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# Big Italy

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# Vivimi





**SCAVOLINI**

La più amata dagli italiani



# La Cucina delle idee project, creativity, inclusion



A series of talks organized by *Interni* with Scavolini was held last autumn on the occasion of Pesaro Italian Capital of Culture 2024, with a multidisciplinary focus on “the room most beloved of the Italians”



Some images of the first “Kitchen and Design” encounter. Alongside, on the speakers’ platform, from left: Fabiana Scavolini, Fabio Novembre, Patrizia Catalano, Imma Forino. At left, the flags of *Interni*. Below, Gilda Bojardi speaking.



# 1

**HOW MANY WAYS CAN WE TALK ABOUT COOKING?** Obviously they’re endless. But you can also focus on some specific aspects. It happened last autumn in Pesaro Italian Capital of Culture in a series of talks organized by *Interni* with Scavolini. The theme was “The Kitchen of Ideas”, understood as a forge of creativity, transformation, innovation. Today more than ever we talk about the kitchen in a broader sense: the domestic space as a placing for keeping and preparing food has been transformed into a multitasking space, a meeting place for the family, the heart and brain of the home. The kitchen is increasingly alive, the setting for culinary performances – cooking is no longer just done from necessity but also for creative pleasure – and it is increasingly a family room, an extension of the living area that becomes a single space, the vital center of socializing at home.

The relationship between “Kitchen and Design” was discussed on 12 September at the Teatro Rossini by Professor Imma Forino, professor of Interior Architecture and Exhibition Design at the Faculty of Architecture of the Milan Polytechnic, and the architect and designer Fabio



**2** The theme of the second meeting in Pesaro was “Cuisine and Gen Z”. Above, the panel of speakers: from left, Simone Spalvieri and Valentina Del Ciotto of Spalvieri & Del Ciotto, Patrizia Catalano, Camilla Bellini, Francesca Del Conte. Here at right, Fabiana Scavolini, CEO of Scavolini.



**3** The last talk entitled “Made in Italy and Internationality”. Above, from left: Fabiana Scavolini at the microphone, Francesco Zurlo,

Paolo Icaro, Patrizia Catalano, Luca Nichetto. At top, the chamber with the audience present at the encounter.

Novembre. Forino, the author of the book *La cucina. Storia culturale di un luogo domestico*, presented a historical excursus on a space that until the end of the nineteenth century was still poorly configured. Novembre for his part offered a preview of the new design practices for a room that is fundamental to Italian society and culture.

A survey of “Cuisine and Gen Z” was conducted in the second appointment, on 11 October at Palazzo Gradari, by Camilla Bellini, designer and content editor, Francesca Del Conte, president of WayYouth ETS, and the studio of designers Valentina Del Ciotto and Simone Spalvieri. For Camilla Bellini, who deals with social content, it is always important to involve the new generations with stories that combine design and the heritage, a phenomenon that is increasingly deeply felt among young people. For the Spalvieri & Del Ciotto studio, the kitchen of the future will be expressed in multiculturalism, absorbing functions and aesthetic sensibilities from other countries, while Francesca Del Conte, on the basis of research conducted by a team of university students from design schools and Scavolini, sees Gen Z as imagining an organic kitchen, inspired by the forms of nature, sustainable, disaggregated and modular.

In the talk “Made in Italy and Internationality” on 22 November, also held at Palazzo Gradari, the speakers were the designer Luca Nichetto, based in Stockholm, the artist Paolo Icaro and Professor Francesco Zurlo, Dean of the School of Design at the Politecnico di Milano. Nichetto stressed the ability of the system Made in Italy, and in particular of Italian companies in the sector, to face design challenges in a way

that does not happen in any other country in the world. Paolo Icaro, with a long experience of the profession and life in the United States, recounted how his work as an artist is always related to places, stressing that the Italian artistic tradition, even when exported abroad, interacts with the context in which it is inserted. Francesco Zurlo raised the question of Design Strategies and how this discipline has evolved from a simple product design to the design of services and experiences, with the recommendation that the Italian design system should push increasingly in this direction in order to create a system highly competitive worldwide.

