



EuroCucina 2018

The new cooking space is fluid, orderly and professional

The 22st edition of EuroCucina will swing into action at Fiera Milano, Rho from 17th to 22nd April. It is the sector's most important and influential appointment, a forum for interface and discussion for leading Italian and foreign companies within the sector and a unique opportunity to scope the latest trends for the most convivial space in modern living.

Now in its **22st edition**, EuroCucina, the benchmark exhibition at global level, will bring together **111 exhibitors** ranged over an area equal to **21,800 square metres** in Pavilions **9-11 and 13-15**.

It will be accompanied by **FTK (Technology For the Kitchen)**, its natural complement, providing an extraordinary overview of technology, of what has already been produced and what is to come in the built-in domestic appliance sector.

The exhibition's strong points are its immensely **high product quality and wide range of goods**, not simply showcasing the latest in contemporary kitchens but also providing interesting and intriguing insights into the planning and future evolution of this particular space.

Kitchens are convivial spaces par excellence, favoured places for meeting and socialising, and are increasingly **becoming open, fluid** and, therefore, **organised, orderly and functional areas**. Opening out into living rooms calls for **effective, intelligent and modular solutions**. The concept of static spaces has been cast aside in favour of a touch of magic that can transform the space when needed, rather like a theatre set. **Modular containers** conceal work stations, **island units** become increasingly multifunctional to enhance the performance of home chefs or simply to accommodate people gathering for coffee and a chat, cupboards and drawers are spacious, practical and super-organised so that everything is to hand.

Given that one of the main objectives of a kitchen is to be welcoming, **materials, textures and nuances** are modulated to create a serene, relaxed and perfectly balanced environment. This has triggered the renaissance of **natural stone** and coverings that replicate it, as well as **wood** and **metal**. Colour is set to reappear, sometimes in very bright hues like purple and green.

Basically, whatever type of cooking, living and coexisting we have chosen, EuroCucina will steer us towards the perfect solution and the best design to help us feel comfortable in what is the most "lived-in" part of the home.

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