

**Elica and the Ermanno Casoli Foundation
present Visionair by Labics at Fuorisalone 2018**

Fabriano, 28th March – At the Fuorisalone 2018, **Elica** - a multinational leader in the production of cooker hoods - in collaboration with the Ermanno Casoli Foundation, recounts its philosophy of innovation and design through the **Visionair** installation developed by the architectural firm **Labics**, by Marcello Smarrelli. From 17th April at the ‘**House-in-motion**’ exhibition presented by **Interni**, visitors can dive head first into a suggestive sensory experience guaranteed to reveal a new and unexpected way of living the kitchen.

Visionair is inspired by the distinctive values of the Elica brand, whose vision has always consisted in a futuristic approach and the courage to explore new worlds, affording special attention to contemporary languages also thanks to the work of the Ermanno Casoli Foundation over the last decade. With the innovative **NikolaTesla** extractor hob, the company has turned the perspective of the kitchen literally upside down, implementing a genuine revolution in this field. Following a reflection on this extraordinary innovation, the installation conceived by Labics was created with the intention of surprising the world of design as it comes together for the most anticipated event of the year.

“The Visionair installation represents Elica’s continuous path of innovation, not only in terms of technology but also in the field of design, aiming for simpler and more intuitive interaction between users and products”, stated **Francesco Casoli, Chairman of Elica**. *“We specifically selected the Fuorisalone to present our interpretation of an experiential type of cooking, represented by the NikolaTesla extractor hob, in an original and unforgettable way.”*

Visionair has been erected inside the Cà Granda at the Università degli Studi di Milano: a **modern prism structure** composed of reflecting steel modules, which when viewed from up close create the perception of an **unusual internal space**, inviting people to enter a **surreal and upturned dimension of reality**. The act of crossing over a threshold alludes to the idea of the home, which welcomes and protects. But it is also a metaphor for a large door through which visitors can enter Elica’s innovative universe.

“The work by Labics,” highlights **Marcello Smarrelli, artistic director of the Ermanno Casoli Foundation and curator of the project**, *“whose name alone recalls the idea of a laboratory where ideas are constantly circulating, reflects a type of architecture that gains ground by developing dialectic relations with the space, which thus becomes an open field of possibilities, using an approach very similar to that of contemporary art.”*

Once past the threshold, a suggestive **video installation** developed by Giancarlo Soldi (Bizef Produzione) engages the visitor, taking them on an emotional journey whereby as if in an imaginary dance, they gradually discover the real protagonist of the work, the NikolaTesla extractor hob.

Just like in a kaleidoscope, the images projected from within the installation are decomposed, turned upside down, recomposed into new forms, creating an unexpected and truly captivating story.

Finally, the play on mirrors creates an image that is abstract from the outside, and deeply immersive from the inside.

The installation will also be the stage for a number of special events dedicated to the celebration of the Elica brand, thanks to artistic performances and sensory experiences inspired by the **Visionair** concept.

The Elica Group has been present in the cooker hood market since the 1970's, is chaired by Francesco Casoli and led by Antonio Recinella and today is the world leader in terms of units sold. It is also a European leader in the design, manufacture and sale of motors for central heating boilers. With over 3,800 employees and an annual output of approx. 21 million units, the Elica Group has seven plants, including in Italy, Poland, Mexico, India and China. With many years' experience in the sector, Elica has combined meticulous care in design, judicious choice of material and cutting edge technology guaranteeing maximum efficiency and reducing consumption making the Elica Group the prominent market figure it is today. The Group has revolutionised the traditional image of the kitchen cooker hood: it is no longer seen as simple accessory but as a design object which improves the quality of life.

Fondazione Ermanno Casoli (FEC) was established in 2007 in Fabriano (AN) to honor Elica's founder memory. It has always been committed in creating and promoting projects that make business meet contemporary art. In every activity, FEC is a mediator that guarantees full freedom of expression and autonomy to artists, as well as consistency and compatibility with the business needs and goals. FEC pioneered in investigating the art-business dialogue potential, and is a reference cutting-edge model in Italy for training managers through contemporary art. It plans more and more structured and specialized activities, such as the E-STRAORDINARIO program and the Ermanno Casoli Award – in collaboration with business training companies. Artists enter the very core of businesses and become pivotal to the educational path, by dialoguing with employees during workshops and activities that foster creativity and innovation.

Based in Rome, **Labics** is an architectural and urban planning practice founded in 2002 by Maria Claudia Clemente and Francesco Isidori. Combining the theoretical approach with applied research, the field of interest of the office extends from the interior small scale to the scale of urban masterplans, going through the different scales and complexities of the project.

Labics has won several national and international architectural competitions.

In the past few years the office gained several awards, especially has been selected for the Mies van der Rohe Awards.

Labics showed his works in several collective exhibitions, among which the 11°, 12° and 14° Venice Architectural Biennial and the Make City Festival in Berlin on 2015. Labics' projects have been published on the most important international magazines.

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