

PRESS RELEASE

Om, the first vertical kitchen hood, celebrates its 10-year anniversary with a restyling. And the family expands.

Fabriano, 28th August 2014

Ten years ago, **the first ever vertical kitchen hood** was launched on the market. **Om** went on to become an icon for which Elica is still famous on an international scale. Following on from Om, a whole series of hoods was launched, which retained **the styling and functional benefits of the vertical installation** and also adapted to the requirements of every kitchen to perfection.

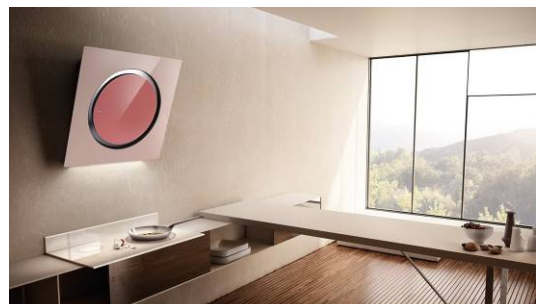
Vertical hoods have a **very strong styling impact**: limited lines and a simple design are capable of distinguishing the kitchen. The hood stops being a mere household appliance and becomes the styling core of the kitchen. Vertical hoods also offer **total freedom of movement**. Indeed, they can be aligned perfectly with wall units, leaving all the space for cooking in the utmost comfort.

Om, which was launched in 2004, is still today the **perfect combination of design and technology**, guaranteeing ultra-high performance levels: indeed, the aspiration system operates all around the perimeter, drawing the air from both the top and the underside.

In 2014, Elica presented the new version of Om, called **Om Air**, and the new vertical kitchen hoods **Amélie, Elle, Nuage, Stripe** and **Soo**.

[Om Air](#)

"Restyling a successful product such as Om was a genuine challenge", explains its designer Fabrizio Crisà. "To do it, I looked for inspiration in the automotive world and I made its distinguishing features more visible, making Om even more simple". The compact size (75 cm x 75 cm) makes Om Air suitable for "slim" kitchens, since it can be installed higher up to achieve ultimate ergonomic design. The elementary shapes of the circle and square are emphasised thanks



to the larger size of the circle itself. And most of all, colour has been introduced. In addition to the full white (with glossy ring) and full black (with matt black ring) versions, Om Air is available in several two-tone versions to accommodate multifarious requirements: coffee brown / pale brown to blend with the warmer shades of the living room (wood, hardwood floors, etc.); the fashionable powder pink / peach version; the vintage version in sky blue / brown with a retro look; the pop acid yellow / aqua green version.

Amélie

Where Om Air stands for geometry, Amélie is the antidote to excessive minimalism, which has been so popular in recent years. Amélie comprises a classic wooden frame, a popular and reassuring shape that makes the style of modern kitchens friendlier, and a genuine mirror which makes it perfect when the kitchen is incorporated within the living room.



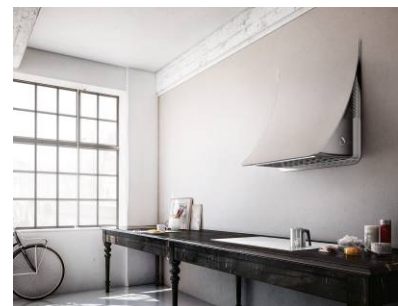
Elle

Just like sound and video devices have entered the world of design in their own right, Elica's hood has become an item of interior design as well as being a functional appliance. Elle looks like a TV: a pure shape and a transparent frame give rise to an elegant item of interior design that is perfect for kitchens that are incorporated within the living room.



Nuage

Nuage is the first hood to be integrated perfectly into the architecture of the kitchen, in continuity with the wall, which it appears to emerge from with the utmost naturalness and elegance, as though it were an extension of the wall itself. It is highly customisable, thanks to the possibility of covering the external panel with plasterboard, tiles or paint, thereby allowing the perfect symbiosis with the kitchen and the living room.



Soo

Soo is a stylish hood, distinguished by the harmonious balanced play of blocks and voids.



Stripe

An innovative hood model with a simple and bold style, in keeping with the design of strikingly plain kitchens.



Other vertical kitchen hoods by Elica include [Feel](#), [Ico](#), [Tiffany](#), [Space](#), [Sinfonia](#), [Vertigo](#), [Belt](#), [Capitol](#), [Elektra](#).

The Elica Experience section of the www.elica.com website provides testimonials and projects from the Elica world. To see examples of settings featuring Elica vertical hoods, click on the following links:

[Cucine e Più + Om](#), [Andrea Livio Volpato + Om](#), [Paola Busetto + Tiffany](#), [Riccardo Bucci + Mini Om](#), [Diane Berry + Om Special Edition](#), [Lisa Matilde Albani + Mini Om](#),

Information

ELICA SPA

Ph. +39 0732 6101 fax +39 0732 610740

info@elica.com



www.elica.com

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.

PRESS OFFICE ITALY
SILVIA RIZZI | COMUNICAZIONE

Via Pietrasanta 12
20141 Milan
Ph. +39/02/95330512
Fax +39/02/95409272
info@silviarizzicomunicazione.com
www.silviarizzicomunicazione.com

PRESS OFFICE INTERNATIONAL
ERGO

P.le Aquileia, 8
I - 20144 Milan
Ph. +39/02/43995057
Fax +39/02/43995068
info@ergo-online.it
www.ergo-online.it