



## Cabinets

## Italian high-rise cabinetry firm develops traditional line for U.S. market

By **Bill Esler** July 20, 2016 | 7:36 pm EDT

COMMENTS



PRINT



ADVERTISEMENT



**LOS ANGELES** - Snaidero USA, which has promoted its extremely modern European style cabinetry - its parent company is in Italy - says it will now offer designers and developers a more traditional kitchen model, but one that still incorporates the hottest kitchen trends of 2016.

Snaidero has won several high profile multi-family contracts recently, include the Wanda towers in Chicago, and the a 33-story, 81-unit high rise in Miami

While mostly known for its modern kitchen designs, the firm recently introduced Kelly by designer Massimo Iosa Ghini. This new kitchen cabinetry line uses influences of traditional European design, but gives it a fresh new look by mixing it with modern kitchen trends. says Snaidero.

With industry leaders emphasizing lighting as a key feature to help underline dimension and safety within a space, Snaidero USA's Kelly line incorporates LED into its core structure, and has the ability to integrate additional lighting sources. Inner shelving is equipped with lighting devices that illuminate the inside of the cabinets, directing light both upward and downward. The glass cabinet door and backlit glass shelving add visibility and luminosity.



Kelly includes organization and accessible storage solutions, as well as plenty of additional space for large kitchen equipment and cookware. The glass unit's yield and open shelving look are intended to put items on display, while eliminating routine dusting.

Contemporary applications include a lacquer finish to enhance longevity and maintenance, Snaidero USA kitchen. Lacquer finishes also make for easy cleaning, accommodating the needs of the frequent cosmopolitan traveler who prefers a classic look, but wants the convenience of modern design.



The framed door replaces traditional handles with integrated channeled ledges for a more streamlined aesthetic. Optional corner inserts for the cabinet doors (available in lacquered bronze or silver) are reminiscent of centuries of Italian craftsmanship. Additional accents of the Kelly kitchen design are the cosmic black granite worktop and a 120 cm varnished bronze steel range hood.



Seen in Architectural Digest, Interior Design and a recipient of several GOOD DESIGN™ awards, Snaidero USA continues to deliver meticulously designed luxury modern kitchens that homeowners have come to expect. Snaidero USA has become an industry preferred vendor throughout its four decade legacy. Snaidero USA is dedicated to green practices, using non- toxic materials and manufacturing processes that limit impact towards the environment.

## Snaidero wins Florida high rise contract



Snaidero USA was chosen as the exclusive kitchen cabinetry provider for the Château Beach project in Sunny Isles Beach, near Miami Beach, Florida. The 33-story, 81-unit beachfront residences are a product of Argentine developer Château Group.

The Snaidero Look-model kitchen design was chosen for all 81-units. Château Group selected Look in a custom Mother of Pearl White finish. The kitchen line was designed by Italian creator and 2015 Good Design Award winner, Michele Marcon, and is one of Snaidero's newest cabinetry lines.

Look features a minimalist design that is available in a variety of custom options that blend the kitchen into the living area. This composition facilitates a livable and harmonizing space that Château Beach promises to its residents.

Built at the center of protected park land, the project will have over 22,000 square feet of sophisticated indoor and outdoor amenities -- including a Wine Lounge, a Cigar Bar, and a wellness center -- to rival those of the world's finest resorts. The building's design and architecture created by international architecture firm Arquitectonica, is inspired by the nearby beach dunes and the crystalline luminosity of the ocean waves that the tower will overlook.

Snaidero USA says it was uniquely qualified for the Château Beach complex because of its extensive experience working with developers in Florida, where it has completed over 55 projects, among 170 throughout the United States, Canada, and Central America, with more than 43,000 units installed to date.



Snaidero USA is the exclusive North American distributor of Snaidero kitchen cabinets, for almost 40 years, Snaidero USA has offered the finest in luxury Italian kitchen design to North America and Central America through a retail network of 21 showrooms. Snaidero USA also serves the multi-housing industry, partnering with top developers like, Howard Hughes Corporation, Fortune International Group, Turnberry, AEG, ASPAC Developments and the CMC Group, for over 160 projects completed to date. Today, under the leadership of its President, Comm. Dario Snaidero, Snaidero USA is the leader in North-American imports of European kitchen cabinets. Through its Snaidero USA Living collection, the company also offers made-in- Italy furniture for bathrooms, closets, bedrooms, living rooms and dining rooms. The kitchens are made of eco-friendly, non-toxic materials through production processes with limited impact towards the environment. Snaidero USA is a member of the US Green Building Council. For more information, please visit [www.snaidero-usa.com](http://www.snaidero-usa.com).

Founded in 1946, Snaidero is Italy's leading manufacturer of high-end kitchen cabinets. A wealth of experience built over 70 years of tradition and innovation. Always at the forefront of style and innovation, Snaidero partners with world-renowned artists, architects, and industrial designers, such as Ferrari stylist Pininfarina, international architect Massimo Iosa Ghini and acclaimed Italian designers Lucci and Orlandini, to create top-of-the-line products manufactured with environmental responsibility.