

## Elica at EuroCucina FTK 2016: a calendar full of events and news

Fabriano, April 2016 - Elica, the Marche-based company, market leader in the design and production of kitchen hoods, returns to the prestigious biennial event of **FTK - Technology for Kitchen (12-17 April)** with a series of new products and special initiatives.

This year, the company focus will be on air **domotics**: the hood becomes a true smart device that communicates with other systems in order to ensure clean air all throughout the living space.

It is exactly from this thought that the new communication concept is born from, which will be presented on the occasion of the event: *Elica, We are the AIRchitects*. This expression perfectly sums up the commitment that Elica puts forth every day in the creation of products that combine aspiration systems, connection systems, *sensor technology* and mobile applications to improve household air quality, automatically and in absolute silence: an extraordinary line of hobs and a dedicated series of hoods, able to interact with each other and with Snap, the first "Air Quality Balancer". These products are able to detect the quantity and quality of vapors and odors, automatically guaranteeing the best performance and the best desired air quality.

Elica will be present at **EuroCucina with its own stand (Hall 11, stand A22/A24)**, and has already planned numerous events that will take place during the days of the event.

**Tuesday 12th April** (at 12.30 pm and 3.30 pm), the Elica stand will host a **special event with a cooking theme**, during which the **chef Simone Rugiati** will create two **AIRCOOKINGS** with air, the fundamental element for Elica, playing the starring role.

In addition, all throughout Eurocucina, the **starred chef Stefano Ciotti** will be the protagonist of other show cooking moments, that will enhance and showcase all of the potential, versatility and power of the new Elica's aspirating hob.

**Thursday 14 April**, Elica will invite visitors to a double event: at 10 a.m., at the suggestive space **Variazioni** - a project by Elisa Ossino in via Solferino 11 - there will be a **press breakfast with the designer Fabrizio Crisà, to present the innovative line of hoods made in Cristalplant®**, one of a kind in the field, a perfect mix of innovation and design. **Cristalplant®** is the innovative material that adapts to any shape and concept; as a result of the collaboration with Cristalplant®, Elica played a key role also on the occasion of the eighth edition of the **Cristalplant® Design Contest**. The young creative talents, that were challenged to design a hood in Cristalplant® and judged by an influential group of experts, will be awarded on **the evening of 14 April at 7 pm** during an event at the location on via Solferino 11.

Finally, for the entire period of Eurocucina and until the 22 April, historic products together with the latest ones, will be displayed at the exhibition: **Switch-On from the hand appliance to the household appliance**, curated by Anty Pansera and Maria Teresa Chirico, that will be held at the Biblioteca Umanitaria dell'Incoronata in Milano,

Corso Garibaldi, a journey through the past, present and future to discover the objects/appliances that brought about the domestic revolution.

## 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)

PRESS OFFICE BRAND - 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.*