



Snaidero Ola25 Limited Edition design by Pininfarina

Pininfarina and Snaidero celebrate 25 years of partnership at the Milan Furniture Fair

Turin, April 9, 2014 – **Pininfarina** and **Snaidero** present the **Snaidero Ola25 Limited Edition** at the **Milan Furniture Fair** to celebrate **25 years** of partnership.

The partnership was forged in 1989 from the encounter between the company Chairmen **Sergio Pininfarina** and **Rino Snaidero**, who shared a passion for beauty and technological innovation. From the start, the merger of the two brands aimed to combine the Pininfarina design heritage with Snaidero's experience in kitchens to conceive innovative solutions for the domestic space. **Ola**, the first fruit of the partnership, had a strong architectural impact set off by cutting-edge technical solutions; it started the ball rolling and won the Chicago Athenaeum prize for architecture. It was followed in subsequent years by projects that expressed a new stylistic language, combining formal and functional excellence. **Viva, Idea, Acropolis** and **Venus** are an expression of extensive research activities designed to imagine and develop space around man and his needs.

In 2010, 20 years after their first product, the two brands launched **Ola20**, an extremely iconic project, which also won the Good Design Award from the Chicago Design Athenaeum Museum.

Today, **Paolo Pininfarina** and **Edi Snaidero** celebrate the anniversary of the partnership by launching **Ola25**, a kitchen with unique stylistic and functional characteristics, of which a maximum of 84 individually crafted units will be produced, as a tribute to Pininfarina's 84 years of activity. Starting from the iconic design of the Ola20, Pininfarina and Snaidero have conceived an even more refined and exclusive product, tailor-made to the client's desires. Three different versions will inspire the decisions of the design enthusiasts who choose this model.



Audace



Inedita



Classica

The **Audace** version, inspired by the Sergio concept car, is a provocative, futuristic interpretation of modern space. The use of the colours red and black, and of materials like the carbon fibre used for the sculpted support of the island worktop, clearly have their roots in the automotive world.

The **Inedita** version underlines the sensuality of the curves, the particular feature of the whole project, with a fluid, light and harmonious composition, underlined by the contrast between the champagne coloured doors and the polished black glass of the worktop.

The **Classica** version is a modern rereading of the original version, in which the distinctive elements, like the support of the island worktop and the profiles, are finished with lacquered bronze.

A new interpretation of the **Idea** kitchen will be presented in Milan, alongside the Ola25. Idea was the first example of a kitchen without handles. It was created in 1972, and soon made its mark for the elegance of its design and its clean cut lines, based on balanced volumes and the interplay of soft and delicate lines. In 2000 Snaidero commissioned Pininfarina to work on a restyled version. Pininfarina managed to bring a new freshness to the model, as well as elegance and refinement. In 2000 the project received the Good Design Award from the Chicago Design Athenaeum. Today Snaidero and Pininfarina present a new interpretation of the Idea. Cleaner, sharper and more technological, Idea is a seductive combination of design, rationality and outstanding materials, and a balance between form and uncompromising technology. A message of order, austerity, simplicity and aesthetic purity. Minimalism that is “softened” by the emotional use of the materials and the treatment of the surfaces.



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