

Press

## Last night New York's thousand lights celebrated the project "Kitchen, Soul, Design: L'Italia che Vive"

*An evening dedicated to the excellence of the Made in Italy kitchen  
product, promoted by FederlegnoArredo*

Wednesday, September 25th 2013 – Last night in the heart of New York City an exclusive evening dedicated to the excellence of the Italian kitchen product took place; it was promoted by **FederlegnoArredo**, the enterprise partnership which represents the Italian wooden-decor production chain that, together with **Cosmit**, has supported since 1961 the International Furnishing Exposition, the International Décor Exposition, the biennial edition of Euroluce, **Eurocucina**, the Office Exposition, the International Bathroom Exposition and since 1998 the Satellite Exposition.

An evening to narrate, captivate and touch the American audience thanks to the evidence of prestigious people, images and products descriptions of some of the main Italian kitchen firms which represent around the world the worldwide leadership of the Made in Italy home furnishings' offer as a distinctive, inimitable and unique element.

**Fern Mallis** (President at Fern Mallis LLC), **Adam Tinahy** (Interior Designer), **Dino Borri** (co-founder of Eataly) and **Cesare Casella** (Chef and Restaurateur), exhibited in a specially designed kitchen, staging an innovative culinary performance, thus interpreting the "Kitchen, Soul,

Ufficio stampa e comunicazione  
FLAmedia  
Foro Buonaparte, 65 • 20121 Milano  
Italy • Tel +39.02.80604.1  
Fax +39.02.80604.392  
press@federlegnoarredo.it

*Design: L'Italia che Vive*” project essence. **Julio Braga** (President-Elect IIDA LEED AP) and **Randa Tukan Hook** (Director of Hospitality Global) had also joint the event.

An eminent conversation to promote the manufacturing and the quality handicraft which express the Italian style in the company management and in the product and that highlight at an international level their innovation and prestige, representing the best Italian company’s culture founded on the synthesis between an excellent managing praxis and the ideal, cultural, historical and natural inheritance of the Country. World unique products holding research, discovery and innovation.

"Handicraft, history and tradition make our kitchens unique. We create tailor-made products characterized by a distinctive style, representing the Italian lifestyle" declares **Giovanni Anzani FederlegnoArredo vice-president**, “World unique pieces, realized with sustainable cutting-edge materials, able to incorporate entirely various appliances”

“We are proud of having had the opportunity of promoting the Italian kitchen sector in the United States, especially in New York, where a lot of our companies are already operating on the market” declares **Roberto Snaidero, FederlegnoArredo President**. Our worldwide trip has the aim of promoting the Made in Italy home furnishings’ offer as a distinctive, inimitable and unique element sustaining its international leadership.”

New York, September 25<sup>th</sup> 2013



<http://www.italiachevive.it/press-room>