

ARCHI EXPO



More than 250 architects and interior designers were present as Snaidero USA celebrated the grand opening of its new showroom in Manhattan, in the A&D Building.

The new showroom, three times larger than the last, is truly a “temple to design”. It was conceived by Giorgio Borruo, the world-famous architect who designed the Snaidero USA shops in Los Angeles (2005) and Miami (2007).

He applied the same creative vision that inspired the other two showrooms, display space where architectural and design elements create a “path” that guides the visitor on their voyage through the discovery of Snaidero Kitchens. These elements are less evident in the shop in New York, yet equally effective. Nothing is “just” decorative.

This is the same philosophy on which Snaidero Kitchens is founded. Design is not used purely for reasons of beauty; rather, it is primarily a creative tool that is used to give each component a useful function. A series of slate panels stand out from a wall in the back, forming the focal point of the showroom. One door model hangs on each panel, each with a different finish. The ceiling lights and the lines of black and orange tiles on the floor appear to irradiate from this structure, creating dynamic architecture. Areas of the showroom walls are also slate paneled and visitors are invited to write a message in chalk on them, an interactive gesture for communicating with the architectural space. This makes the visitor an integral part of the design.

The showroom is the ideal stage for displaying a few of the more typical Snaidero models. These include the curvy Ola with its blue mineral high-gloss lacquered finish, Idea with its high-gloss lacquered cherry finish, Venus in its original black Microtouch finish, as well as Kube, the latest high-tech kitchen designed by Giovanni Offredi.

Wanting to remain in the A&D Building, the well-known center to professionals in the market (and where Snaidero has been located for 10 years), Snaidero USA decided to transfer the shop from the seventh to the eighth floor. This is a space that allows the company to present its kitchens with a creative solution that is in harmony with its philosophy of high-end design.