

## **Elica, partner in the eighth edition of the Cristalplant® Design Contest**

***A new collection of hoods made in Cristalplant® will be showcased at Eurocucina.***

Fabriano, April 2016 - Elica's philosophy joins together innovation, research, quality and a wide range of proposals.

These are just some of the reasons that make the Fabriano based company, world leader in the design and production of kitchen hoods., the perfect partner for Nicos International, which has been organizing the "Cristalplant® Design Contest" for seven years in a row. This contest, is intended for talented young people, who shall come up with, and design original projects, using **Cristalplant®** as the primary material. This innovative material, is worked through cast molding, leaving maximum freedom of expression for design, thus making the shapes three-dimensional.

For the eighth edition, Nicos International has chosen the style and spirit of Elica. The contest, involving both up-and-coming and well-known international designers , can boast a panel of judges made up of influential figures from the design world, such as Gilda Bojardi, Andrea Castrignano, Arturo Dell'Acqua Bellavitis and Laura Traldi, in addition to company managers such as the **President of Elica, Francesco Casoli**, the Marketing Director, **Edoardo Pontoni** , and **Vittorio Pavarin**, Marketing and Sales Director Cristalplant®. The jury has examined the projects created by participants , and the winners will be announced and awarded on the **14th of April**, during an event that will be held at the Via Solferino 11 location.

However, the collaboration with Cristalplant®, does not end here. In fact, Elica has been using the innovative material since 2014, when the innovative **Ye island hood was designed**, by Fabrizio Crisà, the first hood in the world made of this material. Thanks to this innovative material, a design object with original shapes could be created: soft lines paired with velvety finishes and combined with double directed aspiration. This one of a kind original hood won many important awards such as: Good Design 2015 in the «Household Products» category, If Design 2016 in the «Kitchen» category and Designer Kitchen&Bathroom 2015.

Three other new and innovative Cristalplant hoods, designed by Fabrizio Crisà, will be presented at Eurocucina: **Concetto Spaziale, Loop and Empty Sky**. The three new hoods will be the focal pieces in a special display in Via Solferino 11 in Milan, and will be officially presented by their designer on **Thursday, the 14<sup>th</sup> of April at 10.**

## ELICA SPA

### ELICA PRESS OFFICE

**Gabriele Patassi**

Press Office Manager

Mob: +39 340 1759399

E-mail: [g.patassi@elica.com](mailto:g.patassi@elica.com)

BRAND PRESS OFFICE - HAVAS PR

VIA SAN VITO 7 MILANO +39 02 8545701

**Elisabetta Kluzer** [Elisabetta.kluzer@havaspr.com](mailto:Elisabetta.kluzer@havaspr.com)

**Valeria Conigliaro** [valeria.conigliaro@havaspr.com](mailto:valeria.conigliaro@havaspr.com)

## ELICA

*The Elica Group, presided over by the Chairman, Mr. Francesco Casoli, and managed by the CEO, Mr. Giuseppe Perucchetti, has been operating in the kitchen hood market since the 1970's. Today it is the world leader in terms of units sold, in addition to boasting a leadership position at a European level for the design, production and commercialization of electric motors for hoods and heating boilers.*

*With 3,700 employees and an overall annual production of over 19 million pieces, Elica can boast a production platform consisting in eight factories based in Italy, Poland, Mexico, Germany, India and China. Extensive experience, great attention to design, high quality, refined materials and state-of-the-art technologies, guaranteeing maximum efficiency and reduced energy consumption, are the reasons why Elica Corporation stands out in the reference market. Thanks to these key factors, Elica has also been able to revolutionize the traditional image of kitchen hoods: not just simple accessories, but unique design objects that improve the quality of your life.*