

THE *SECRET* INGREDIENT

MILANO DESIGN WEEK
APRIL 16-21, 2024
ARCLINEA SHOWROOM, VIA DURINI 7

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Arclinea presents a new model, Proxima, and unveils the secret ingredient behind its kitchens.

Proxima, the latest model in the collection, presented in two different configurations, stands out against a backdrop of sophisticated silhouettes on the walls of the Milanese flagship store. Proxima is the protagonist of the space during throughout Milan Design Week.

Designed and coordinated by Antonio Citterio, the latest model added to the Arclinea Collection is a highly equipped, high-performing, and professional product, which integrates large American appliances, and emphasizes their personality with stronger details such as its handle, innovative in design and size. The handle is featured along the entire perimeter of the island and, at full height on the wall units, defines the look of the kitchen while making the opening of doors and drawers extremely easy. A kitchen designed for people and their passions, that becomes a place of experimentation, as well as a convivial space.

As the name suggests, Proxima aims to encourage proximity, both physical: the ease with which one can access and use cooking tools, and metaphorical: shortening cultural distances in the preparation and consumption of foods, achieving a contamination of codes and styles able to give life to something never seen before.

In the configuration with a large stainless steel island, cooktop with integrated oven, horizontal handle and American modularity, Proxima expresses the evolution of minimalist design where function defines the final image.

Well displayed in the Milan flagship store, Proxima is showcased together with the brand new Hortus, a piece of furniture designed for growing aromatic herbs and small vegetables. **Hortus** joins the Duet collection, characterized by the double large coplanar doors. Hortus represents the integration in the Arclinea design of the domestic version of a hydroponic cultivation controlled by a software, which offers the possibility of always having fresh and organic products for the table or as the final touch of a preparation. A piece of furniture that both embodies the theme of "show kitchen", ever so important for the brand and Citterio, and the recurring dualism of Arclinea: an extremely functional appliance with a great aesthetic value.

Another new element is the **Inverso** column unit, which interprets the transition between open and close through an impressive solution. Thanks to a sophisticated mechanism, the inside of the cabinet can be completely rotated outwards achieving an ideal aesthetic result. Inverso offers the freedom to customize the storage space - some elements can be hidden while others put on display - thus working as a particularly functional component in the integration between kitchen and living room.

In the second configuration, Proxima with lacquered door and Era System snack table adopts an European modularity and encloses the appliances into the wall units, assuming a more "domestic" mood, while maintaining the features of an hyper-equipped space for experimentation and culinary creativity.

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"I designed this kitchen thinking of a space to be experienced - **Antonio Citterio** explains - . The kitchen as a space to be shared, not a separate service area, has always been one of the great topics of Arclinea, of my work with Arclinea. Proxima should suggest the idea of a place to be enjoyed, where everything is extremely performing and evocative of the pleasure of preparing for others, and with others. Proxima is an object to be lived for real, a very communicative and empathic product".

Precisely the exploration of empathy, as the ability to relate to each other, where food and cooking are a meeting point, is the concept of the events and initiatives that Arclinea has planned for the upcoming Milan Design Week. The secret ingredient of a brand that considers people - their desires, tastes, and experiences - as a central factor in the design of its kitchens.

This concept follows the reflection, started by the company on the last edition of Milan Design Week, of the kitchen as a place of connection and as the epicenter of domestic rituals, concept that is developed in all the planned communication activities.

This concept is first developed through the images, made by the Spanish illustrator Illot, whose poetic explore the human being in his ability to share, feel emotions and have fun. Illot's characters, curious and creative simple figures with an extraordinary expressiveness, offer an evocative interpretation of the day-by-day gestures and actions in the kitchen. His artistic representation of the secret ingredient characterizes the set-up of the store and all the communication materials related to the Milan Design Week.

The fil rouge of empathy is also developed within the **event dinners organized in collaboration with V-ZUG** taking place from the 15th to the 19th of April, with chefs **Alberto Toé (Horto)**, **Fratelli Guidi (Antica Osteria Magenes)**, chef from **Trattoria Contemporanea**, **Fratelli Vergine (Grow Restaurant)** as special guests.

