



**Eco-Sustainability, Color And Individuality Take Center Stage As Snaidero Unveils Four Models At Eurocucina**

*Past, present and future of kitchen design play together in new solutions from Italian cabinet manufacturer*

Attention to detail, functional simplicity, green design and personalization of home living: these are the main qualities of the four new kitchens that leading Italian manufacturer Snaidero presented at Eurocucina 2010 on April 14-19. In typical Snaidero fashion, the models blend tradition and innovation to answer the needs of today's homeowners in four distinct ways.



CODE is a versatile design aimed at those who want to express their lifestyle through the personalization of their living spaces. It's all about playing with volumes, getting rid of unnecessary elements and allowing for creative and compositional freedom. CODE's tall, base and upper cabinets are customizable in width and height, as is its single open modular unit which can be used at will to create endless combinations that fit any existing architecture or live as freestanding structures. Personalization is further enhanced by choices of accessories, handles, and island or peninsula layouts. CODE COLOUR shows off a lively chromatic palette of lacquer finishes, while CODE's NATURAL version rests its elegance on doors in slatted ash wood with decorative grain pattern and handcrafted details. Water-based paints with low VOCs and panels with formaldehyde emissions that are less than half the European LFE1 standards make CODE an eco-conscious choice.



OLA20 and IDEA2010 are a restyling of two classics of the Snaidero collection designed in partnership with Ferrari cars stylist Pininfarina. Both models preserve the defining characteristics of the original designs but introduce new details that are functional and aesthetically appealing. OLA20 gives Ola's trademark curves a more contemporary look by adding soft curved edges to all side cabinets and introducing an island/peninsula layout with an oval countertop and a U-shaped base sculpted in layered wood. Automotive engineering was used by Pininfarina for OLA20's low-energy consumption lighting and its innovative mica-based lacquer: a shiny paint containing powdered mica which makes the finish change color depending on light and observation point.



The evolution of IDEA retains the linearity and sharp contrasts that are typical of this bestseller but softens them with fresh details. New colors and finishes give the new IDEA an understated, "dark" elegance that can work both in open spaces and more intimate settings.



E-WOOD is an experimental project on eco-sustainability developed by Snaidero and its long-time partner, architect Massimiliano Ghini. The design is rationalized and simplified to create a style that goes back to basic, where eco-friendly living marries aesthetics and functionality to answer the needs of today's homeowners and their changing lifestyles. The oak used for E-WOOD's doors is exposed to a heat-treatment which makes it more resistant to deterioration and less likely to absorb humidity and expand. The heat also darkens the wood making its grain pattern stand out even more, for a pleasant aesthetic effect. A system of shelves and open storage elements surrounds the work area bringing lightness and functionality to the design. The island/peninsula hood shelving to house a small home garden.

For images and more information, please contact the Snaidero USA PR Department at [pr@snaidero-usa.com](mailto:pr@snaidero-usa.com) or 310-516-8499.



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