

Starting our 40th Anniversary celebrations with a new CEO, another GOOD DESIGN™ Award win, and a new look for showrooms in Los Angeles and Chicago.

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SNAIDERO USA IN FOCUS

New CEO, Alberto Snaidero Kicks Off 40th Anniversary Celebrations

Snaidero USA started its 40th anniversary celebrations by announcing Alberto Snaidero as its new CEO. Alberto **succeeds his father Dario Snaidero**, who is also the company's founder and President, while promising to continue the legacy Dario has built.



"I see myself as a bridge between the past, present, and future of the company," says Alberto. "It's **important for me to honor my Italian heritage – which is a big part of our brand – while utilizing my 'American upbringing'**."

I moved to the United States at a young age after my father Dario started Snaidero USA. I have been with the organization for over 10 years, in different roles, so I know what makes it special. At the same time, I grew up with an American mentality and that allows me to understand the unique needs of this market. I also want to **continue our company's focus on teamwork**. We take pride in our employees' loyalty, as most of them have been with the company for 10, 20, and even 30 years. This continuity is **central to our ability to deliver the excellent customer service** that is part of our brand promise."

[MORE ABOUT OUR MISSION](#)

SNAIDERO USA RECOGNITION

Snaidero's VISION by Pininfarina Wins 2018 GOOD DESIGN™ Award

Snaidero and **Pininfarina** joined forces in the 1990s with the mission to reinvent the kitchen space through bold imagination and technological innovation. It's a partnership that has delivered on its promise, over and over – with the 13th accolades received through the years there to prove it.

VISION, the latest design, is the 8th model to come out of the collaboration and the 7th to win the **GOOD DESIGN™ Award**, the world's most prestigious, recognized, and oldest Design Awards program organized annually by The Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. The kitchen was also recognized by **Interior Design magazine** as a **Finalist** for their **Best of Year awards**.

With **VISION**, Snaidero and Pininfarina deliver **another icon of style** where aesthetics, engineering, and craftsmanship come together to create an inspiring, user-centered space with a **distinct identity unlike anything the market has ever seen**.

VISION will be available in the Americas starting next Fall.



[EXPLORE VISION](#)

SNAIDERO USA EVENT | DECEMBER 2018

Los Angeles Showroom Unveils First ELEGANTE Bespoke Display

On December 6th, the newly renovated **Los Angeles showroom** had its **official unveiling with a party sponsored by Interiors Modern Luxury California**. On that occasion, guests got the first look at the showroom's first kitchen displays of Snaidero USA's **new ELEGANTE Bespoke luxury collection**, created exclusively for the Americas. The displays show the **H01 Heartwood finish** and the **E05 high gloss Fume' Eucalyptus finish**.



Left image. Left to right: Jessica Cairncross (Director of Sales and Development), Jacqueline Kahn (Showroom Kitchen Designer), Anna Paola Snaidero (VP of Public Relations), Wendy Williams (Showroom Manager), Reba Sams (Design and Sales), and Snaidero USA's CEO, Alberto Snaidero.

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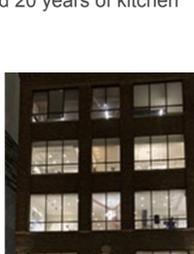
SHOWROOM NEWS

Studio Snaidero Chicago Opens New, Bigger Showroom Space

On December 20th, Snaidero USA's partner, **Studio Snaidero Chicago** added to its existing location inside the Merchandise Mart with a **brand new street-front showroom** at 210 W Illinois, at the heart of the dynamic and design-focused River North neighborhood, near downtown Chicago. **Snaidero USA's President, Dario Snaidero joined Studio owner, Mr. Rama Dandamudi and his team for the Grand Opening.**

The new multi-story showroom, which is called **210 Design House**, gives Studio Snaidero Chicago the opportunity to **double their display space** to showcase **four kitchens from Snaidero USA's ELEGANTE Bespoke luxury collection** and three kitchens from Snaidero's Icon collection.

Along with the new showroom, the Studio recently welcomed a **new Senior Designer, Alexander Adducci**, who boasts a culinary training background and 20 years of kitchen design experience.



Left: Snaidero USA's President, Dario Snaidero (second from right) and Studio Snaidero Chicago owner, Mr. Rama Dandamudi (fifth from left) with the Chicago team. Right: The building of 210 Design House.

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