

Press

In the heart of London, looking out over the skyscrapers and historical monuments of this cosmopolitan city, FederlegnoArredo creates an evening to celebrate the excellence of Made in Italy kitchens

Tuesday evening, July 2nd, at the top of **City Hall**, the famous building designed by **Norman Foster**, an exclusive event was held to present “*Kitchen, Soul, Design: L’Italia che Vive*”: **FederlegnoArredo’s** marketing and communication plan to endorse the excellence of the “Italian Kitchen” division of Made in Italy excellence worldwide.

Gianluca Vialli, the former Chelsea manager and player, **Claudio Silvestrin**, Italian architect and designer, considered a master of contemporary minimalism and **Giorgio Locatelli**, the famous Italian-born chef whose London restaurant has a Michelin star, staged an innovative culinary performance in a specially designed kitchen to celebrate the essence of “*Kitchen, Soul, Design: L’Italia che Vive*”.

Their conversation reflected on the **excellence of the Italian kitchen**, a synthesis of traditional manufacturing techniques, soul, emotion and passion, which is rooted in the concept of the kitchen being a place both for socialising and the cradle of Italy’s gastronomic heritage.

Made in Italy kitchens offer tailor-made solutions that brilliantly combine traditional know-how with modernity and innovation. The result is wonderfully crafted, bespoke work, realized with sustainable, yet cutting-edge materials, that can accommodate any number of appliances.

“What distinguishes Italian kitchen companies today”, says **Giovanni Anzani**, **Vice President of FederlegnoArredo**, “is state-of-the-art technology, combined with skilled craftsmanship, that excels on both an aesthetic and a

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budget level". He adds: "Quality materials, brilliant engineering, a flexible and customized approach: this is our toolkit for designing and realizing unique products that define Made in Italy around the world".

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www.italiachevive.it