

## Elica in Moscow with Contemporary Air

*Elica has chosen Moscow for Contemporary Air, an event at which this Italian company, a leading international producer of kitchen hoods, will present items that symbolise its manufacturing and history.*

20<sup>th</sup> November 2013 - The splendid Dom Spiridonova, a period home in the centre of Moscow, is the location of **Contemporary Air**, the Russian event at which Elica will present on 28th November the best of its kitchen hood collection: from products that are part of the brand's history like Om and Star to the latest innovations like 35CC, Sweet and Tiffany, which have won some of the most prestigious design awards.

At Contemporary Air, Elica offers a brand new interpretation of a kitchen hood, where functionality is essential for efficient, high quality air. The Italian brand will present products in Moscow that characterise the kitchen space with the taste and personality of those who use it, combining design, innovation and the influences of contemporary art.

“Today Elica is the leading international player on the domestic kitchen hoods market, with millions of items manufactured and sold over five continents – says **Giuseppe Perucchetti, Elica's CEO** – Since 2011 we have been present on the Russia market with headquarters in St. Petersburg and Moscow. Our aim is to triple our turnover on this market over the next 3 years, by continuing to support trade with innovative products and important investments in marketing and communication.”

Contemporary Air also represents the vision of an innovative company, which, with the **Ermanno Casoli Foundation**, named after Elica's founder, has introduced contemporary art to the company, creating positive spin-offs that have even had an effect on manufacturing processes. Documentary videos during the event will illustrate a range of works that important international artists have carried out at company headquarters, actively involving hundreds of employees.

“The universal value of art makes communication between different cultures easier – affirms **Elica's President Francesco Casoli** – It helps people open up and trust others, promotes innovative thought and stimulates important creative processes. Elica promotes Italian design, a skilful blend of artisan creativity and industrial production, worldwide. The prestigious awards and recognition given to our products demonstrate that. What we are trying to export is the value of a culture that we recognise as our own: a culture of research, aesthetics and a continual exploration of new paths. It is this openness that allows us to face the challenges of international markets and Russia is one that we are currently focussing on most.”

Contemporary Air will also host **Pescecappa**, an Elica kitchen hood designed by **Gaetano Pesce** and produced in a limited edition of just 15. It is the extraordinary result of a crossover between art and industry, where the product “magically absorbs the odours and vapours of daily cooking”– says the artist - “so that contemporary design becomes a vehicle of narration”.

**Elica**  
**Contemporary Air**  
**Dom Spiridonova**  
**Malyy Gnezdnikovskiy pereulok, 9/8**  
**Moscow**

**28th November 2013**  
**7 pm**

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**Elica**, founded in 1970, is today recognised as a brand that has revolutionised the traditional image of the kitchen hood, which has transformed from a simple electrical appliance into a unique design object that improves air quality in the home. Its attention to design, innovation and technology has meant that Elica has received a range of International awards, including the iF Product Design Award, the Red Dot Design Award and the Good Design Award. With a worldwide sales network of Elica kitchen hoods, the company is currently aiming to strengthen its presence in Russia with an important development plan.

[www.elica.com](http://www.elica.com)

Dedicated to the memory of Elica's founder, the **Ermanno Casoli Foundation** was created in 2007 to develop the relationship between the art world and that of industry, promoting initiatives in which the contemporary art becomes means of improving the working environment and promoting innovation. All the Foundation's activities are experimented first within Elica and then introduced to other companies.

[www.fondazioneecasoli.it](http://www.fondazioneecasoli.it)

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