

Press

## After the big success in London, in September FederlegnoArredo comes to New York with "Kitchen, Soul, Design: l'Italia che Vive"

*The third stopover for the Made in Italy Kitchen tour, promoting the excellence of Italian kitchen manufacturing, will be in the Big Apple this September*

FederlegnoArredo, the Italian Federation of wood, cork, furniture and furnishing industries, after the great success in London, comes to New York with "Kitchen, Soul, Design: L'Italia che Vive" to showcase the excellence of the "Italian Kitchen" and to affirm its position worldwide as a key element of the Made in Italy brand.

The twelve month-long trip, which began in Milan last April in occasion of the 52nd edition of the International Furniture Exhibition, involves crossing Europe and then travelling on to the United States, Russia and China, finally reaching Eurocucina in 2014 (the biennial International Kitchen Furniture Exhibition in Milan).

The program includes:

**Kitchen Road**, an international tour, that after London, takes in New York in September, Moscow in October and Shanghai in November, promoting the creativity and excellence of Italian kitchen companies to international industry leaders.

The **Kitchen Book**, an image led publication, portraying the kitchen as a live theatre, the stage for creative Italians.

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The **Kitchen Award 2014**, an international award to give credit and visibility to those creating excellent products for the sector.

Bringing the road trip to an end, the installation at **Eurocucina 2014** will reflect the soul, the tradition and the contemporary revolution of the only room in a house that truly represents the Italian character.

This project will reveal the excellence of the Made in Italy kitchen, showcasing product that is not only of the highest quality, but is the outcome of a manufacturing tradition that is full of soul, passion and tailor-made solutions. The latest appliances, materials and one-off pieces are used to create spaces that reveal a deep understanding of both the functional and emotional aspects of the kitchen.

Italy's celebrated design, technology and art come together for "*Italia che Vive*" to create kitchens that have a vibrant soul, that become theatres of creativity and emotion.

"State-of-the-art technology, combined with skilled craftsmanship, that can satisfy on both an aesthetic and a budget level, is what distinguishes Italian kitchen companies today", says **Giovanni Anzani, Vice President of FederlegnoArredo**. "Quality materials, brilliant engineering, a flexible and customized approach: this is our toolkit for designing and realizing unique products".

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