

Labics

Elica: a new and original stand at Eurocucina designed by Labics

A great 400sqm area divided in several multifunctional sections as expression of Elica's key values: an international, high tech and employee-focused company.

Fabriano, April 2016–The prestigious architecture firm Labics of Maria Claudia Clemente and Francesco Isidori in Rome, has been hired to design the innovative Elica stand at Eurocucina (Hall 11, Stand A22-A24): a noteworthy 400sqm space to promote the kitchen hoods leader manufacturer latest products.

Labics has succeeded in creating a stand where the two key concepts of Elica's company structure, **being international and high-tech**, are portrayed and gathered together in the **individuals** working in Elica all around the world. These people are, after all making it an international and high-tech hub thanks to their passion, groundbreaking research and ability to experiment new things and new ways.

Elica's stand has two souls mirrored inside and outside the structure.

On the outside the focus is on people. The 2500 Elica employees' photographs are covering the **stand walls**, floors and roof to convey the company's international and multicultural character and its ability to cherish every single employee's uniqueness and priceless contribution.

On the inside, which 'replicates' the world as imagined by R. Buckminster Fuller in his Dymaxion Map, Elica is showcasing its latest products through an itinerary that offers both an extraordinary imaginative and sensory/sensorial experience to visitors. A series of **video installations** entitled '*La Cucina delle Meraviglie*' and produced by Bizef Produzione srl (Art Director, Giancarlo Soldi - Video Artist, Elena Chiesa - Executive Producer, Francesca Tomassini) go with the exhibits displayed and assist viewers in overcoming their perception of a cooker hood as a mere functional tool.

The hood's technical specifications become instrumental to a different perception by the end-users and lead them into a different world where they can enjoy and exploit it as an **intelligent, performing and sensitive** but not too 'intrusive' piece of kitchen equipment.

So, a fantastic world results from the smoke produced by cooking food and come to stand for the variety of cultures in the world to highlight once more the multicultural and universal value of the Elica's products. A fantastic world where some of its horrible aspect such as bad odours are extracted via the hood and fresh and clean air is reintroduced: **technology and harmony live ideally together in everyone's house.**

The pavilion is divided in four macro-areas: a visitors welcome and meeting point, the actual exhibition area, which is the exhibition true heart and where Elica's products become alive; a catering services area and a service area provided with a kitchen, a wardrobe, meeting and utilities rooms.

The President of the Elica Group Francesco Casoli has stated:

'Our stand represents the common thread running through Elica's distinctive values such as innovation, high technology, people, our being international and our new communication campaign, where we celebrate our people and our uniqueness as the AIRchitects.

We are the air architects and are able to control, clear and improve one of the most important natural resources as the air.

We value our collaboration with Labics and consider a great success the creation of this stand, which emphasises our distinguishing values and beliefs, and where visitors will be warmly welcomed and embrace a new and amazing universe of sensations and emotions.