

SnaideroAria by Pininfarina

The new kitchen is a mix of design and cutting-edge technology

Turin, April 18 2016-Less a project and more an inroad into home kitchen design: **Aria** represents the new fruit of the ultra twenty-year creative partnership between **Pininfarina** and **Snaidero**. The result is **Pure Innovation**. In the stylistic research, thanks to the soft and dynamic lines and in the **technological innovation**, that has applied nautical and automotive know-how to kitchens.



Inspiration for the new Aria kitchen comes straight from Nature: perfection of form stems from a basic need for functionality. The **main structure** is **wing-like, streamlined** and **chiselled** as if it were reaching out to the **future**. It springs up from the central base in a firm embrace, reaching out to grasp the lower table surface and the shelving. Then it rises in alignment with the worktop finishing in a crescendo of light, dazzling and

nourishing like the Sun that warms and lightens the Air. Thus, the central structure is an **icon** enlivening the project with its unique and spirited personality. It has been made in **carbon fibre** which makes **light** yet highly **resistant** to wear and tear. The secret of its exquisite design lies in a special **varnishing technique**: after the application of a copper blend, a singular hand finish is given to bring out its fine texture. **Cutting-edge technology** fuses with **traditional skills** to produce a superior product.

High technology also in the kitchen doors, undergone a special Polysil coating treatment made with **nano-molecules** making them cool and velvety to the touch, but it also provides them with **supreme properties**: scratchproof, dirt-repellent and anti-fingerprint. This piece of a **nautical technology** has found its way into the kitchen sector for the **very first time**. The solution for the Aria project includes the patented **Invisible line** innovation - a special quartz design studied right down to the tiniest details, which has come up with a large worktop free of visible seams.



Light is the true **protagonist of the project**. The lighting overhanging the work area - made in polycarbonate with an innovative rapid prototyping method based on 3D print technology - encompasses a **led lighting system with low energy consumption**, which **regulates** both the **light intensity** and its **temperature** according to operative needs. Thanks to the correct light control, the kitchen becomes a place able to offer comfort and well-being.

"Aria is the perfect synthesis of the bond between Snaidero and Pininfarina," affirms **Paolo Pininfarina**, Chairman of the Group. *"A mix of design and cutting edge technology, aesthetic and functionality, innovation and domestic warmth. In the purest Italian Style. A new amazing creation, an icon of our collaboration."*

"For 70 years the product has been representing our true vocation, I would say the central element of the company DNA", affirms **Edi Snaidero**, President of Snaidero. *"The project Aria, realized with our historic partner Pininfarina, represents for us the highest expression of the aesthetic research, in terms of design and materials in the domestic field. A kitchen talking to the future with a positive glance: innovative, technological and amazing."*



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