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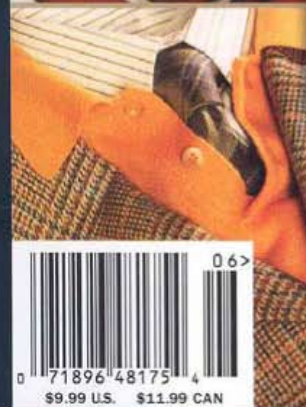
# Robb Report

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A CURTCO MEDIA PUBLICATION

JUNE 2005

# Kitchen Designs



## SNAIDERO

*Form follows innovation in the Italian company's L.A. showroom and culinary designs.*

Amid a sea of minimalist, albeit stunning, European kitchens, Italian manufacturer Snaidero dares to be different. Almost a half-century of collaborations with architecture and design luminaries—including Gae Aulenti, Angelo Mangiarotti, Paolo Pininfarina, Massimo Iosa Ghini, and Roberto Lucci and Paolo Orlandini—has given the company a creative edge and produced a distinctive range of highly functional contemporary kitchens.

"We always look for designers who continue to push the envelope with technological advances and product innovation, which opens new avenues for us to explore," says Dario Snaidero, CEO and president of Snaidero USA. This forward-thinking philosophy is manifest in the kitchens on display in the company's new Los Angeles showroom and in the design of the space itself. (The L.A. venue is the first of several that Snaidero plans to open; New York City's SoHo and Coral Gables, Fla., are among the future locations.)

Architect Giorgio Borruo's design for the L.A. showroom is reminiscent of Pininfarina's futuristic Acropolis kitchen-in-the-round, which stands front and center in the soaring space. Mimicking the kitchen's curvaceous silhouette, Borruo crafted a spiral of fabric ribbons that twists and unfurls up and around Acropolis, leading the eye toward the displays of Pininfarina's popular Ola and Idea designs and the modern classic Smeraldo, created by the company's in-house design team. "The architecture actually highlights the design and quality of our cabinetry," says Snaidero.



The showroom is dramatic yet utilitarian, seemingly contradictory characteristics that Snaidero's kitchen designs also combine successfully. The philosophy, Snaidero says, is to provide innovative kitchens—sleek and sexy, yet simple and uncomplicated—that improve the quality of life and offer the beauty of Italian design and fine craftsmanship. "Our kitchens are completely customized," he says, "so we are able to craft a kitchen that blends well with the other rooms in the house and adapts to the specific needs of the individual."

Snaidero recently introduced Lucci Orlandini Design's Skyline kitchen

system, which addresses the needs of individuals with physical limitations, without denying them deluxe trappings. Winner of two prestigious industry awards, Skyline is a flexible modular system with ergonomic forms, rounded wraparound counters, turntables, carts, and easy-to-reach cupboards. Snaidero claims that Skyline's storage space is 20 percent greater than more traditional arrangements, which makes it an ideal choice for a pied-à-terre, condo, or yacht. —LINDA C. LENTZ

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