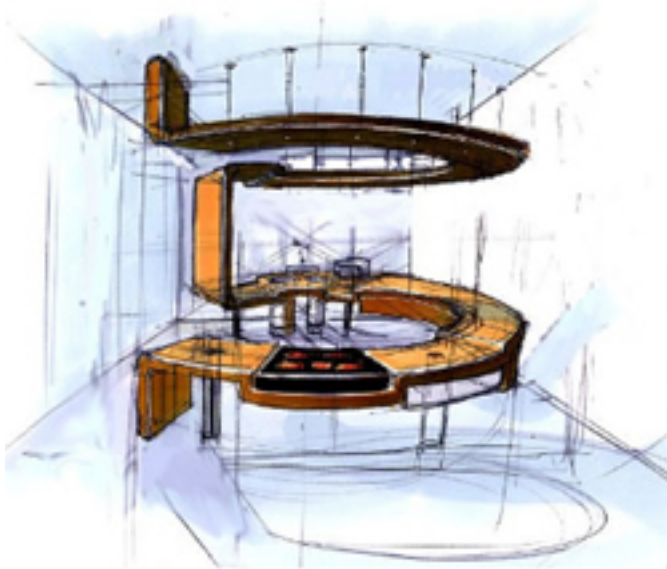


SNAIDERO Acropolis kitchen



The brief:

In today's multifaceted, demanding world, where people are bombarded with stimuli and laden down with responsibilities, the modern home has to respond to our needs for a balanced, prudent lifestyle, which is both exacting and highly selective, and increasingly oriented towards the concept of simplicity.

The idea of creating a nest, which had come to play a leading role in the last few years, is gradually being replaced by a desire for a kind of essential minimalism, a world of new but familiar objects, with echoes of the past and the environment which surrounds us.

In this context Snaidero needed to create a kitchen which would enhance the quality of daily

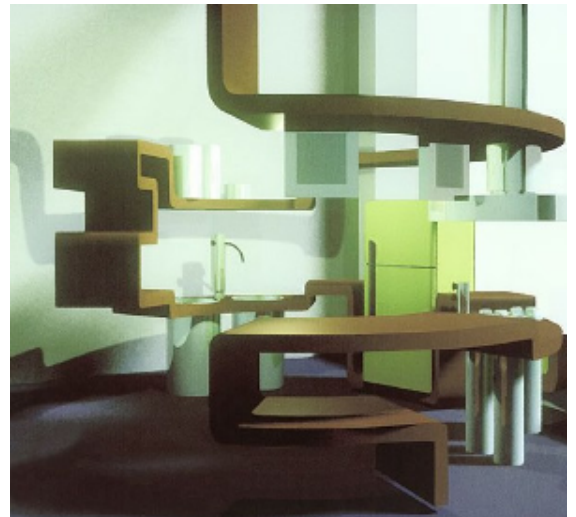
life, reflecting this new lifestyle and its values by striking the right balance between aesthetics and function.

The challenge:

In the areas of the home dedicated to socialising people want objects which are both attractive and useful, appealing focal points which help to create a welcoming, comfortable setting where everyone can relax.

Sofas are bigger and more comfortable, electrical appliances are practical and multi-function, and the table linen and towels are an important detail. In the context of the social relations played out in the home, the kitchen is the single most important area, an ideal space which represents the hub of family life. Kitchen companies are increasingly addressing a sophisticated, cultured market, with a love of regional cuisine and genuine produce, which opts for quality and knows the origin of the products it purchases, as well as being well aware of modern taste and design canons.

The statistics reveal a market where fewer kitchens are sold, but prices are higher, confirming the increasingly widespread trend to invest in quality: the kitchen is identified with the home itself.





How Pininfarina helped:

A substantial part of the Pininfarina Extra approach to the kitchen project was the focus on the users, their practical needs and physical presence, and their habits and mindset. Each product was studied right down to the finest details, never losing sight of the human factor and daily life in the living and work space of the kitchen.

ACROPOLIS is a ground-breaking, versatile system which does away with a traditional static, horizontal approach and the concept of continuity in favour of a more cosmopolitan interpretation based on human relations. Thanks to the option of grouping together a number of different elements, each with its own specific function, what comes out is a genuine "microcosm" which is open, free, adaptable and multifaceted, reflecting needs which change and evolve according to social and cultural contexts. Acropolis is a concentric kitchen, designed to be fitted in the centre of the

room, to meet the needs of a user who plays a central role and takes precedence over the setting.

Centrality, ergonomics, open contours, a new concept of family life and socialising, a 360° vision of everyday life: these are the basic ingredients of the kitchen of the future.

Just as in ancient times, when the acropolis was the most important area, the heart of the city, the new kitchen designed by Pininfarina represents the nucleus of the home, the gravitational centre of family life, which places food and all that it symbolises at the heart of the daily routine.

Acropolis has its own rhythms and ergonomics which dominate the surrounding space; every element of its style blends gentle contours with precise practical functions.

Values delivered:

The choice of high-tech materials such as steel and aluminium and the use of hanging features, obtained thanks to specially treated honeycomb panels, convey a future-oriented vision of the new consumer lifestyles. At this moment in time man is developing an awareness of the fact that it is his duty to guarantee the future of life on earth.

Acropolis features high-tech, non-polluting, recyclable materials. When aluminium is scrapped 90% of the product can be recovered, and smelting this material only requires 5% of the energy originally used to produce it.

The design of each element is the result of a detailed process of research. The work space features a computerised system which controls the electrical appliances and also functions as a family entertainment



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EXTRA

and information system, with radio, television and internet links. A totally innovative lighting system for the upper shelves, featuring special LEDs, highlights all the work surfaces.

Acropolis is where only the essentials feature.