling spaces and it is designed to be both a place for inter-relating, thanks to island solutions that encourage socialising as well as being an intimate and enfolding space. The technology remains “easy”, hidden in small details such as the built in lighting inside the groove, functional work tops, state-of-the-art appliances. The hood, in particular, has been designed as an important furnishing element, thanks to its soft shape, recalled also in the dining table, thanks also to its Snaidero-patented integrated technology: the entire surface is made from black curved glass which appears to be suspended in the air thanks to the innovative anchoring system with tie rods.