



## EuroCucina 2022 – Overview

### The latest kitchen design speaks of slow life, technology and sustainability

*The 23<sup>rd</sup> edition of EuroCucina, the sector's most authoritative event is being held from 7<sup>th</sup> to 12<sup>th</sup> June, at Rho Fiera Milano – an opportunity for the top Italian and foreign companies in the sector to meet and discuss.*

Now in its **23<sup>rd</sup> edition**, EuroCucina, the benchmark kitchen show at international level, is bringing together **81** exhibitors, accounting collectively for the wide range and high quality of the products on exhibit, spread over a **15,000 m2** area, largely but not exclusively in Pavilions **9** and **11**. Companies that feature total living solutions will be presenting their kitchen proposals on their respective stands.

In this edition of the event, kitchens are seen as **open spaces**, invitations to getting together and sharing, not just the space itself, but also all the activities that take place inside it. A place that acknowledges the importance of the people, the relationships, the time and the rhythm (slow, hopefully) in our lives. Design is therefore called upon to produce **dynamic spaces, fluid and hybrid**, and therefore **multifunctional** expressions of contemporary living. This is the direction the brands are taking: **modernising the language** of kitchen design, **pondering the uses and rituals** associated with this space, encompassing and **valorising the new routines** that have taken hold over the last few years, reinforcing the **sense of community** and **belonging** that the domestic hearth has never stopped evoking. Kitchens, therefore, seen as spaces that consolidate **tradition** while being **open to new values and lifestyles**, therefore creating new memories, habits and emotions.

In general, **islands** are still seen as the living, breathing nucleus of the space. New accessories such as **wine cabinets, domestic greenhouses** and **laundry columns** are leading the charge. **Shelving** and **wall** or **freestanding modules**, elegant and versatile, serve not just to integrate but also to mark out the different areas. **Foldaway** and **walk-in** kitchens that discreetly conceal electrical devices, pantries and taps are making a comeback. There are a number of **outdoor** solutions, super-accessorised, both portable and not, marrying the versatility, practicality and quality of both materials and performance. Alongside super-technological finishes and coverings, primordial materials such as iron, wood and stone are making a return. Colour shades are inspired by the **natural colour spectrum**, often going for a mix of muted tones reminiscent of the spices used most frequently in cooking – sage, rosemary, lavender, saffron and basil.

**Oasi** by **Stefano Boeri** for **Aran Cucine (Pav. 11 | C15 D26)** has made so-called slow life and the bond between man and nature its mantra – slowing down to live better, in harmony with ourselves and with others in a convivial and shared space, such as the kitchen, is what

underpins the project. Presented in the new wall-mounted version, Oasi maintains its unique character thanks to the natural element, and picks up again on the principle of circularity, including technology and products for conserving and preparing, consuming and recycling food. A fundamental characteristic of this kitchen is the opportunity to grow trees or plants, ornamental or aromatic, mnemonic and symbolic presences that are also functional, around which to gather and grow like a family.

**Sign**, by **Giuseppe Bavuso** for **Ernestomeda (Pav. 09 | A09 B10)**, is a kitchen that opens out to come together with the other domestic spaces, becoming an extension of the living area and the hub of conviviality. The architect's concept is simple and direct: while on one hand this space should continue to respect the functional rules governing food preparation, it also needs to be able to become at one with the surrounding environment. Thus, Sign furnishes the home with elements typical of living spaces and puts the accent on **customisation**, allowing it to transcend its "service" role to become furnishing to all extents and purposes. One feature of the design is that the upper part is completely devoid of classic closed hanging units – instead there are open cabinets and boiserie, real display areas in which every element carries an exquisitely decorative connotation.

The **Tivalì** kitchen, re-interpreted by the **Canadian designers George Yabu and Glenn Pushelberg**, only appears to be taking a completely different direction. Originally designed by Dante Bonuccelli in 2004 for **Dada (Pav. 20 | A03 C02)**, it was a trailblazer for the "Everything in a Small Space" concept. The design was driven by the idea of arranging a kitchen within a linear space measuring 3 metres at most, in which the scenographic element would take precedence and in which the act of cooking would be similar to the performance of an actor on-stage. Like all theatre stages on which the curtain conceals the scene, Tivalì has the look of a large, **closed piece** of furniture that does not reveal its contents. Only when the two large sliding flap doors open, disappearing into the sides of the frame of the container, is the kitchen revealed to be what it really is: an expressive, inviting space, open to the whole house and extraordinarily scenographic, thanks to the "amphitheatrical" configuration of the bases, in which the curved marble or stone worktop and the sloping ends of the bases bestow an unusual feeling of space on the kitchen.

With a view to harmonising with the rest of the domestic environment as well as possible, the forms of kitchens are becoming softer and rounded, **cleanliness** and **rigour** that enhance the functionality of the space are the order of the day. One such example is **Luca Nichetto's** design approach for **Scavolini (Pav.11 | A15 B20)**, which looks to Ellsworth Kelly, Gio Ponti and Donald Judd, reinterpreting the morphologies of their displays in a contemporary key. Nichetto has appropriated Ellsworth Kelly's *Sculpture for a Large Wall*; Gio Ponti's *Organised Wall* and from Donald Judd, one of the most rigorous exponents of minimalism, he has borrowed the three-dimensional structures, arranged like modules that are repeated in simple sequences or in a geometrical progression. These have informed **Jeometrica**: a programme with a multiple remit, creating solutions for kitchens, living rooms and bathrooms,



ensuring consistency of style in all the rooms of the house, making for fluid and coordinated space. One unusual element is the laminate backrest, which turns out to be a strategic and functional resource. The multifaceted nature of the system is guaranteed by the provision of holes that allow shelves, containers and small accessories to be inserted totally autonomously, thereby altering their positions as required.

Once the **fluidity and functionality** of the furnishing are assured, it's **over to material experimentation and technological innovation**. The **latest materials** boast improved superficial toughness, and resistance to chemicals, abrasion, knocks, UV rays and thermal shock, guaranteeing a lower likelihood of deterioration over time. **Porcelanosa (Pav. 11 | A25 B26)** takes this innovation to the extreme. Its **Smart Kitchen** comes with tops with no visible joints, in XTONE (a ceramic material) or in natural stone, which unify the furnishing with the same aesthetic. A dual induction system lies beneath these surfaces, extending the cooking area beyond its limits, meaning that the worktop can also be used as an **induction hob or a source of electrical energy for small, compatible electrical appliances, in wireless mode**. The only visible element is the touchscreen control panel.

Technology and sustainability are the strong point of **Häcker (Pav. 09 | D15 E16)**, which is presenting two product lines, **systemat** and **concept130**, both of which make for total design freedom, maximum functionality and versatility, and are zero environmental impact, highly energy efficient and certified for healthy living. The paint is all water-based and lacquered coatings with a high content of recycled material have been used for the new Roma and Ravenna door models. We will also see many other companies at EuroCucina that are investing more and more in **sustainable production cycles**, with a **low carbon footprint** and in **durable solutions that also take the end of the product life cycle into account**.

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