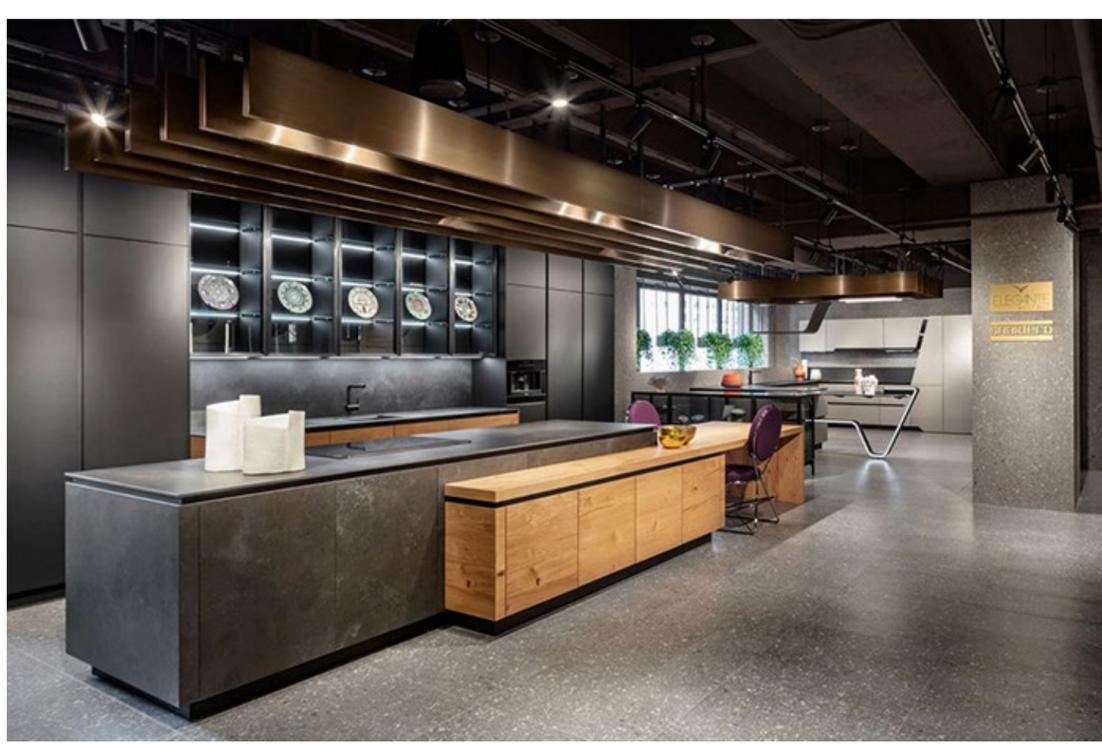


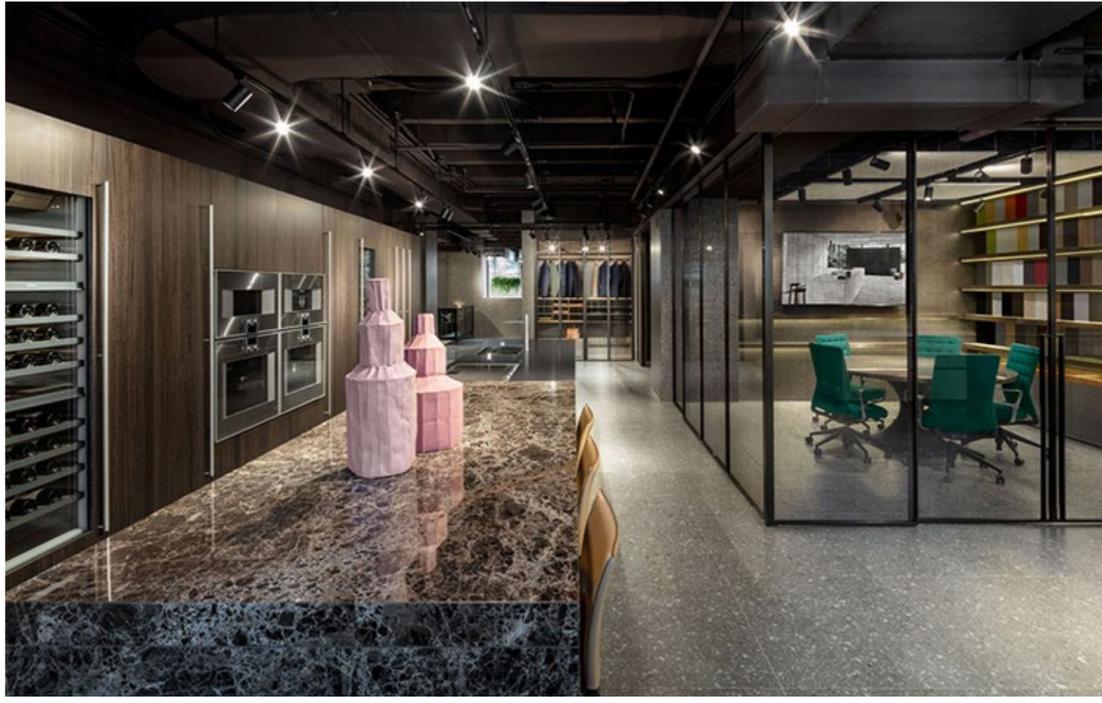
News: Business

Snaidero USA Introduces Redesigned NYC Flagship Showroom



November 11, 2020

After several decades of activity in North America, Dario Snaidero, founder and president of **Snaidero USA**, envisioned a new showroom concept. He wanted the company's New York City showroom's million-dollar redesign to represent the ultimate expression of the Made-in-Italy— and the “dolce vita” lifestyle that comes with it – through the company's three product collections. That meant including not just **kitchens**, but also its growing complementary offering of luxury baths, sideboards, closet systems and interior doors. Nine of the 10 products displayed at the showroom are new to the North American market and reflect the expansion of Snaidero USA's product offering.



The almost 5,000-sq.-ft. immersive space allows visitors to explore the decades of made-in-Italy craftsmanship and design functionality that **Snaidero USA** brings to luxury American homes. A feast of textures and contrasts reflecting modern trends, create a unifying thread through the showroom. The prestigious woods, marbles, ceramic, glass and innovative super matte and mica-based lacquers used for the products intersect with the brass, Venetian Terrazzo and satin aluminum of the architectural elements to show the crucial role materials play in defining the design and energy of the modern interiors.

The Mario Mazzer Architects team handpicked the accessories, introducing pops of bold colors and shapes that create interesting contrasts with the displays. Environments of pure elegance where every detail contributes to the mood of the space present an eclectic mix of décor items – minimalist, but with personality.



“Designing a showroom is like writing a story,” said Mario Mazzer, showroom architect. “The objects are the words that express the deep and intimate meaning of our being and way of living.”

The NYC showroom introduces a new direction for the company. Snaidero USA's other flagship showrooms in Coral Gables, Fla., and Los Angeles will also be redesigned in the future following the same concept.

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