

## VENUS *Pininfarina Design*



In today's world, the distinctive value of an object is increasingly related to its ability to convey emotions through:

- particularly attractive forms which give character and personality to a space
- the use of original materials
- a visual impact, given by the colour choices and an innovative use of light
- an ability to innovate and customise.

VENUS, designed by Pininfarina, meets all these criteria and is the kitchen designed to arouse emotions and passion.

The attraction of VENUS stems from its remarkable colour combinations and style which gracefully blend with its contours and symmetrical lines.

VENUS is the kitchen which attracts at first glance, which you will fall in love with and which conveys a strong sense of recollection.

A most appealing element is the mirror-like or parallel trend of the worktop curves and shelf. The gently contoured, symmetrical work surfaces not only have design value, but are ergonomic and functional, raised to fit a drawer at the edges and they double up as a convenient worktop too.

VENUS meets a growing need for new "sensational" materials, such as the new MICROTOUCH finish, a leather-effect micro fibre, applied to the aluminium honeycomb panel doors.

This very fine micro fibre treated with a tanning process in water guarantees an appearance and texture similar to leather and is extremely resistant and easy to clean too.

VENUS is a kitchen which arouses emotions and attracts through its colour combination of steel and bright coral-red, to reflect new trends in interiors.

After the minimal light greys, cool whites and Nordic woods, colours with bright, saturated, full, dazzling tones are making a comeback, with RED, the shade par excellence and its endless palette of hues.

With its impressive visual impact, VENUS is the ideal setting for those who wish to freely express their own imagination, turning everyday tasks and habits into remarkable daily gestures.

A strong focus on design gives VENUS outstanding flexibility in customisation and makes it stand out from the crowd with a contemporary look that will last, meeting new requirements for interiors and needs for a new lifestyle (where function combines with ambience).

VENUS is the ideal solution for new trends in living, helping people to socialise and share, with its stunning table/island/snack bar featuring streamlined surfaces and three possible heights.

The innovative design of VENUS never neglects functionality in the kitchen.

Light is an integral part of design and not merely a decorative element. It is a dazzling, starry feature which makes the most of the kitchen's architecture.

The innovative lighting solution, an exclusive Snaidero feature, consists of LED spotlights fitted in a streamlined aluminium shelf, designed in association with CRP, a department of Fiat's research centre, with the following benefits:

- light is evenly distributed and controlled
- far less heat is emitted
- an energy saving of 83% compared to halogen bulbs

## THE NAME: VENUS

Venus: the goddess of love and beauty and the brightest and most brilliant planet in the skies. VENUS by Snaidero incorporates all these evocative elements which reflect the universally recognised concepts of beauty, sensuality and light.

The registered community design has been applied for.

## TECHNICAL FEATURES

### DOORS (28 mm thick )

- Microtouch Honeycomb support : Coral Red
- Lacquered on tambour support :
  - High Gloss Coral Red
  - Matte Coral Red
  - Glossy black
  - Matte black
  - Mineral Blue metallized
  - All the matte, glossy and metallized finishes from the standard range
- Ebony wood on tambour support: High Gloss and Matte

### CARCASSE

- White
- Silver Grey (to be personalized)
- Graphite Grey

### WORKTOPS with multi-layers structure covered in :

- Stainless Steel
- Laminate - white and black
- Matte Ebony reconstituted wood
- Solid Surface in white finish

### HANDLE

VENUS in aluminium alloy – satin-chrome

## BACK PANELS

- Aluminium
- White and black laminate
- Stainelss Steel
- Solid Surface (HI MACS)

SHELVES : Aluminium honeycomb-structure 12 mm thick with LED lights

- Aluminium
- Black laminate
- White
- Solid Surface

## MAIN FEATURES :

- Worktops 12 mm thick covered in either stainless steel, laminate or ebony veneer (this one for table use only), which allow for different configurations, adjustable in both depth and height.
- Worktops made of Solid Surface (HI MACS)
- Food preparation and dining island with the worktop at table-height or at peninsula height
- Center island integrating the following functional area : food preparation, cooking, washing and Teppan yaki .
- Shelves made of an Aluminium honeycomb structure – 12 mm thick – integrating LED lighting. Shelves can be both wall-mounted and suspended above the island.
- Jointing base, wall and tall units (depth 60 or 72 cm) with a variation in both depth and height (H 88 and H 100 cm) with MICROTOUCH honeycomb panel doors.
- Cylinder hood for both wall-mounted and island configuration; it features a LED lighting system and a 800 m3/h motor.
- Rack made of an aluminium honeycomb structure integrating a LED lighting system.
- Table made of an aluminium structure,
- Chair and stool in either white, black or Coral red.
- Tall units 72 cm deep to house the electrical appliances (oven, wine-cooler, refrigerator, coffee machine, water and ice dispenser, etc.)
- Innovative Optical solution, an exclusive Snaidero feature, consisting of LED lights fit into the thin aluminium shelf. This solution is the result of the cooperation with CRP (Center of Research Plast-optica, a branch of the Fiat research center) and provides the following advantages:
  - uniform and controlled light diffusion
  - consistent reduction of the released heat
  - 83% power saving compared to the halogen lights

- 10 times higher durability
- Special cooking area featuring an electrical / gas plate for vegetables, fish and meat (TEPPAN YAKI) : this Japanese system allows to cook food rapidly, and dish it out in front of the dinner guests, without adding any fat to it by respecting its natural taste.
- Kitchen tools fitted on the sloped area of the island worktop
- Storage area, featuring lift-up fronts, conceived under both the island snack worktop and the table-height worktop.
- Wall units 60/90 cm wide integrating a 800 m<sup>3</sup>/h motor.

## IMAGES SELECTION



### **Venus in gloss ice-white lacquer**

A white finish adds a classical touch to extremely contemporary shapes, giving the kitchen an even more refined and extremely sophisticated image, for consumers who love a rigorous and well-defined line. A single colour used for materials provides a romantic and elegant overall effect.



### **Venus in black Microtouch**

Excellent shapes. Release passions with striking contrasts and new designs, expressing individual creativity in details. Without interruption, this white Solid Surface worktop delineates the hob and sink area, and a peninsula bar top. An elegant contrast is found in the semi-gloss worktop surface and the material quality of matt Microtouch doors.



### **Venus in gloss curry-yellow lacquer and matt ebony**

This curry-yellow finish, ideal for young tastes, conveys a wish for something new, the desire to be unconventional and search for new styles. This carefully selected and harmonious blend of colour and shapes makes this kitchen a true icon of style.



### **Venus in matt ebony**

Refined ebony makes Venus an extremely elegant and luxurious kitchen. Striking colours come together, thanks to carefully selected materials such as black laminate for the worktop, back panel and shelf, and ebony for the doors.

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