Each of them will offer an interpretation, through their dishes, of the secret ingredient at the heart of individual research and creativity, might that be a particular food, a certain spice, or passion, friendship, a family bond. Every event will be accompanied by a personal narration and a spontaneous interaction with the guests.

April 18th will be the time for the "liquid food" and recipes developed ad hoc by the alchemists of **BE - Barman Eventi**. **The evening party will be dedicated to food up-cycling, in collaboration with Gaggenau**. They too will have the opportunity to unveil what lies behind their choices, to describe their recipes and their "sensory journey".

Finally, the latest issue of the magazine Arclinea Kitchen Stories will be unveiled. The magazine features an updated representation of the general Collection, through a series of photo reports. A new catalogue is dedicated to Proxima and to the other novelties, introduced by a conversation with Antonio Citterio on the genesis of the product and its emotional component.

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NOTES

A) 4 Showcooking dinners

04.15th Alberto Toé

Head Chef at Horto, with 1 Michelin Star and 1 Michelin Green Star. In his career, Toé trained alongside big names, including Pietro Leeman and the three-starred Norbert Niederkofler. He has supported Horto's project in Milan, which in the spirit of the Philosophy of Ethical Time, enhances seasonal raw materials and local producers.

04.16th Brothers Guidi

Dario is the Chef, Diego is the maître. They share the management of Antica Osteria Magenes, just outside Milan. A story of family tradition, from the late 19th century. The two brothers, last generation Magenes, offer a dynamic cuisine, which starts from a strong culture of the territory, but wants to deal with the "good" coming from all over the world.

04.17th Chefs from Trattoria Contemporanea

A brigade of young Italian talents returning from experiences abroad, with Davide Marzullo as the spearhead. 1 Michelin star for a cuisine made of raw materials, research, but also instinct and fun, prepared and served with lightness, passion and friendship in an out of the ordinary location in Lomazzo, in the province of Como.

04.19th Vergine Brothers

Chef Matteo and Riccardo in charge of the hall are the very young creators of Grow Restaurant, 1 Michelin Green Star. Their cuisine aims at being the expression of the place with modern dishes that interpret the ancient flavors of Brianza, including game, wild herbs, freshwater fish.

All dinners in collaboration with **V-ZUG**.

B) Night Event

04.18th BE - Barman Events

A Barman who becomes an "alchemist", transforming the selected seasonal ingredients into liquid food. During the evening, a Chef reuses the waste, as a protagonist ingredient of signature recipes developed in a circular perspective. A taste experience that involves all the senses, in a balance of flavors and colors.

Event in collaboration with **Gaggenau**.

ABOUT ARCLINEA

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Since 1925, the Arclinea's story has been consonant with evolving customs, resulting from a process of social and cultural change, both Italian and international. Because the kitchen is a special dimension, where many activities are concentrated, both linked to our everyday life, of a practical but above all emotional nature, and the pleasure of sharing the preparation and consumption of food.

The company was established in 1925 with the name of its founder, Silvio Fortuna Senior, who took up the artisanal carpentry business begun back in 1816. In 1960, Arclinea moved towards the production of kitchen furniture collections; in 1963 Arclinea presented Claudia, the first kitchen with built-in electrical appliances. In 1970, Gamma30 marks the transition to a new way of understanding the kitchen space, from a dimensional-productive and living-functional point of view. In the early eighties the desire was felt to collaborate with designers outside the company; towards the end of the nineties the relationship with Antonio Citterio strengthened and he became the company's main designer.

Responding to changes, at times even anticipating them, combining technical and functional precision, innovation of form and space: this is the vision of Arclinea, which in recent decades, through the collaboration with Antonio Citterio, confirms its desire to produce not only equipment and furnishings, but also new architectures for living.

