

Eurocucina 2012 Preview

New design horizons for Foodshelf, the kitchen signed by Ora-ïto for Scavolini.



The project was hinged on the underlying idea of creating a kitchen that really could be the hub of the home within which it is developed. Apart from the kitchen furniture in itself, it was interesting to be able to give continuity to the aesthetics of the home, aesthetics that could then be found again in the living room and dining room, and even in other domestic environments.

The original, futurist vision of Ora-ïto re-interprets the design horizons of the contemporary kitchen. The designer, in his first ever approach to the modular kitchen, has reinterpreted the world of Scavolini values in his very own personal way, always intriguing and surprising, with an articulated project combining his genius creativity with the great experience of the Italian brand.

The new cosmopolitan flavour proposal mirrors the strategic vision of Scavolini, which, with a view to ever greater internationalisation, has in recently years chosen to collaborate with famous names on the international design scene. These have included, in addition to Ora-ïto, Michael Young, Karim Rashid, King&Miranda Design and Giugiaro Design, giving rise to unprecedented 'Made in Italy' projects, ever able to surprise through their exclusive aesthetic, practical and technological value.

Highly customisable, Foodshelf by Ora-ïto is inspired by a review of the relationship between

the kitchen and the living area.

The unique features are, in fact, enclosed in the reinterpretation of all the functions of the living room, which in Ora-ïto's ideas, are transferred and extended to the kitchen too. The living area enters the kitchen, influencing it with its compositions, with its play on closed and open spaces and, above all, with the dynamic approach so typical of new iconographic living, striving to assure a one-of-a-kind type convergence.

This occurs through the breakdown of the doors, above all those of the wall units - the system is mainly designed for 'low' wall units, measuring 18, 30 and 36 cm - but it does not end here, floor units are also involved by the dimensional review.

Thus the 'standard' is surpassed, breaking down these elements and abandoning the typical vertical approach usually featured in the kitchen.

Foodshelf has thus given rise to a 'new horizontal linearity', broken up by a series of wood-effect shelves that cross through the length of the kitchen, serving different purposes as needs be: in addition to the worktop, the strip positioned below the floor units and those included in the wall units act as open units and/or shelves.

And indeed it is the choice of wood that makes this perfect blend of evolved

practicality and minimalist aesthetics so warm; this unprecedented architecture is ideal for contemporary interiors, where kitchen and living room increasingly forfeit their single identities, becoming more liquid and multipurpose, thereby confirming Scavolini's desire to make kitchen and living room as one.

For the new collection, both gloss and matt finished doors are available, in a range of different colours to match perfectly with the stain of the horizontal strips.

A specifically designed handle opens the units, again coloured to match the door, as an alternative to a groove inserted beneath the worktop.

For this project, Scavolini and Ora-ïto decided to also involve a famous brand of home design objects, working in synergy to develop a coordinated kitchen accessory collection.

Ora-ïto therefore collaborated with Guzzini to prepare a wide range of kitchen equipment that can integrate with the Scavolini project, coordinated by a shared design philosophy with a strong sense of the French designer's style. Once again, Scavolini's constant research seeks to overcome the traditional boundaries of the kitchen furniture, exploring new areas of intervention with a view to perfecting and increasingly coordinating the completeness and competitiveness of its offer.

www.scavolini.com