

## PRESS RELEASE

### Hoods that light or lamps that extract?

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Hoods that light or lamps that extract? It is difficult to find an answer when faced with the **combination of shapes and functions** with which **Elica** has accommodated a specific market requirement. Living rooms have been downsized to a bare minimum; the kitchen, which has become the heart of every home, is shown off and lived in - this is a trend and a sign of a lifestyle which is now common all around us. Elica anticipated this trend: nine years ago, in 2005, the Italian company launched the first ever lamp-hoods and today, it is presenting **two new models, Edith and Seashell**, with ever superior performance levels.

**Edith** stands out for its compact size, making its application particularly versatile: indeed, it can be used stand-alone or in a pair, wall-mounted or suspended from the ceiling. "**Edith is total equilibrium**: not a single element dominates over another", explains its designer Fabrizio Crisà. "The curve making up the profile of Edith wraps around itself at the bottom: during the design phase, I tried hundreds of curvatures, since even a single millimetre would have changed the overall appearance".



Edith is beautiful on the outside and special on the inside. This hood can serve a dual purpose: extraction and lighting, thanks to **Evolution** technology, which was introduced in 2005 and has now been revolutionised to achieve even higher performance levels. A genuine compact-sized "**technological core**", Evolution allows models such as Edith to guarantee superior air and light quality. On the underside of the hood, an extensive series of **LEDs** are fitted along a single circular disc, to create a diffused and natural light in a limited space; again within this disc, the perimeter extraction system is designed to extract fumes generated even by the sides of the hob.

**Seashell** differs from Edith in its size, which is more generous, making it perfect for use in **more spacious kitchen islands**. The question of whether it is a "hood or a lamp" is even more topical when it comes to this model: in Seashell, the extraction - again along the perimeter - affords superior performance levels, while the rounded shapes and the large light surface make it look even more like a fully fledged suspension lamp.



Other lamp-hoods by Elica include [Star](#), [Grace](#), [Platinum](#), [Twin](#), [Jasmine](#).

The Elica Experience section of the [www.elica.com](http://www.elica.com) website provides testimonials and projects from the Elica world. To see examples of settings featuring Elica lamp-hoods, click on the following links:

[Arnaud Désirée + Jasmine](#), [Egue y Seta + Platinum](#), [Armando Ferriani Studio + Platinum](#), [Studio Marc + Platinum](#), [Fabio Gianoli + Star](#), [Simona Garufi + Twin](#), [ID Associés + Twin](#), [Maurice Padovani + Twin](#).

### Information

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The Elica Group has been operating in the market of kitchen hoods since the 70s. Today it is chaired by Francesco Casoli and led by Giuseppe Perucchetti and is the global leading company in terms of units sold. It is also a European leader in the design, manufacture and sale of electric motors for hoods and heating boilers. With around 3,000 employees and an annual production of around 17 million items, the Elica Group has a production platform distributed across eight manufacturing sites, including Italy, Poland, Mexico, Germany, India and China. Lengthy experience in the industry, painstaking care for design, the pursuit of sophisticated materials and advanced technologies that guarantee maximum efficiency and minimise consumption levels: these are all features which distinguish the Elica Group on the market and which have enabled the company to revolutionise the traditional image of the kitchen hood, which has been transformed from a simple electrical appliance into a unique design object that improves air quality in the home.

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