

## Elica premieres new products at Eurocucina 2018

Innovation, design and connectivity  
for a true cooking experience revolution

*Milan, 17-22 April 2018* – **Elica** - a leading multinational company in the extractor hood industry - at Eurocucina 2018 (Hall. 11, stand A12-A18) premieres its latest products, which epitomise the philosophy of innovation and design and set the brand apart. Elica's innovations are showcased in an eye-catching, 800-square metre exhibition space designed by the **architectural firm, Labics**.

**Elica's innovative stand** at Eurocucina is inspired by the idea of a city, a metaphor for the world of Elica. An open-plan, flowing space divided up into a series of buildings which represent rooms and interiors; a metaphor for the home and domestic areas into which Elica's products are seamlessly integrated. The theme of the room allows you to get a close-up view of, find out about and interact with all the new products presented by the brand, while the spacious public area, laid out in a series of roads and squares to resemble a city, gives you a complete picture of the company. As visitors make their way through the areas of the Elica city, they can go into different rooms and immerse themselves in places filled with information about the different product specifications. Considerable care has also been taken over the materials used, reflecting the concepts and ideas which are the inspiration behind the project: the public area and buildings are made of cement panels resembling an urban exterior while oak slats and colourful, painted walls have been used for the inside of the rooms to create a more homely atmosphere.

The rooms on the intriguing Elica stand - **Inspired Cooking, Silence, Lighting** and **ConnectAir** – have been designed to present the latest products which represent the end benefit for the consumer, while the **Vision** room showcases Elica's interpretation of the kitchen (cooking and air extraction) of tomorrow.

The **new NikolaTesla product line** takes centre stage in the first room entitled Inspired Cooking. **Innovative aspiration hobs** created to **revolutionise everyday life** and turn your view of the kitchen upside down. Induction and extraction are combined in a single product where the search for harmony and maximum attention to detail, together with innovative functions and unique performance, represent the highest expression of technology and design.

At Eurocucina, Elica presents an exclusive preview of **NikolaTesla Chef**, the virtual assistant conceived to simplify life in the kitchen and ensure perfect dishes every time. By selecting the recipe you want to prepare from the practical display on the hob, the Sensor Chef guides you step by step, setting and monitoring the cooking temperature, so that your recipe turns out perfectly. Even less experienced cooks will be able to try their hand at preparing a new dish to

enjoy with friends. The system also notifies users when to actively intervene during cooking, leaving them free to do other tasks in the meantime.

The **Silence** room, on the other hand, has been created to represent the world of **Haiku**, the range of extractor hoods embodying **the essence of clean lines, extraction, silence and materials**. This new Elica extractor system is the result of the desire to simplify and create a pure form, freeing it of superfluous elements, while at the same time enriching it with different contents that work together in harmony. In just 32 cm of depth we find all the concepts making Haiku an extremely innovative hood for its category. The body and flue are perfectly aligned without any discontinuity, creating a single edge that delineates the entire product.

**Lighting** illustrates the new project for architecture, material and light which take centre stage in the kitchen thanks to **Lullaby**, the Elica ceiling hood combining a variety of functions, offering new points of view and creating innovative settings where you are pleasantly immersed in a welcoming atmosphere. Light is the basic concept behind Lullaby: the even, balanced distribution creates sensational and unique atmospheric lighting, with the possibility of adjusting the intensity and choosing the most suitable white tone. Through a series of innovative lights, a unique atmosphere can be created in perfect harmony with the kitchen and living room.

**ConnectAir** is the space where exclusive home automation applications are on show in the kitchens designed by the brand. At Eurocucina 2018, Elica presents a selection of its own-brand, interconnected products controlled by smartphone, using wireless interaction between the induction hob, hood and the Snap device for controlling air quality, for complete air management in the kitchen and in modern homes where there is a growing trend for this area to be linked up with the living room. The hood is at the centre of this revolutionary connected system and by directly communicating with the hob and Snap, it keeps the user constantly up-to-date on the state of the air through a dedicated app. If necessary, it automatically activates the system to ensure high air quality during cooking and in the remaining time.

**Vision** is the room where visitors can try out the amazing applications of technological and functional research in the world of kitchens. *“It is a space without boundaries where material takes shape, bringing an integrated element to life in which technology is fused with design, resulting in a new way of experiencing life in the kitchen. The room becomes a place where the past and future of the product meet, where the industrial outlook makes room for aesthetic emotion and first-hand experience. Unexpected functions create an intimate and natural rapport with the kitchen, a magical moment in which everything happens and technology comes to life in the air.”* commented **Fabrizio Crisà – Head of Industrial Design**.

Continuing on the route, two more rooms host **Air Partners**, the programme dedicated to the selected furnishing and kitchen stores which the company launched in 2017 and this year will

expand abroad with the aim of promoting and transmitting its values to the full, allowing customers to partake in an alternative, more engaging and rewarding shopping experience.

The concept of the Elica city public area is concentrated in the centre of the stand; an area where visitors can gather and socialise. A large area is dedicated to show cooking where Michelin-star chefs demonstrate the stand-out features of the new Elica aspirating hobs to the public while creating unique and innovative dishes.

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The Elica Group, active in the range hood market since the '70s, chaired by Francesco Casoli and managed by Antonio Recinella, is today a worldwide leader in terms of units sold. It is a frontrunner in the European market for the design, production and commercialisation of electric motors for range hoods and heating boilers. With more than 3,800 employees and an annual production rate of more than 21 million pieces, Elica Group utilises a production platform split across seven different sites in Italy, Poland, Mexico, India and China. Long-standing experience in the market, high attention to design, research into materials and advanced technologies, maximum efficacy and reduced consumption, are the elements setting the Elica Group apart and which have allowed the company to revolutionise the traditional image of range hoods: no longer simple accessories, but rather objects of unique design able to improve our quality of life.

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