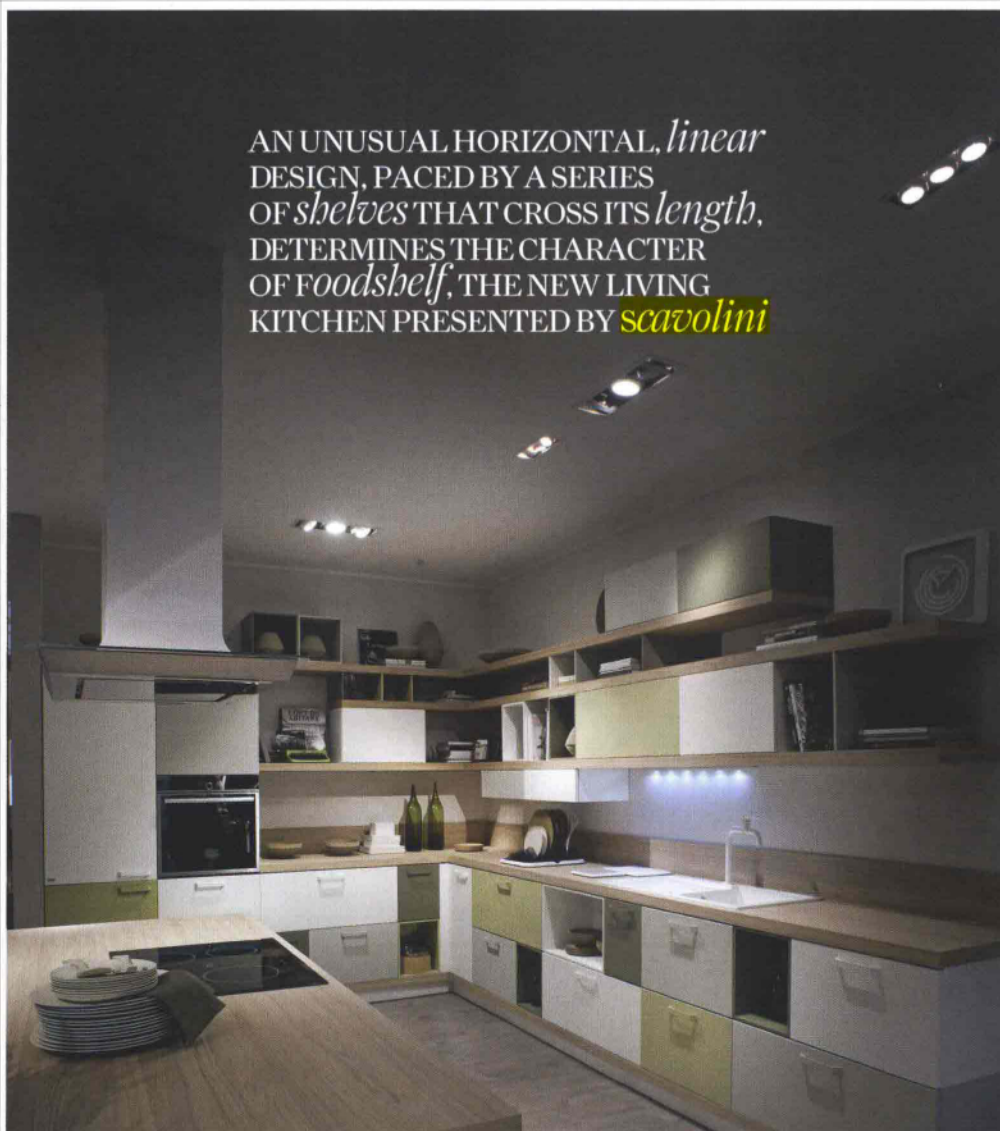




AN UNUSUAL HORIZONTAL, *linear* DESIGN, PACED BY A SERIES OF *shelves* THAT CROSS ITS *length*, DETERMINES THE CHARACTER OF *Foodshelf*, THE NEW LIVING KITCHEN PRESENTED BY *scavolini*

In his first project for a kitchen, Ora-Ïto has recently designed, for **Scavolini**, a work through which he interprets the world of values of the Italian company in the light of his own personal creative sensibilities. "Behind this project there was the idea of making a kitchen that would really be the fulcrum of the home", the French designer explains, "so beyond the kitchen cabinets themselves, I was interested in bringing aesthetic continuity to the home. An aesthetic that could work from the living room to the dining room and even in other domestic zones". With great potential for personalization and combination of functional and aesthetic values, Foodshelf stands out for its way of upsetting the established rule, according to which it is always the kitchen that contaminates the living area: with Foodshelf, it is the living room that 'enters' the kitchen, altering it with new compositional schemes and relationships between full and empty spaces, giving rise to an unprecedented typological hybrid.



## THE KITCHEN according to ora-ïto



IN THE IMAGES, FOODSHELF, THE KITCHEN DESIGNED BY ORA-ÏTO FOR **SCAVOLINI**. FOR THE COLLECTION, DOORS HAVE BEEN SELECTED IN GLOSSY AND MATTE LACQUER, OFFERED IN A WIDE RANGE OF COLORS. PHOTOS BY MAURIZIO MARCATO.

This convergence happens through the breaking down of the doors and reinterpretation of the sizing of the bases: a solution that makes it possible to get away from the typical 'verticality' of the kitchen, moving towards a new horizontal, linear design paced by a series of wood-effect shelves that cross the

length of the kitchen, playing different roles: beside the counter, in fact, the band positioned under the bases and those inserted on the hanging cabinets function as shelves and/or open cabinets. The recent collaboration with Ora-Ïto is part of a precise strategic vision of **Scavolini**, which in pursuit of greater

internationalization has chosen to work, in recent years, with major names on the world design scene, including Michael Young, Karim, Rashid, King&Miranda Design and Giugiaro Design. (A.P.)



*Artemide*  
Bangalore



## FAR EAST

Our strategy is to guide and educate clients and dealers regarding the value of certain brands and products.

Sometimes I miss the culture, taste and architecture of Italy, but working in this area offers you the possibility to come into contact with the world. Hong Kong is an international city where all the world's cultures, religions and nationalities coexist. My daughter goes to an international school with students of 46 different nations. She has grown up without race, color or language barriers. I love the enthusiasm with which our sector is perceived, the desire to learn of the local professionals, and the fact that our clients are mostly young, and open to new experiences".

### Immense opportunities in the East

*Massimiliano Merati, head of Asian markets, Molteni&C.*

"For our company's exports, Japan has always been the most important country in this area, followed by South Korea and Australia; but in recent years continentally China has made great strides, and it will soon become our largest market. The separation of the 'super-rich' is clear in certain

