



Snaidero Kitchens and Ferrari Part of Harbour Green Residences' Treats

Earlier this month, ASPAC Developments celebrated the opening of Three Harbour Green, the third and last building of its \$1 billion Harbour Green Place residential project in Vancouver. The 3 towers are located in Coal Harbour, the city's downtown neighborhood overlooking the main harbor, Stanley Park and the new Convention Center which housed all broadcast operations during the Winter Olympics. The units of Three Harbour Green feature Venus, a kitchen designed for Snaidero by Ferrari stylist Pininfarina. To give its residents a full experience of Italian engineering and design, Three Harbour Green also offers them a communal Ferrari California; that, too, is styled by Pininfarina.

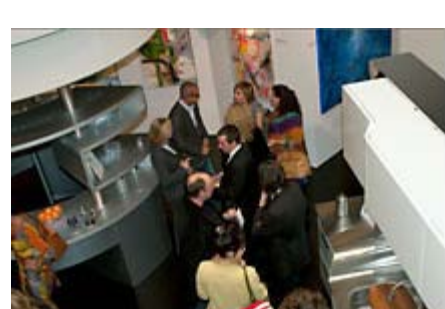


From the right: ASPAC's Raymond Li, Dario Snaidero, ASPAC's Marketing Director, Lily Korstanje and designer Paolo Pininfarina

The long-time partnership between Snaidero and Pininfarina was born out of the desire to break away from all conventions and find new ways to think of the kitchen space and the way people interact with it. Venus is the latest expression of this concept and is now being taken into North-American residences by Snaidero USA. "This is one of the most important stories to be written for Pininfarina design in the past 20 years, the relationship with Snaidero" says designer Paolo Pininfarina, who was a guest at the opening reception for Three Harbour Green. Also present were Dario Snaidero, president and CEO of Snaidero USA, and Tara Murphy of Studio Snaidero Vancouver, who has been working closely with ASPAC Developments on the entire Harbour Green Place project. The Italian closet systems and bathrooms featured in Three Harbour Green were also provided by Snaidero USA.

Snaidero USA and Caesarstone Host Opening Reception for Anna Paola Snaidero's Recent Paintings Exhibit

Snaidero USA and CaesarStone partnered to host the opening reception of Anna Paola Snaidero's Recent Paintings exhibit on Wednesday, March 24. Mrs. Snaidero, VP of advertising and public relations of Snaidero USA, has been nurturing her creative side through painting for years, with her art and her business work providing inspiration to each other.



Displayed in the unusual setting of the Snaidero USA Los Angeles kitchen showroom, the paintings interact with Snaidero's contemporary designs, with geometries and soft lines playing on the canvases and in the kitchens, creating unique aesthetics.

At the reception, quartz countertops & surfaces manufacturer CaesarStone added to the sophisticated atmosphere with their signature lit candles accenting Pure White: their newest nonporous, stain and scratch resistant surface with a smooth silk texture.

The event's 100+ VIP guests enjoyed tastings of Malibu Rocky Oaks wine donated by the Leight family.

A portion of the proceeds from the exhibit will benefit the Los Angeles Art Association and the emerging artist community.



Anna Paola Snaidero (center) with Elle Décor's Joanne Medeiros (left) and Publisher Barbara Friedmann (right)

Eurocucina 2010: Preview

Eurocucina, one of the largest kitchen trade shows in the world, will take place in Milan on April 16-19. Through the years, the biennial fair has been the European manufacturers' favorite platform to present new trends.

Snaidero is always a big protagonist at Eurocucina and will participate with a 9,700 sq. ft. booth to unveil its new models, all aiming to show the timelessness of design.

CODE offers endless compositional freedom with its modular flexibility and multiple units. A wide range of handles, accessories, materials and colors add to the customization options to help homeowners build the kitchen that best represent their personality.

OLA and IDEA, two classics of the Snaidero collection by Pininfarina Design, will be presented with an updated, more contemporary elegant look.

Finally, E-WOOD is an experimental project developed by Snaidero in partnership with international architect Massimo Iosa Ghini. It focuses on the use of materials with low environmental impact and solutions to make better use of the kitchen space through streamlined design.

More details to come in our Eurocucina Report at the end of April!

Two Buildings With Snaidero Cabinetry Named #1 and #5 Skyscrapers of 2009

The jury of the Emporis Skyscraper Award has named Aqua, an 81-story residential and hotel tower in Chicago, as the winner of the 2009 Skyscraper of the Year. The annual award, now in its tenth year, celebrates the best buildings that are at least 100 meters tall and have been completed within the award year.

The Magellan Development Group project was chosen for its fascinating shape, whose appearance changes dramatically depending on the perspective. It was also praised for the precision of its construction and as an application of green design innovations to an extremely large building. Aqua uses Snaidero cabinets for both its kitchens and bathrooms.

Trump International Hotel & Tower, another Chicago high-rise furnished with Snaidero kitchens, was #5 on the list of top skyscrapers.

We are very proud of having been chosen as the supplier for such outstanding residential projects!

