



Manhattan Showroom

September 18, 2009

Snaidero USA opened its new Manhattan showroom on Sept. 10 with a grand opening party that gathered a crowd of 250 architects, interior designers, media and VIPs. The new retail location in the popular A&D Building (where it has been for the past 10 years), was moved from the 7th floor to the 8th floor, "into a space that allows the company to present its products in a creative way that fits its sophisticated design philosophy." The showroom, which is three times bigger than the previous one, was created by architect Giorgio Borruso, who has already put his signature on Snaidero USA's award-winning showrooms in Los Angeles (in 2005) and Miami (2007). The design concept is the same that has inspired the Miami and Los Angeles locations: "the idea of a space where architectural and design elements work together to create a fluid path that takes the visitor through the exploration of the Snaidero kitchens." The focal point of the showroom lies in the center of a series of long

slate panels that jut out horizontally into the space--each displaying colorful kitchen drawer samples. 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 made-in-Italy closet systems and bathroom vanities, which Snaidero USA also offers to its high-end North-American clientele.