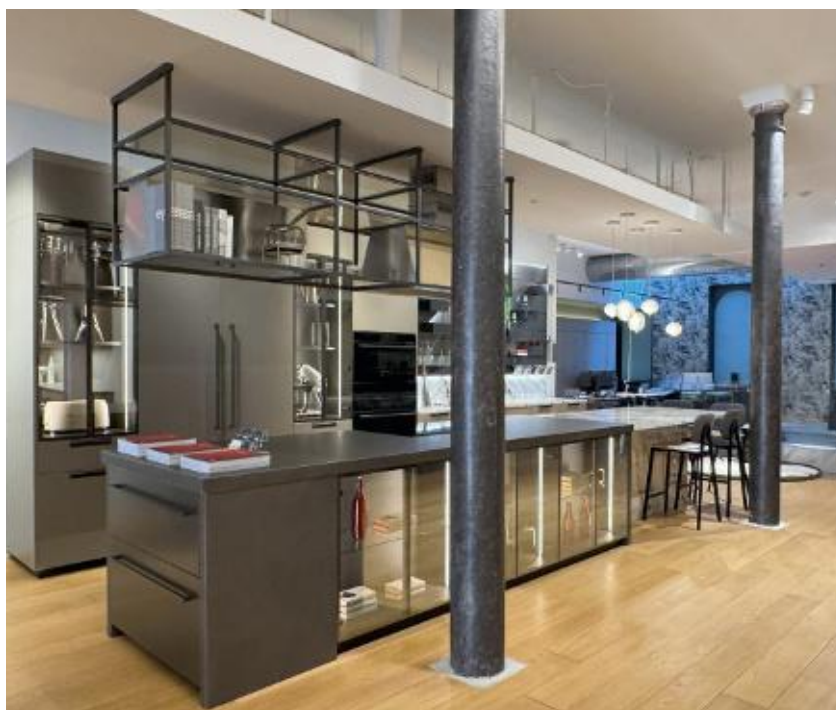
Present at the three talks were Fabiana Scavolini, CEO of the Pesaro-based company of the same name, who spoke at the opening of the three events, Gilda Bojardi, director of Interni, and, for the Municipality of Pesaro, the Deputy Mayor and Councilor for Culture Daniele Vimini, and Camilla Murgia, Councilor for Educational Policies, Youth Policies and University. The project was conceived and curated by Patrizia Catalano. **Anna Martinelli, photos Culto Production**



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# Scavolini

429 West Broadway (btw. Spring & Prince Sts.)



Scavolini Soho Gallery is a large, spectacular loft measuring 900 square meters spread over two levels, where the company's new collections are exhibited. Inside it is possible to find solutions for every need, from small apartments to larger spaces, with a wide variety of styles, from contemporary design to timeless classics. All the models share the same high quality

certified made in Italy, the result of over 60 years of experience in the sector. Scavolini's international concept, "The Italian Sense of Beauty", is clearly reaffirmed in this space, which combines the values of Made in Italy – quality, prized materials, careful detailing – with an offering aimed at satisfying the needs of innovation and customization.



Fabiana Scavolini, CEO of Scavolini, inside one of the new robotic warehouses for frontal order processing, at the plant in Montelabbate (PU).



# Poetica



Scavolini confirms its mission as a brand with a complete range of offerings, launching a new system for the kitchen and the living area, in a perfect balance between modernity and references to the past

**The new Poetica kitchen by Scavolini: an island solution with framed doors in Pecan Ash veneer and worktop in Cosmolite StarGreen; along with the Vertical System Paneling.**

article Paolo Casicci

# for the home





**SINCE 1961**, Scavolini has set the standard for quality kitchens Made in Italy, addressing a wider audience with versatile solutions that combine innovation with timeless details. Today it is a complete brand, offering projects spanning from kitchens to living areas, bathrooms to closets, and even outdoor spaces. The firm is an example of constant growth based on ongoing investments in research and development incorporating the most advanced technologies into its production processes. This commitment aims to enhance efficiency and elevate the quality standards of its products and services.

In this context, a new production plant measuring 13,000 square meters is nearing completion, designed for the manufacture of panels for cabinet doors and structural components. "This avant-garde infrastructure is connected to the main plant by a bridge of over 150 meters, equipped to act as a totally automated transport system, and it represents another step forward in optimizing our production," says the CEO Fabiana Scavolini, speaking from the headquarters in Montelabbate, located in the Pesaro region, which spans 204,000 square meters, welcoming over 720 employees.