Collaboration with Antonio Citterio coincides with the concept of Italia (1988), based on the introduction of restaurant kitchen characteristics into the home, underlined by the use of steel and a new "geography" for worktops. Followed by Convivium (2002), the concept that changed how we saw kitchens by turning them into a room for sharing that replaced the traditional dining-room, a focal role developed over the years into a more general idea of flexible space with Lignum et Lapis (2008) and Principia (2016/8). The Thea project (2021) reintroduces the "continuous handle" kitchen, a widespread popular choice on the market for quite some time and one which Arclinea itself has helped to spread since the seventies.

Arclinea's idea of considering its products also with a view to organising kitchen space has led to the development of solutions such as WIC and Pocket, conceived to provide support and storage for the work area. These were followed by the recent separation systems, Modus and Frame, designed to respond to the increasingly widespread tendency to distinguish the wet kitchen, mainly operational, from the show kitchen, dedicated to conviviality.

In keeping with choices aimed at guaranteeing maximum design freedom, over time Arclinea has developed the concept of "collection", The Arclinea Collection, applied to its entire production range. Each new model integrates with the previous ones, in order to create a system of compatible components enabling free configuration of spaces for cooking and living. Era System tables and snack bars are just one example of this: adaptable to all the models in the range, this programme stems from Arclinea's conviction of the importance of shared space in the kitchen, the ideal starting point for every project.

Development of the Collection is an ongoing process, with a variety of solutions and materials, accompanied by constant investments in a 4.0 perspective to strive for production efficiency and flexibility that guarantee total customisation of each project together with a significant reduction in time and waste. A constant evolution, aimed at an increasingly global market, as witnessed by the recent openings of new Arclinea showrooms in major international cities.

Arclinea

ABOUT ARCLINEA

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The bottom line is that contributing to improve the quality of life is, for Arclinea, the real commitment that has guided business choices made over the years and which is evident in all the scopes of its projects. Quality instantly perceptible in a product destined to last in time, but also intended as protection therefore, striving to fulfil all the measures needed to respect man and the environment.

Since 2016 Arclinea is linked to B&B Italia through a strategic partnership based on the common values of design, innovation, quality, the complementarity of the products and a production-industrial approach voted to excellence. Since December 2018, the Group has been a part of Design Holding, a global leader in high-end design with a cultural heritage of European origin. Investindustrial and Carlyle jointly own Design Holding which includes Flos, B&B Italia, Louis Poulsen, Maxalto, Arclinea, Azucena, FENDI Casa, Menu, by Lassen and Lumens.

Arclinea is a prestigious international brand, the perfect ambassador of Made in Italy in the world, and operates in both retail and contract sectors with its residential, hospitality and marine divisions.

Arclinea

ABOUT PARTNERS

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V-ZUG

Since 1913, V-ZUG has been dedicated to simplifying the daily lives of its customers with high-quality innovative appliances. Whether it's cooking, washing dishes, or doing laundry, those seeking appliances above the standard find the answer in V-ZUG, a company that, through simple and individual solutions, follows a long tradition under the motto "Swiss perfection in your home." Today, the world appreciates Switzerland's typical innovative strength, the high precision, and excellent quality of V-ZUG appliances, which have been available worldwide for discerning customers seeking excellent service for several years.

GAGGENAU

Gaggenau produces professional-grade appliances of the highest quality and is a symbol of technological innovation and "Made in Germany" design. The company, with origins dating back to 1683, revolutionizes the world of appliances by bringing professional features into homes. The success of its solutions is based on a strong craftsmanship component in manufacturing and timeless design with pure and linear shapes, combined with high functionality and technological advancement. Since 1995, Gaggenau has been part of the BSH Hausgeräte GmbH group, headquartered in Munich, Germany, and is present in over 50 countries worldwide with 25 flagship showrooms in major cities, including Milan and Rome, inaugurated in collaboration with the partner DesignElementi in 2018 and 2020, respectively.

Milano Design Week 2024
16th – 21st April

ARCLINEA SHOWROOM VIA DURINI 7 MILAN
Architectural project: Gianluca Tronconi
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The Arclinea Collection, designed and coordinated by Antonio Citterio

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