



NEWS RELEASE

Editorial Contacts:

Anna Paola Snaidero or

Valeria Basso

Snaidero USA

310.516.8499

pr@snaidero-usa.com

SNAIDERO USA NEW YORK WINS THE RETAIL DESIGN INSTITUTE'S INTERNATIONAL DESIGN AWARD

New York, NY, January 20, 2010 –The Snaidero USA New York showroom, designed by prominent architect Giorgio Borruo, received top honors at the Retail Design Institute's International Store Awards show, winning 1st Place in the Manufacturer Showroom category. Since 1971, the Retail Design Institute has acted as the industry's only peer-reviewed retail showroom design competition, starting with an open nomination process which attracts over 200 entries.



Snaidero USA New York, which opened September 10, 2009 in Manhattan's A&D Building, was Snaidero USA's third collaboration with Giorgio Borruo (following Los Angeles and Miami). The New York showroom is a new expression of the same

concept used for the other two locations, with the effort to create a fluid path through the space using the architectural and design elements in conjunction as a guide to explore the showroom. Orange and black lines of tile dart out across the floors departing, as do the lighting fixtures, from the center of the space, where a wall of horizontal panels transcend into the air displaying kitchen door samples in a variety of lively colors. The essential element of the design plan was to allow

visitors to not only interact with the showroom but also communicate with it and become a part of the design; this was accomplished with the addition of black slate walls which guests are encouraged to write on.

The Awards Gala took place on January 11th at the Times Center stage in New York City, where more than 200 of the industry's top professionals gathered to recognize and applaud the 2009 winners. "I couldn't be more proud of Snaidero USA's collaborative effort with Giorgio Borroso" says President and CEO of Snaidero USA Dario Snaidero. "The fact that our New York location was chosen as the best manufacturer showroom of 2009 by our peers makes the award all the more special".

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

#