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## Snaidero Taste the Big Apple

Sept 22, 2009

With a crowd of 250 architects and interior designers on hand, Snaidero USA celebrated the grand opening of its new Manhattan showroom in the A&D Building earlier this month. The showroom was designed by internationally acclaimed architect Giorgio Borruo, who has already put his signature on Snaidero USA's award-winning showrooms in Los Angeles in 2005 and Miami in 2007.

The focal point of the showroom is a series of long slate panels that jut out horizontally into the space, each displaying colorful kitchen drawer samples. Lines of black and orange tiles in the floor, as well as the lighting in the ceiling, all radiate from this central point, giving the space a vibrant feel of forward movement. For continuity, the showroom walls are partly covered by a structure also made of slate.

The showroom design provides a fitting setting for several of Snaidero's kitchens on display. These include curvaceous Ola in high-gloss mineral-blue metallic lacquer; the Idea in high gloss Cherry; Venus, in the original black Microtouch finish and Kube, the latest high-tech design by Giovanni Offredi. The new location is part of a two-phase expansion that will be completed in two years, when the showroom will incorporate an adjacent space to display Italian-made closet systems and bathroom vanities, all of which are available to the North American clientele through Snaidero USA.

— Nielsen Business Media