



## NEWS RELEASE

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### SNAIDERO USA HOSTS GRAND OPENING OF NEW, BIGGER SHOWROOM IN A&D BUILDING IN NEW YORK

**LOS ANGELES, CA, September 15, 2009** – Dario Snaidero, President & CEO of Snaidero USA celebrated the company's new Manhattan showroom on Thursday, September 10 with a Grand Opening party which gathered a crowd of 250 architects, interior designers, media and VIPs.



Architect Giorgio Borruso, Anna Paola Snaidero, Dario Snaidero, Alberto Snaidero and Italian Consul General in NY, Hon. Francesco Talo'.

Mr. Snaidero decided to keep the retail location in the popular A&D Building (where it has been for the past 10 years), moving it from the 7<sup>th</sup> to the 8<sup>th</sup> floor into a space that allows the company to present its products in a creative way that fits its sophisticated design philosophy.

The showroom, which is three times bigger than the previous one, is a true temple of design created by internationally acclaimed architect Giorgio Borruso, who has already put his signature on Snaidero USA's award-winning showrooms in Los Angeles (in 2005) and Miami (2007). The design concept is the same that has inspired the Miami and Los Angeles locations: the

idea of a space where architectural and design elements work together to create a fluid path that takes the visitor through the exploration of the Snaidero kitchens. Here these guiding elements are more understated, yet equally powerful. Nothing is purely decorative. The concept follows the same blueprint used in the Snaidero kitchens, where design is not just meant to be a thing of beauty but first and foremost, a creative means to give a specific function to every part of the whole.



The focal point of the showroom lies in the center of a series of long slate panels that jut out horizontally into the space – each displaying colorful kitchen drawer samples. Lines of tile in black and orange in the floor and the lighting in the ceiling,

all radiate from this central point. The composition gives the space a vibrant feel of forward movement. In a continuum, part of the walls of the showroom is covered by structure also made of slate, on which the visitor is invited to write a message in chalk. It's a space where the individual is not just guided, but also called to interact and communicate with his surroundings, thus becoming "part of the design."

On display at the New York showroom is some of the finest kitchen cabinetry from Snaidero: the curvaceous Ola in mineral blue high gloss metallic lacquer; the best-selling Idea in high gloss Cherry; Venus, in the original black Microtouch finish (an eco-friendly leather-like material) and Kube, the latest high-tech design by Giovanni Offredi. The new location is part of a 2-phase expansion that will be completed in two years, when the showroom will incorporate an adjacent space to display made-in-Italy closet systems and bathroom vanities which Snaidero USA also offers to its high-end North-American clientele.



For the Grand Opening, Snaidero USA partnered with Gancia, prestigious brand and producer of the first Italian sparkling wine back in 1865. Guests were treated to the worldwide premiere presentation of Gancia's brut classic method "36 months": a supreme first-class product with a clear straw yellow color, sweet and well-balanced scents and a sophisticated packaging. Other sponsors of the party were appliances company Miele and faucets manufacturer Dornbracht, whose products are featured at Snaidero USA New York. Food was provided by Serafina at the Time Hotel Restaurant.



Architect Giorgio Borruo, Massimiliano Vallarino Gancia of Gancia Winery and the Italian Consul General in New York, Hon. Francesco Talò were in attendance as special guests.

The opening of a new showroom might seem a bit unusual in the

current economy, when everybody is scaling down, but it's not so for Mr. Snaidero. "Challenging economic times might be hard to go through but they need to be embraced as opportunities to reinvent ourselves, find new stimuli for our businesses and create new beginnings. For Snaidero USA, this new showroom is all of these things: a way to get inspired; a symbol of how creativity can help everyone move forward; and an investment in the future of the company...which we believe will be extraordinary."

### **About Snaidero USA**

Snaidero USA is the exclusive North American distributor of Snaidero kitchen cabinets. For more than 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, 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, L'O di Giotto bathrooms and Lualdi interior doors. For more information, please visit [www.snaidero-usa.com](http://www.snaidero-usa.com)

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