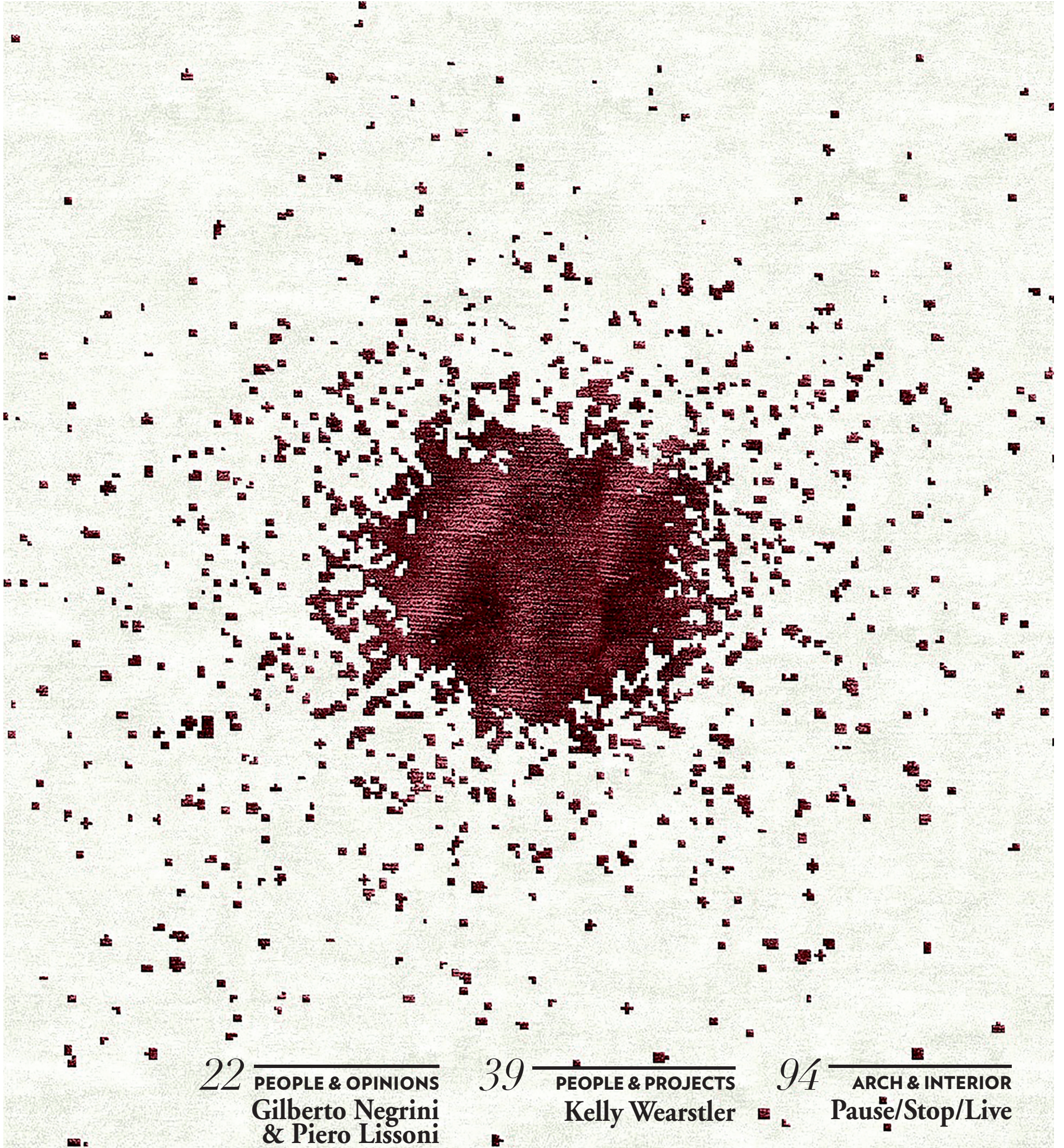


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22 ———
PEOPLE & OPINIONS
Gilberto Negrini
& Piero Lissoni

39 ———
PEOPLE & PROJECTS
Kelly Wearstler

94 ———
ARCH & INTERIOR
Pause/Stop/Live

B&B ITALIA

Scavolini: Italian pop history

THE KITCHEN BRAND THAT IS SYNONYMOUS WITH THE ITALIAN DOMESTIC HEARTH CELEBRATES ITS 60TH ANNIVERSARY. A CAREER OF CONSTANT SUCCESS, AT HOME AND ABROAD, THANKS TO 'VISIONARY' CHOICES AND NEVER A SINGLE WRONG TURN. WE TALKED ABOUT IT WITH FABIANA SCAVOLINI, CEO, AT THE HELM OF THE COMPANY, WITH THE FAMILY

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text by *Manuela Di Mari*



Adv campaign "60 years together"

From a small crafts workshop to an international industrial reality. In 60 years you have become Italy's most popular brand. What is the key to this success?

