

KITCHEN, SOUL, DESIGN

L'ITALIA CHE VIVE

Living means many things, but, before all else, living means looking.

Looking at the world to see it, to understand it, to make it our own and imagine it anew, more like we want it to be, more in tune with our needs, and, sometimes, even more beautiful.

But not everyone makes beauty a priority. Some cast it aside, wanting only what is merely useful, practical, and productive.

Knowing how to truly look comes before knowing how to see beyond mere things.

Some eyes know how to see beauty beyond usefulness.

L'Italia che Vive knows how to capture this talent. This talent means when you think of a dress, you consider its materials and its lines, and then you go beyond to think of what a dress says.

When you think of a car, you think of its technology, its aerodynamics, and then you look beyond to the allure of a fire red thunderbolt streaking over the asphalt.

When you think of a kitchen, while you don't forget its use, what might be cooked in it, but you also think of a place that becomes a stage of creativity and experiences, a stage where your family, friends, and love are the stars and the story is one-of-a-kind.

L'Italia che Vive creates more than just kitchens.

We are about more than top-notch craftsmanship, state-of-the-art technology, and innovative design.

L'Italia che Vive creates places with a soul vibrant with life.

A soul born of the tradition of a great country and the dedication of true masters.

Because, **technology can be bought.**

Design can be copied.

Not so our history. Not so our heritage. Not so our talent to look beyond.

L'Italia che Vive learned the meaning of innovation from Leonardo da Vinci. We learned about beauty through the eyes of Caravaggio. We learned to shape material to our will at the feet of Bernini, Canova, and Michelangelo. Italian craftspeople are today's bearers of this mastery. They have the unique ability to translate passion into reality, creativity into efficiency, and **feelings into tangible things** that are solid and lasting... like kitchens made in Italy.

This is what we are at L'Italia che Vive. Our kitchens are the perfect marriage of Soul and Design.

One last thing.

We know that when you think of superior quality kitchens, your minds might wander to other countries that have made technology their banner and precision their trademark.

This is what pushes us every single day to surpass ourselves and go even further.

We know that until our talent and the peerless excellence of our kitchens is recognized everywhere, we must always be nothing less than perfect. This is what we think of when we choose our materials.

This is the care we take when we design our kitchens.

This is the passion that we apply to envision and create your kitchen.

Your kitchen. Your corner of Italy.

