

## **ELICA: A protagonist in the 'SWITCH ON - Dal manodomestico all'elettrodomestico' exhibition.**

### ***Past, present and future mingle in our discovery of the household appliances revolution.***

Fabriano, April 2016. Elica, the leader company in the design and manufacturing of kitchen hoods based in the Marche region, is one of the protagonist in the 'SWITCH ON - Dal manodomestico all'elettrodomestico (From the Manodomestic to the Household electrical appliances)' exhibition conceived by Sarah Spinelli (Studio Pixel) and curated by Anty Pansera and Maria Teresa Chirico at the Biblioteca Umanistica dell'Incoronata in Milan, from 9 to 22 April 2016 during the Milano Design Week and the XXI *International Exhibition of the Triennale di Milano*.

The exhibition is a showcase of some of Elica's most interesting and valued 'historical' appliances, as well as its most modern and innovative kitchen hoods, which have contributed to the change in our life style and the domestic environment management during the last decades.

The prestigious company has produced several hoods in its over 45 year-long activity and has played a significant role in the way Italians live in their kitchens and houses through their s innovative design and technology.

The public will have the great opportunity to view pieces such as, for example,

**Eliexport**, which is one of the first hoods produced by Elica in the factory based in Fabriano in 1972, which has then become its head-offices. A 100% Italian product in terms of components and motor used, which was the result of traditional artisanal knowledge and processing methods and granted the highest air capacity rate at the time.

Innovation is a recurrent leitmotiv and **Pescecappa (2009)** is undoubtedly one of its most original expression in Elica's products range. It was designed by the architect/designer Gaetano Pesce and manufactured in a very limited series of only 15 pieces.

By combining creativity and experimentation, Pesce has 'covered' a high tech hood (equipped with a cutting-edge aspiration system and halogen lights to light up the hob) with a thermosetting resin shell, which has been hand-decorated with vegetables, legumes and fruit motives and turns out to be clearly an extraordinary and very colourful sculpture.

In addition to these, Elica displays some of its latest and most innovative products. **Om Air**, a development of the first vertical hood in the world, Om (2004), that was included in the Adi Index, whose design is based on simple and elegant square and

circle shapes and combines unique design, cutting-edge technology and energy efficiency.

**Edith** belongs to the New Evolution (2005) product line , the first high performing chandelier hoods collection, and guarantees air-and-light quality and the right atmosphere in every space.

Visitors will marvel at **Diamond**, the wireless induction hob that "speaks" to the hood to optimise aspiration power and consumption; and finally **Snap**, the new high-tech air quality balancer that automatically monitors and provides a better air quality , through its three sensors and a sophisticated algorithm. This has been recently launched and is the first product that Elica has promoted on the IOT (the Internet of Things) in partnership with Vodafone and IBM,

The ' Switch-ON- Dal Manodomestico all'elettrodomestico' exhibition perfectly combines the values of the brand , which has always aimed at bettering the quality of life of Italians since the very beginning, by introducing innovation, creativity, design and efficiency into their houses..

#### **Switch-ON Dal Manodomestico all'elettrodomestico - Free entrance**

Biblioteca Umanistica dell'Incoronata - Corso Garibaldi 116, Milano

**Opening times:** 9 - 11 April and 18 - 22 April 16.00 - 20.00 || 12 -17April (Design Week) 11.00 - 22.00

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#### **ELICA**

*Elica Group, presided over by the Chairman, Mr. Francesco Casoli, and managed by the CEO, Mr. Giuseppe Perucchetti, has been operating in the kitchen hood market since the 1970's. Today it is the world leader in terms of units sold, in addition to boasting a leadership position at a European level for the design, production and commercialization of electric motors for hoods and heating boilers. With about 3,700 employees and an overall annual production of over 19 million pieces, Elica can boast a production platform consisting in eight factories based in Italy, Poland, Mexico, Germany, India and China. Extensive experience, great attention to design, high quality, refined materials and state-of-the-art technologies, guaranteeing maximum efficiency and reduced energy consumption, are the reasons why Elica Group stands out in the reference market. Thanks to these key factors, Elica has also been able to revolutionize the traditional image of kitchen hoods: not just simple accessories, but unique design objects that improve the quality of your life*