



Your kitchen, your space –
defined by Marconi Cucine

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Images courtesy Marconi-Arredamenti



Aida



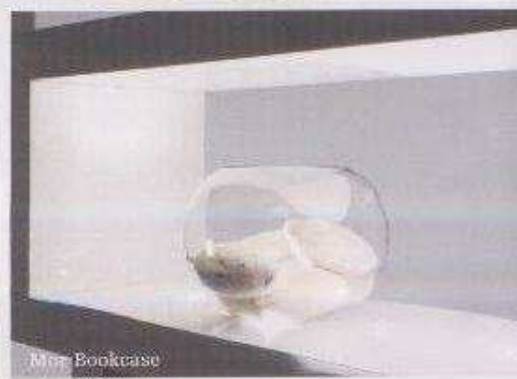
Aida



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Aida



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An Italian in Germany may not be as much of a culture shock as an Englishman in New York, but an Italian breaking into the German stranglehold on the high-end kitchen manufacturing market is definitely noteworthy. As Marconi Arredamenti's latest venture, Marconi Cucine, begins to grow wings and travel past Europe, it is interesting to note how the company differentiates itself from the other players and how it plans to take a bite out of the apple.

Marconi Arredamenti was established in 1969 as a continuation of an appreciated family-managed carpentry company, that had seen three generations of carpenters work in the field.

The newly established company started its work as a laboratory, managed exclusively by the owners and a small team of workmen. During the second half of the 80s, Marconi Arredamenti started working for very important fashion brands and today, produces and installs store faces for them across the globe.

Marconi Arredamenti's work focuses on producing customized furnishing, basically destined for ateliers, shops, private houses, stands and boats. Usually, the whole furnishing is created based on sketches presented by the customer's designers; however, the company has

its own designers as well. Every step of each task is supervised directly, both by Marconi's owners and by its internal surveyors: contact with the customer, budget, project, internal production, daily communication with the designers, quality control, shipping and assembling. The supervision of every step of the work is born of Marconi's interest in satisfying every request, be it architectonic, economic or time-related.

Just two short years ago, Marconi Arredamenti launched its dedicated kitchen production and design unit - Marconi Cucine.

New age consumers, who have the buck to spare, want not just designer clothes or cars but also kitchens and baths to suit their preference. So great is their pursuit of luxury that every part of their home has to be perfectly designed and executed to reflect the very best in quality, taste and efficiency. For that person, Marconi Arredamenti is a prayer answered. The Italian house for luxury interiors was present at the ISH Kitchen and Bath 2007, and were seen hobnobbing with the cream of the industry to make inroads to the affluent clientele in the region. Not only do we hope they've returned to Italy having surpassed their expectations, we're also hoping to see them back in the UAE soon. >



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Aida

Marconi Cucine (Marconi Arredamenti's kitchen manufacturing arm) stands apart from the rest of the pack. With just two kitchen ranges and a team that is eager to help customers create their own unique environment, they work with the motto that anything is possible if you're willing to envision it. Establishing a permanent presence in the GCC and the Middle East would not only help the company to secure key projects, but also enable them to remain close the environment they are designing for and provide pre- and post-sales service.

Their presence at the ISH Dubai 2007 wasn't Marconi's first time in the Middle East. Custom-designed kitchens are currently being manufactured and installed in Kuwait, with the company's designers helming the projects and, through global contracts with high-end fashion brands, Marconi has already left its mark in Dubai. A prime example of their design concepts can be found in the interiors for the Prada flagship store in Dubai. The Abu Dhabi government's website lists

Marconi Arredamenti among the companies that have set up base in the region with a business mission in mind.

However, for Marconi Cucine, the ISH Dubai 2007, was its first public appearance in the Middle East. Virtually a new kid on the (kitchen) block, the luxury interiors titan unveiled AIDA, a kitchen designed by Peia Associati, marked by design, functionality and quality at the event. A business with a sound background in the field of custom-made furnishings, has always considered quality among its priorities.

The range is proposed in the versions natural wood/steel or lacquered wood/Corian, materials that reflect light, thus conveying a feeling of spacious luminosity. Clients however, are not restricted to these materials or designs and may alter them as they see fit, to suit their lifestyle.

