



## **"FUORISALONE" EVENT**

**MILAN, 9-14 APRIL 2013**

### **ASTER @ HOME SPA DESIGN**

#### **GOOD EMOTION**

Aster is getting people really excited about design, technology, research into new materials, and coming up with new models for sustainable interiors: we will be telling our tale at the Fuori Salone event with its latest **HOME SPA DESIGN** concept, where the Aster brand will be the main event partner with a starring role for its kitchens.

**GOOD EMOTION** has been chosen as the theme for this year's much awaited new Design Week: with a key role played by Aster who have chosen to present their latest exciting designs, all of which have been dreamt up to really get people's passions going, as well as being both innovative and sustainable. The new interiors will include five different installations created by key Italian architects and designers: Fabrizio Batoni, Filippo Cannata, Marco Piva, Massimo Roj and Toti Semerano.

On show will be two different Aster Cucine Kitchens with moods specially created for different types of interiors. **Noblesse**, which will be displayed in the solid chestnut version designed by architect **Lorenzo Granocchia** is perfectly in keeping with the harmonious vision of Toti Semerano's "Giardino Interiore" (Inner Garden). Noblesse is all about a lifestyle that celebrates a knowing choice of materials coupled with an awareness of lifecycle issues, while at the same time standing for timeless natural beauty, with great taste when it comes to selecting work that is both authentic and well-crafted. These features are further enhanced by the great technology and ease of use that contemporary design demands.

Lively colours and high impact visibility are what **Enrico Coveri's** thrilling **Living Kitchen Collection** is all about. This kitchen lights up the lounge-cum-kitchen area of the "+ or - lounge", for Fabrizio Batoni's installation.

Coveri's dynamic print designs inject life into the area with his bold new "**Zebra**" motif, unveiled here for the first time at the 2013 Fuori Salone. Design meets the thrilling world of Fashion: offering the best of both worlds from two strong Italian brands, Aster and Enrico Coveri, once again proving that Italian design is always a winner, coming out on top with designs that are elegant and stylish while never forgetting the importance of sustainability, making them truly unique in today's world market.

The kitchen lies at the heart of the home, this is place for everyone to relax and kick back, allowing all of the senses to be truly enveloped. The kitchen is where it happens, in real homes the kitchen is where life takes shape more than anywhere else in the home.

This is where taste reconciles man with the land. This where all good emotions really have their roots.

[www.astercucine.it](http://www.astercucine.it)

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### **NOBLESSE**

#### **LORENZO GRANOCCHIA**

Designed by architect **Lorenzo Granocchia**, **NOBLESSE** is a collection which openly declares its elegance through a series of pure and essential forms that are carefully balanced to show off its clean lined essential yet beautifully well-proportioned light volumes.

The warm cosy kitchen takes shape so as to create a space able to communicate **truly elevated feelings**, thanks to the harmony of each single element, which in turn converses with the other pieces in the sensorial language of the materials chosen.

**The highly sophisticated style** finds a happy dialogue in the **functional and well-organised division of spaces**, so that each are perfectly in keeping with today's contemporary lifestyles.

The neutral shades of this collection blend in with the highly material feel of its surfaces, with warm hues in its woods playing against the light of the new shades offered by both gloss or matt finishes, or the shades of the other new materials used for its door fronts and work tops.

The ongoing research for ever important detailing can be seen in the careful choice of the handles used, which have been carefully matched to the project design so as to be in keeping with the materials, as well as the carefully considered dimensions of each piece which have all been redesigned to balance volumes and proportions carefully.

Aster is delighted to open a brand new chapter of its history, and to continue making its way on this fascinating journey. As always Aster are delighted to still be the only choice worth making for every one of its clients.

### **TECHNICAL SHEET**

Base units with solid European Chestnut doors 24 mm thick. Wooden staves linked by slats at the back: the interlocking slat system adds flexibility allowing for the natural movement of the wood. The wood is specially aged to show wear and tear giving a sense of time gone by and highlighting the beauty of the detailed natural gnarls and grain of the wood. The handle, in matching wood, is applied and fixed with a steel insert. Steel counter top. Column units with gloss painted doors.

Without changing the standard sizes of kitchen base units, Noblesse adds a new sense of proportion to the ensemble by lowering the wooden plinths so as to add more room inside each store cupboard.

Plinths for base units 8 cm, internal storage 84 cm.

### **ROOTS TABLE**

Fixed table with wooden legs available only in Chestnut. With its clean lines and light volume this table offers the best of two worlds, tactile and visual memory are given life by Aster's contemporary design.

Size: 200 x 100 H 72 cm

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### **COMPANY PROFILE**

Aster Cucine was founded thirty years ago thanks to the keen business acumen of members of the Del Prete family. The company, which is now presided over by Mirko Del Prete, has been run with the same deep passion for work and love of challenges as when it was originally founded, with a work ethic runs deep through the veins of the company culture.

The company has its headquarters in **Pesaro**, which lies at the heart of the furniture district in the Marche region. Aster is a family company that is all about authenticity, one with a long history made up of **people, strong identities** and **fond memories**. Even today its background gives the company a rich heritage offering many resources, so that traditional good craftsmanship can be teamed with today's ongoing search for ever more innovative industrial processes and technologies. The company showcases Italian goods at their very best with products that are a real success even on an international level.

With its central production buildings covering an area of **20 thousand m<sup>2</sup>**, Aster is present in **55 different countries all over the world** as well as in various parts of **Italy**, where in various own brand stores it distributes its goods alongside some of the country's top retailers.

The **Aster kitchen**, which is always a place that can evoke strong feelings and multi-sensorial sensations, is a space that offers a privileged area with convivial elegance, the central hub around which every other room in the house revolves.

Aster takes its clients seriously making sure to take their feedback on board so as to come up with products that really meet their needs, not only in terms of the high quality of its products, but also making sure to really follow through with **high level made-to-measure customer service** too. The company's customer-oriented approach can also be seen in the way the company has also pledged to take care of the environment too, making a point of choosing environmentally friendly processes using sustainable eco-friendly processes and materials, and natural woods.

**Every business should strive to make the world a better place:** at least at Aster this is what keeps us going, always pushing the boundaries, moving forward to develop new ideas for the future. Aiming to improve people's lives not only thanks to the beauty and functionality of our designs but also under to the expert and knowing gaze of a company with a truly strong corporate culture.

### **Lorenzo Granocchia**

Born in the Italian city of Terni, the architect Lorenzo Granocchia worked for many years with the Castiglia Associati Studio, specialising in experimental forms and exploring the possibilities of new forms, materials and techniques when working on industrial processes as well as also designing layouts and following through from start to finish work on complete design processes. In 2000 he founded his own studio, coming up with fresh new interpretations of living spaces with his own clean essential designs. Thanks to his ongoing work of research his formal matrices are deeply rooted in the strong lines of his geometric forms, which in turn have been inspired by primary elements all of which can be found in the clean cut lines of his pure designs which are always both modern and original.

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