

An in-depth look at the new kitchen designs that Snaidero unveiled last week at Eurocucina 2018.

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LINK
Andreucci & Hoisl Design



VISION
Pininfarina Design

EUROCUCINA IN REVIEW
Spring 04 | 18



HERA
Michele Marcon Design

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A recap of the kitchen designs that Snaidero presented last week at Eurocucina 2018 (Milan, Italy) and the modern kitchen trends they incorporate.

HERA by Michele Marcon: A Country Style Kitchen with a Contemporary Twist

Transitional design has been **steadily increasing in popularity** when it comes to the kitchen space. With **HERA**, Snaidero continues to address this trend, which has already found a multitude of expressions in the company's **GIOCONDA**, **FRAME**, **HERITAGE**, **KELLY** and **LOFT** models.



HERA's design concept takes inspiration from the **English country "chic" style**; it then puts a twist on it by **adding contemporary accents** (to enhance functionality) and **Nordic flavors** (mostly through the choice of materials).

The cross-contamination of styles, which can be calibrated based on personal preferences, is so subtly executed that is hard to tell where one ends and the other begins. The result is an **effortless, peaceful, and elegant mood**.

[More about HERA](#)

VISION by Pininfarina Design: The Modern Kitchen as Pure Emotion

Imagining the kitchen as an **icon of style**, where aesthetics and engineering come together to create an inspiring, user-centered space with a very distinct identity.



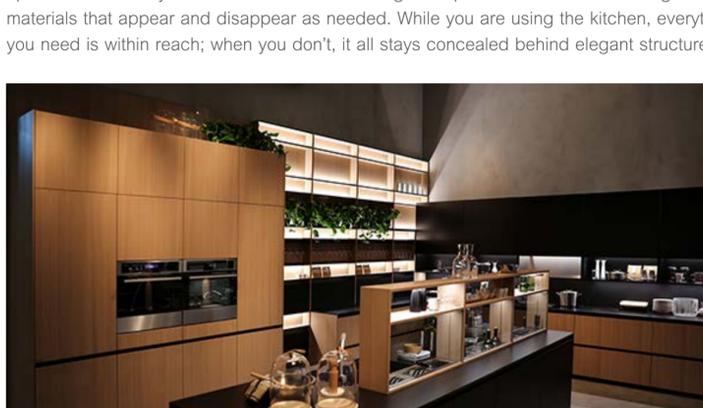
The **VISION** design starts with a strongly identifiable visual mark that is then carried out across multiple elements to create a **dynamic dialogue that reverberates through the whole space**. Here, the mark is most visible in the island/peninsula, where it takes the form of a **sculpted base** in stratified and shaped solid ash wood – the product of advanced industrial technology and the skilled work of Snaidero's craftsmen.

With **VISION**, Snaidero and Pininfarina also introduce the **metalescent lacquer**, an elegant satin finish that reproduces the visual effect of metallic surfaces while ensuring the tactile warmth of a lacquer finish.

[More about VISION](#)

LINK by Andreucci & Hoisl: Re-Imagining Kitchen Organization for Modern Living

LINK is a linear project rich in functional features that focuses primarily on **revolutionizing the space between countertop and wall units**. The result is **Snaidero's I-WALL**: an open and flexible system of containers and storage compartments in different designs and materials that appear and disappear as needed. While you are using the kitchen, everything you need is within reach; when you don't, it all stays concealed behind elegant structures.



To maximize the personalization of the space, **LINK** offers **3 different ways** to design the I-WALL (Sistema S, Sistema M and Sistema L), **each addressing different kitchen organization needs**.

It's a modular concept that **improves the ergonomics of the entire kitchen**, making it more user-centered than ever.

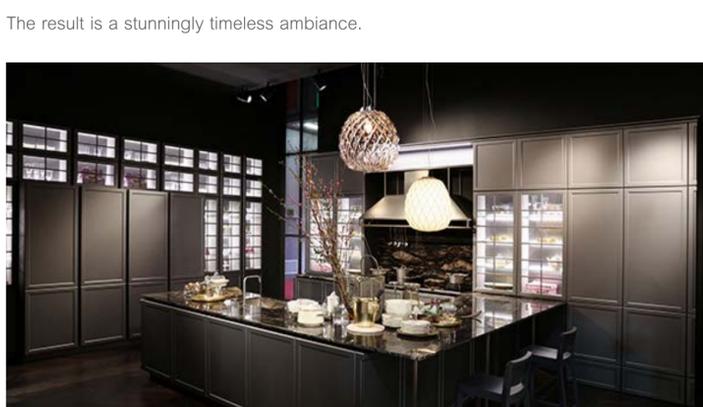
[More about LINK](#)

FRAME by Iosa Ghini Design: An Evolution

Snaidero also presented the **new version of FRAME** by **Iosa Ghini Design**, already a 2017 GOOD DESIGN™ Award and now further polished.

The past is always a part of the present and **contemporary design is richer and more interesting when it includes classic influences**. That's what **FRAME** does, weaving the two styles into every element so that they balance each other. For example, the classic framed door is streamlined by recessed handles while the large, visually imposing extractor hood and shelf systems are kept light by the use of simple lines.

The result is a stunningly timeless ambiance.



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