The secret lies in a combination of things: maximum focus on product, extreme attention to detail, and a constant tendency to pursue increasingly ambitious goals. It is certainly important to be able to offer the quality of Made in Italy – a distinctive factor, coveted all over the world – as a competitive advantage to meet the challenges of the global market. The work on product, however, has to be accompanied by forceful strategies of expansion of our retail channels, in Italy and elsewhere, with operations on five continents.

What have been the decisive steps, starting in 1961, the year of the company's founding?

My father Valter and my uncle Elvino transformed a small crafts workshop for the production of kitchens into one of our country's most important industrial players, in just a few years. Today Scavolini is no longer only about kitchens: the introduction of offerings for the bathroom began in 2012, followed by the living area in 2015, and we have recently diversified into wardrobes. These are the steps of our evolution. Furthermore, for over 30 years we have been one of the leading Italian producers in this sector, and one of the main exporters of kitchen components: an extremely important achievement, thanks to a strategy of internationalization that led to the creation of Scavolini USA in 2007, the opening of an office in Shanghai in 2014, a UK branch in 2015, and the company Scavolini France in 2018.



Fabiana Scavolini, CEO Scavolini

Photo © Livio Fantozzi

The big breakthrough came with some of the best known ad campaigns in Italy, with the slogan "the one Italians love best," accompanied by a very popular celebrity.

We were the first in our sector to approach television advertising, in 1975, but it was in 1984 that we reached the apex of success, thanks to the campaign with Raffaella Carrà, entering the collective imagination with that slogan. We wanted a high-impact ad campaign. My father saw the three most popular personalities in Italy, at the time, on the cover of a famous magazine. One of them was Raffaella Carrà, so we chose her as our testimonial. The message was simple and evocative at the same time: an immediate hit. Then we did the same thing with Lorella Cuccarini, the face of Scavolini since 1987, in a relationship that lasted until 2004. The returns in terms of visibility and brand loyalty were rapid and constant, but we have always approached the market by listening to people's needs.

What is the most iconic product? Is there one favorite that continues to be in demand today?

It's hard to pick just one, but we can definitely mention the famous Dandy collection: launched in 1986, it became a big success and a Scavolini bestseller. In 2020 we decided to reinvent it with the Dandy Plus series, designed by Fabio Novembre.

When did you start working with well-known international designers, and why?

We began in 1975 with Agostino Bertani, who created one of our iconic models of that period, L'Isola della Melarosa. In the 2000s we began to work with

international architects, including Giugiaro Design, Nendo, Ora-ito, Diesel Creative Team, King&Miranda Design, Karim Rashid, Michael Young, Rainlight Studio and Fabio Novembre, who have contributed with their exclusive creations to an ongoing activity of mediation between the liveliest expressions of creativity and the present and future dreams of individuals, while building a legacy of trust, excellence and design expertise.

What are the innovations that have developed over the years, and the new paths of production?

One decisive choice, from the outset, was that of outsourcing a large portion of the production processes. During the economic boom years we had the chance to grow rapidly, but if we had been producing everything inside the company we would not



SVEDESE kitchen, design Vuesse (1962)

have been able to keep pace with demand. So we decided to focus on research and development of new collections, assembly and shipping. This strategy was a winner, and it has allowed us to devote major resources to marketing and communication, which was an innovative approach in our sector. The focus on the role of technology in kitchen design, the space par excellence for innovation, has always been a central factor for us. This was the starting point for our collaboration with Fabio Novembre. We were able to formulate an intelligent solution, also using the Amazon voice assistant Alexa in the Dandy Plus series.

How have you been able to diversify production?

The choice of expanding the range of our collections to include items for the bathroom, the living area and the wardrobe, more recently, has been the natural evolution of the desire to respond to market demand, coming to terms with a total living project. Until 2012 we made almost only kitchens, but then – also stimulated by the contract market which called for combinations of furnishings for the kitchen and the bath – we decided to diversify. The passage to the living area in 2015, with a structured collection, was the next step towards the creation



DANDY kitchen, design Vuesse (1986)



MIA BY CARLO CRACCO kitchen, design Vuesse in collaboration with Carlo Cracco (2018)

Over time, how have foreign and retail markets grown?

Our main markets of reference are the United States, Russia, the Far East, China, as well as Europe and France. Recent new openings in Australia and Japan have further expanded our network, consolidating a project of international growth launched some time ago. Today Scavolini is one of the leading exporters of component kitchens, relying on a distribution network of over 1200 points of sale in Italy and abroad. This success strategy is based on constant boosting of retail channels, and the development of products in tune with the needs of different countries.



