

interiors®





Founded by Rino Snaidero in 1979, the Italian luxury kitchen brand Snaidero “was never intended to mimic competitors or introduce a rigid business flow,” says Anna Paola Snaidero, the USA vice-president of PR and advertising. “Rather, its mission is centered on design, and creating rich spaces for families across the globe to enjoy. The design concepts are not cemented in any one principle—they are a continuous flow of new trends, recent travel inspirations and world-renowned partnerships.”

Those partnerships include collaborations with incredible design talents from Gae Aulenti to Massimo Iosa Ghini to Paolo Pininfarina. “The Snaidero brand is fortunate that it’s able to collaborate with today’s leading designers,” Snaidero says. “It is important that each piece is crafted with integrity, delivering the quality that our customers in both North and Central America have come to know and expect over the years. The designers Snaidero partners with not only support this mission, but they introduce new ideas that the company can apply to the production process.” This year, at Eurocucina in Milan, Snaidero will reveal a new design with Iosa Ghini. Like its other designs, the new offering will no doubt be at once forward thinking and steeped in the history of Italian innovation. “The power of Italian culture lies in its history, its centuries-old role as a cradle of creativity, and its ability to innovate incorporating lessons learned from the past,” says Snaidero. ■ snaidero-usa.com