



NEWS RELEASE

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SNAIDERO'S KUBE KITCHEN IS A 2008 GOOD DESIGN™ AWARD WINNER

LOS ANGELES, CA, December 29, 2008 –The Kube kitchen designed by the late Giovanni Offredi was launched in North America by Snaidero USA at the end of summer 2008 after being exhibited at the Eurocucina fair in Milan. Now, Kube is a GOOD DESIGN™ Award winner, the seventh Snaidero kitchen to get this prestigious recognition from the Chicago Athenaeum: Museum of Architecture and Design. The GOOD DESIGN™ is the oldest and most important industry prize in the world.



The news of the award came on Offredi's birthday. "What a perfect day to honor my father's work" says Offredi's son, Ferdinando, who helped bring the project to completion following the designer's conceptual idea.

The Kube design evolves from the architectural balance of simple geometric shapes giving life to distinct functional areas while coexisting harmoniously with each other.

"Aesthetic beauty cannot be an object's only purpose: rather, it must generate from the object's function and reason for being." Such was Offredi's design philosophy, which he rigorously applied to all of his projects, no matter how diverse they could be, says his son. "A design project must be a visual representation of the cultural values of the period in which it was

born. All the while, it must be a concrete response to the market's demands and must be capable to stand the test of time."

Snaidero has a long history of partnering with famous Italian designers like Offredi, who come from many different fields and bring their vast experience into kitchen design. The idea behind these collaborations is to develop products that break from the mold and present a new approach to the design of high-end kitchens. The designers contribute their fresh, out-of-the-box vision combined with the best contemporary technologies, while Snaidero provides over 60 years of experience in manufacturing.

Kube is the quintessential contemporary kitchen designed to meet the needs of today's lifestyle with maximum efficiency. Its recessed aluminum toe kick supporting the base units has a reflective mirror finish that makes the kitchen appear as if suspended above the floor, giving lightness to the design. At the same time, the nuances of the grains of the Elm wood blend together into a harmonious pattern that provides warmth and visual variety. In Kube, drawer doors are available with or without handles. In the latter case, the self-closing doors open through a Blum servo-drive device activated with just a light touch of the drawer front, offering full freedom of movement in the kitchen.

Kube is available in North America exclusively through Snaidero USA and its distribution network of 26 showrooms.

About Snaidero USA

Snaidero USA is the exclusive North American distributor of Snaidero kitchen cabinets. For over 30 years, Snaidero USA has offered the finest in luxury Italian kitchen design to North America through a retail network of 26 showrooms. Snaidero USA also serves the multihousing industry, partnering with top developers like Trump, Turnberry, AEG Worldwide, ASPAC Developments and the CMC Group, for over 110 projects completed to date. Today, under the leadership of its President, Mr. Dario Snaidero, Snaidero USA is the leader in North-American imports of European kitchen cabinets. In addition, Snaidero USA is the distributor of other "Made in Italy" products such as MOVE closets and L'O di Giotto bathrooms. For more information, please visit www.snaidero-usa.com

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