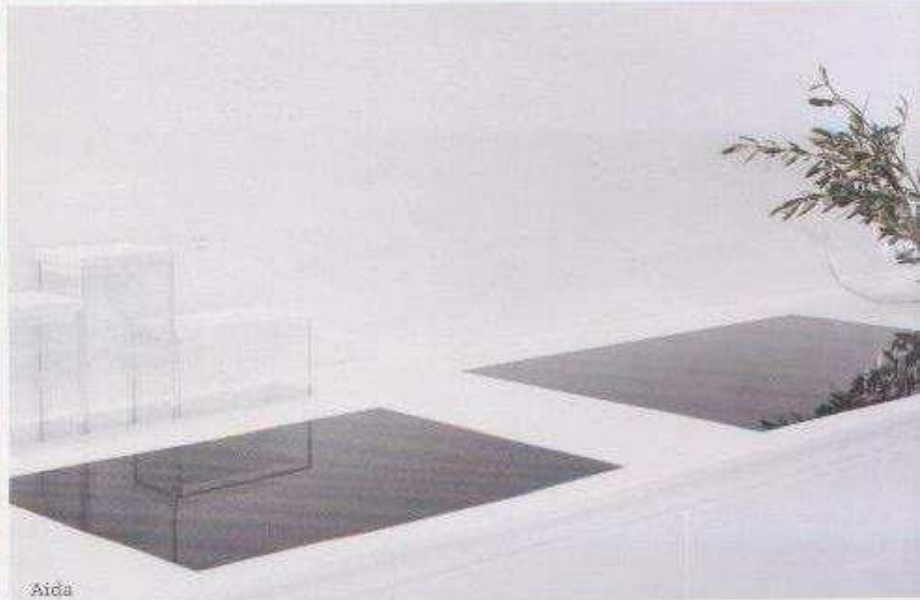
AIDA is also the result of a new way of designing the home, aimed at creating a new balance between the living room and the area meant for the kitchen;



Vesta



Colonna



Aida

the latter is turned into a place able to effectively support the need for a practical work space and interpret the aesthetic sense with a special focus that adds taste and freshness to our homes. This is why it offers the option of concealing the household appliances behind self-moving panels, an innovative idea already applied to the Vesta range, and of raising or lowering the top of the island depending on the possible use of chairs or stools.

Choosing from a wide range of materials and accessories, the customer can obtain compositions perfectly tailored to their needs.

Vesta, on the other hand, a range that was debuted at the 'Maison et Objet | Projets ' trade fair earlier this year, is based on a project by Italian architect Roberto Baciocchi. The first model in Marconi Cucine's line, it embodies the philosophy that Marconi Arredamenti has followed since 1969: placing technology at the service of tradition. Thus, the kitchen is fully integrated into the surrounding living area by combining colours and natural materials. The

collection's minimal lines, attired in fabric, wood and steel, range between dark and light hues, in contrasts where touch and sight elicit reactions in the same way as scent and taste do when encountering food - the real star of the show in this most Italian of kitchens, which is highly ergonomic to provide the optimum cooking experience.

In addition to its kitchen line, Marconi Arredamenti proposes a diversified range of tables and chairs with the intent that the final effect will be that of a single piece of furniture.

Despite just two ranges to their name, Marconi Cucine is a name to reckon with when it comes to kitchen design. One of their most powerful cards is, of course, the veritable 'Made In Italy' tag. As advanced as other European and global manufacturers may be, there is no shaking the fact that it is not just a unique selling point, but also a magnificent tradition in fashion, style and quality. 🍷



even had a request to fit out a kitchen in Libya."

Miriam Dahn, Exhibition Manager of ISH kitchen + bath said she too was pleased with the outcome. "It's always a challenge to ensure we present our visitors with the best the world has on offer, but feedback speaks volumes. Visitors and exhibitors had a rewarding time."

The next edition of ISH kitchen + bath is already set for 25 - 27 May 2008. Eckhard Pruy, CEO for Messe Frankfurt, believes that the prospects for ISH Kitchen + Bath are extremely positive: "We are witnessing the engagement of world-renowned designers with designers, developers and architects in this region. This can only have a positive effect on the industry, as best practice is shared and new creative ideas filter through to homeowners. Consumer demand will drive the growth of design-led solutions, and we expect ISH kitchen + bath to expand rapidly to meet the needs of the Middle East." 



Post-show profile

EXHIBITORS

Number of exhibitors: 115
Average leads per exhibitor: 25 (Sales leads applicable 97%)
Total Sales leads generated: 2,789

VISITORS

Number of years show has run: 1 years
Floor space occupied: 4,000 sqm net
Date: 13 - 15 May 2007, Dubai International Convention & Exhibition Centre Halls 3B-4
Total Visitor Attendance: 12,800
Net Visitors: 7,412 (excluding VIPs)
Average Days Attended: 1.7

- 90%** of exhibitors stated that their overall objectives had been met.
- 67%** stated that the show was crucially important to their marketing activity in the region.
- 94%** had met or surpassed their overall objectives in terms of establishing contacts for future sales.