

Elica's innovation and design stars of the European Product Design Award and the International Design Award

The latest products of the company awarded in both competitions,
among the most prestigious ones of the sector on an international level

Milan, 4 June 2018 – **Elica**, the leading company in the design and production of kitchen hoods, celebrates the victory of the **European Product Design Award**, which annually awards the best products on an international level designed to simplify everyday life, and the **International Design Awards**, the competition that rewards the most innovative ideas able to combine efficiency, evolution, and style.

Some of its flagship products, the **NikolaTesla Switch aspiration hob**, the **Haiku line of hoods**, and the **Lullaby ceiling hood**, perfect synthesis of the philosophy of innovation and design that distinguishes the brand, have received these high-level awards, taking a place among the new prominent products in the international design scene.

The design with a functional originality able to improve the everyday use experience, result of strong research and historical leadership in the design of the company, have earned all three Elica products the *Gold Prize* of the European Product Design Award. The creativity and unconventional approach have instead been the assets thanks to which they triumphed at the International Design Award in the category Home Interior Products_Kitchen Appliances. Specifically, Lullaby won the *Product Design of the Year* award and, along with NikolaTesla Switch, the *Gold Winner* one, while Haiku won the *Bronze Winner*.

The three Elica solutions, officially presented during Eurocucina 2018, stand out for their unique characteristics and innovative reach: NikolaTesla Switch, the new induction hob that offers a new cooking experience, is equipped with an elegantly hidden powerful suction system making the design of the product extremely innovative and refined; Haiku is the line of hoods that are perfect synthesis of simplicity of lines and excellence of suction and silence; Lullaby, the exclusive architectural project that finds its strength in the ability to create a dialogue with the surrounding environment and those who experience it, combines matter and light, making every environment even more welcoming and unique.

Fabrizio Crisà, Designer of Elica products, commented “We are extremely proud that our products have been awarded with the EPDA and the IDA and that Lullaby even won the product of the year award. A design product is the result of the efforts that are made to follow instinct, to

achieve the innovative idea behind the project. Innovating and reinventing is for us a leap in the dark, characterized by uncertainties that only dissolve when the product meets the favour of the audience it was designed for. Having obtained these design prizes, awarded by international juries made up of experts of the sector, is further confirmation that we are on the right course and an incentive to reach new goals.”

The EPDA and the IDA enter a long list of important design awards that Elica won over the years. Among the latest, the Red Dot Award and the Iconic Design Award in 2017 for the Summilux and Bio hoods and the NikolaTesla aspiration hob.

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