DIESEL SOCIAL KITCHEN, design Diesel Creative Team (2013)

of a coordinated style for various rooms. Today this is an established trend, which after the pandemic implies that the entire home has to perform new functions, as in the case of people who transform spaces for work or schooling.

This diversification has become the focus of the new television ad campaign to celebrate 60 years of history. Will there be other initiatives?

Besides the ad campaign “60 Years Together,” this year all the new products will be supported, besides the current touchpoints and available strategies, by special offline and online communication, as well as the company’s social network accounts. To improve engagement with clients and partners, we have organized a series of virtual activities and events, along the lines of what was already being done in 2020. These initiatives are part of a wider-ranging project to get increasingly close to people, not just as a brand but also as a reference point on a territorial level. A strategic approach in which the protagonists are the retail channel and our points of sale, which represent counterparts of great importance for us.

THE THREE 'CS' OF THE SCAVOLINI COLLECTIONS

COMMUNICATION, CHANGE AND COMPANIONSHIP
SUM UP THE EVOLUTIONARY PROCESS OF THE
LATEST GENERATION OF PRODUCTS BY THE
COMPANY, CREATED IN COLLABORATION WITH
DESIGNER OR THE IN-HOUSE STYLING DIVISION.
THEY ALL EMBODY UNIQUENESS AND WAYS OF
BREAKING WITH CONVENTIONS, BEARING WITNESS
TO NEW LIFESTYLES AND THE SOLID TRADITION
OF MADE IN ITALY, COMBINED WITH CONSTANT
TECHNOLOGICAL RESEARCH

DELINEA

As an island, a corner or a peninsula: there are many compositional possibilities offered by the DeLinea kitchen designed by Vuesse. They all share a door without handle, opened directly from the aluminium border, set at an angle of 40°, with two types of grip: Flat and Round. The elegant finishes, also in contrasting effects, are combined with open elements that add variety to the compositions.

GYM SPACE

Personal care and physical fitness come together in Gym Space, the system designed by Mattia Pareschi that combines bathroom and fitness room. The designer reinterprets the Swedish ladder system around which to organize other exercise gear – benches, elastics and TRX – and various bath furnishings – lights, soap dishes, shelves, cabinets, mirrors. A modular program available in different formats and finishes.



TRATTO

Based on a modular design concept, Tratto – created by Vuesse – is a line of accessories for the bathroom, including shelves in slim sheet metal, and towel racks attached to the wall or the floor. It can be coordinated with the Line System: a component structure with backs and sections on which it is possible to attach objects in coated metal, such as container bins, open compartments and hooks.



WALK-IN WARDROBE

An interpretation of the Fluida wall system, the Walk-in Wardrobe project designed by Vuesse is ready to create a perfect wardrobe space, made to measure. The system, with a depth of 61 cm, develops around basic modules, such as structures and doors, enhanced by a wide range of accessories, including coat racks and extractable frames, vertically adjustable racks, drawers for personal effects, trouser hangers, shoe storage units. All conceived to optimize available space.

FORMALIA

There is also an office in the Formalia system designed by Vittore Niuolu, as well as a kitchen, living room and bathroom. Every element – bookcases, storage units made to measure, desks – has been designed for extremely personalized spaces. Among the strong points, Status is a wall system with a modular open structure that can be inserted in a kitchen project or freely installed as a divider.



DIESEL MISFITS BATHROOM

Conceived for residential and contract applications, in the Diesel Misfits Bathroom the forms of the trolley and the Misfits credenza are reinterpreted to contain the washstand. The setting is completed by a mirror, hanging cabinets and a shelving system. The many possible configurations combine various materials and colors for doors, counters, borders and glazing, to generate personalized projects that are always different from the others.



BOXLIFE

Winner of the NYCxDESIGN Award in the Storage category, BoxLife is an interior design scheme that conceals infinite functions to guarantee maximum flexibility in the organization of spaces. Designed by the Rainlight Studio, BoxLife displays or hides, depending on needs, in the kitchen (up to four appliances), the bedroom zone, the living area and even the laundry room. All with hideaway opening systems, in folding, sliding or pivoting versions.

DANDY PLUS

Designed by Fabio Novembre, Dandy Plus – for the kitchen, living room and bathroom – returns to a bestseller from the 1980s and incorporates the functioning of Alexa, in partnership with Amazon. On the Task Bar, an accessorized aluminium rod placed under the upper cabinets, an intelligent device operates with BTicino Living Now to control technological systems, permitting voice activation of home automation functions.

DIESEL GET TOGETHER KITCHEN

Diesel Get Together Kitchen sends an inclusive message. Three original types of handles – one built-in, two external with titanium finish – many details of industrial style, and new worktops, to blur the boundaries between the kitchen and the living area, for a fluid spatial layout. A dynamic mixtures with the Misfits freestanding storage elements in coated metal, grafted into the overall design.