Innovation and sustainability go hand in hand along the growth path of the company founded 64 years ago, thanks to the initiative of the brothers Valter and Elvino Scavolini. The focus on the environment remains a fundamental val-

**Today Scavolini is a complete brand, with offerings ranging from the kitchen to the living area, the bathroom to the closet, all the way to outdoor settings**

ue, pursued through the Scavolini Green Mind project, which guides the brand towards an increasingly eco-sustainable value chain. The selection of high-performance, durable materials combined with refined design confirms the aim of offering décor solutions that guarantee quality, comfort and aesthetic impact.

This is the scenario for the arrival of Poetica, the new furniture system designed by Vuesse, which stands out for the harmony between elements of the past and modern proportions that become a stylistic signature, bringing timeless charm into any space. →

**Above, a composition of Poetica with door frames in Rice Ash veneer, and Pecan Ash with satin-finish grosgrain glass.**

The Poetica kitchen with door frames in Cocoa Ash veneered and doors in Pet Microdecor Space Black. In the background, the configuration with Sail hanging cabinets completes the setting.







→ Wood is one of the protagonists of the collection, linking back to the warmth of tradition thanks to its natural beauty and textures, underscoring the familiar atmospheres. The distinctive feature of Poetica is the craftsmanship of the doors, which becomes the emblem of a style harmoniously blends refined retro motifs with modern functional details. The door, with a thickness of 23 millimeters, has a slim frame in solid ash wood, and a central veneered panel that complement the wood variety. This design not only draws upon classic styles but also incorporates contemporary vivacity and form.

Apart from the compact proportions of the frame, the timely character of the project is also revealed by the opening of the door with an intermediate groove, introducing a new compositional language that is enhanced by the continuity of the full-height planar doors for the columns. To add another architectural facet, the interior of the configura-

tions can incorporate paneling from the new Vertical System.

The Poetica project provides various combinations, carefully developed to respond to the most demanding tastes. To create intimate, sophisticated settings, it is possible to opt for door frames in Pecan Ash veneer, combined with doors in Pet Microdecor Space Black. As an alternative, for a more dynamic and contemporary aesthetic solution, clients can choose a door frame in Rice Ash veneer, and Pecan Ash with grosgrain satin-finish glass. The choice of the structure, available in three tones - white, Textstyle sand, or anthracite fabric - boosts the degree of customization.

Poetica also offers the opportunity to furnish the living area with special cabinets, which combine perfectly with all the finishes available for the doors of the Scavolini collections. The stylistic variety is ensured by the design versatility that makes it possible to mix different materials



On the left, a frame from the new Scavolini VIVIMI commercial featuring Laura Pausini, in the Poetica kitchen. Above, the Poetica composition with framed doors in Rice Ash Veneer and a countertop with an integrated sink in Breccia Medicea porcelain stoneware; wall cabinets with doors in satin-finish grosgrain glass

and hues, or to insert open compartments between the bases or the hanging cabinets, generating unique, original compositions formulated to enhance and interact with the surrounding context, whatever its style: classic or contemporary.

With Poetica, Scavolini writes a new chapter in its history, deeply connecting with its audience. “In recent years our communication has focused on a universal message: the home is the heart of living for every family, a place that grows with us and evolves to respond to our needs and desires,” says Fabiana Scavolini. “A concept we have set out to amplify, also in our new ad campaign *VIVIMI* where the protagonist is Laura Pausini. We identified her as a spokesperson capable of representing the soul of Scavolini in a unique and authentic way. Laura is an international icon, admired by millions of people for her voice, her open personality and her charisma; but at the same time she is a

woman and a mother, who relies on the intimacy of the home as a refuge and a source of inspiration. Her personal story perfectly intertwines with the values of our brand, making her the ideal choice to represent this new phase of our communication, in which we celebrate Italian design and the emotional bond each of us establishes with their own home.” ❶

**Poetica is the new furnishing system designed by Vuesse, which stands out for the harmony between elements from the past and modern proportions**