

the glass

Letter from the publisher

Stefano Core, co-founder
and CEO ItalianCreationGroup

Some say a person reaches maturity at 30. Our company is very proud to celebrate the three-decade anniversary of the use of glass in the kitchen. Glass has grown up and has entered the most prestigious homes on our planet. Many have understood its strength and essence; not only has it become the most appreciated material, in the long run it has also become the most deeply-rooted. Once you have tried glass, you will never change. Innovation has anticipated aesthetics and it is becoming a myth and a ritual; the same thing happened to wood, marble and other precious materials in the past. Today, nobody can image a kitchen industry that doesn't use glass: that's why we want to remember how it all started, why we decided to dedicate a retrospective to glass, to talk about its story during the Fuorisalone event and to imagine its future in the decades to come. "The Glass" will also serve this purpose.

Valcucine is more than this: it is a timeless universe based on innovation and eco-sustainability, on culture and nature. Every week, when I walk into what I like to call our little "dream factory in the Italian kitchen valley" I feel as if I am walking into the Ferrari production plant in Maranello. When we talk about complex sectors in terms of processes and top-quality products, including bespoke projects for a small number of very demanding and sophisticated customers, we are speaking the same language, one that talks about striving for excellence, that speaks to different generations, the language of word-of-mouth between connoisseurs and lovers of well-made, even more than beautiful, luxury objects. A Valcucine kitchen is like an ageless, custom-built car that accompanies our customers' most enjoyable moments of togetherness. No matter what international abode it is installed in, it represents the finest in Italian excellence. Oscar Farinetti has chosen Valcucine, not only for his Eataly cooking courses but also for his own home, as have many other prominent customers from around the world. We have preserved our distinctiveness, expressing it since the very beginning in the 1980s, both by introducing glass into the kitchen and by promoting eco-sustainability long before it became a marketing tool or a slogan in the last decade.

I am proud to have by my side such a visionary partner as Gabriele Centazzo who, as founder of Valcucine, a man who not only created one of the best methods in the world to design kitchen masterpieces, but a creator who did this with a low profile worthy of the greatest tradition of enlightened Italian businessmen. Luckily, we managed to interview him, at least this once, and in this sample issue of *The Glass* he recounts the reasons behind his brilliant success in achieving a genuine paradigm shift.

We are also delighted to present our new advertising campaign for which we have chosen a young Italian brand ambassador, the renowned conductor and musical progeny, Beatrice Venezi who was last year named by the *Corriere della Sera* as one of the one hundred most innovative women in Italy. I would like to thank her for participating in a project whose aim is to bring the soul, culture, skill and creativity of Italian excellence to the fore.

Giovanni Perissinotto, with whom I founded ItalianCreationGroup, and the other enlightened shareholders who believe in this project, are all committed to creating a new hub of Italian luxury and lifestyle design, and a way of life that values the rare skills of craftsmanship and a passion for Italian excellence.

Happy reading!

Vetrospettiva 1987-2017 Glass in the kitchen.

The creative gesture of Valcucine

VETROSPETTIVA - s. f. - feminine noun/adj. [composed of vetro (glass) and lat. -spectivus i.e. of adjectives derived from verbs containing specere «to look» (e.g. inspectivus from inspicere, prospectivus from prospicere, etc.), as in the English word retrospective].

1. A neologism coined for the celebration of the 30-year anniversary of the first glass kitchen, to investigate the events that prefigured and led to the introduction of the use of glass in the kitchen industry and that established the current conditions that allow glass to be the primary material employed to design and construct Valcucine's masterpieces. 2. The Fuorisalone 2017 event in the luxurious Valcucine boutique in Brera, Milan, presents a retrospective of glass, portraying Valcucine's pioneering spirit and eco-sustainable vision, always ahead of the times and anticipating the ways kitchens were changing, causing a modification of the paradigm throughout the sector, both from a stylistic and from a constructive viewpoint, and introducing the "glass is more" principle. 3. Installation at the Fuorisalone event designed to recreate the structure of Artematica In-Vitrum, the first kitchen in the world

ever to be made of glass. This sculptural project consists in a "backbone" which leads out of the boutique into the road through: 120 metres of glass, 106 In-Vitrum end panels, 800 metres of led light strips, 8 beams of light that highlight the steps taken along a pioneering path (see timeline on pages 2 and 3).

The designer's pioneering spirit paired, with his ancestral bent for research into materials generated, the idea of using a material that had never before been explored in the kitchen: glass. In 1987 Gabriele Centazzo designed Artematica in Vitrum, the first kitchen made entirely of glass, following his imaginative creativity and satisfying an intimate need that led to the creation of a 100% recyclable kitchen. The apparent contrast between the lightness of glass and its load-bearing capacity, capable of supporting the monolithic presence of a massive 200 kg rock, achieved never-before-seen performances and unexpected functions. By reaching beyond the stereotypes of the usual tried and tested applications of glass, it has been possible to rediscover its resistance and its ability to become «dematerialised».

Driade

Aesthetic lab

The ideal metaphor to explain a phenomenon like Driade is perhaps the country it comes from – Italy – and the public it addresses – the world. Italy's age-old arts and crafts tradition, combined with a deep-felt need to experiment and study, have resulted in this country's genius actually establishing the global principles of contemporary and cutting-edge design in every continent. In a season in which design determined a new trend in terms of mindset, function and image, Driade was one of its greatest representatives, being the first to coin a koine that could be understood at any latitude because written using different languages and forms of speech. If it were a city, it would be New York, London or even Rome at the time of Caravaggio, or more simply the Milan of the Astori family, where the company was founded in 1968. It now lives in many cities, in the most exclusive or stylish abodes, giving rise to a tortuous balance between coherence and change, fracture and culture.

Driade will be presenting Revolution in this furniture show. The current evolutionary approach, ready to revolutionise canons and come to life again at every opportunity, is based on the changes that have come to pass down the decades and have filled empty spaces in various continents. Just like our new collection that appreciates the informal value of the good life in homes where one can really feel at ease. With passion and love.

Contract division

Italian creativity, quality and reliability become part of the best international architectural and urban projects, favouring unique and customised living experiences. From the most luxury hotels to the most photographed residences, from the most exclusive yachts to the hotspots of the international jet set. Mirroring the best dressmaking tradition, bespoke solutions are tailored "for a person".

The Storyboard

Lorenzo Glavici, Director of Communications ItalianCreationGroup

For those involved in marketing and branding, but who believe in transparency and ethics in business, it is a great privilege to work with the makers of high-end products that are based on sustainable development. The natural authenticity of the products that we make corresponds to the sincerity of the messages that we wish to offer the world, allowing us to avoid hyperbole and rely on the honesty and pride of our craftsmanship, of the expertise that guarantees the high quality of our products. The latter is not a mere condition, it is also a sensorial experience: in any field; only the possibility of actually touching and taking a close look at a product lets you perceive the essence and complexity of excellence. Glass has treated me to the same two qualities: on the one hand, the transparency of the information and vision transmitted, and on the other tactility and reflection, two experiences that make one waver between matter and the imagination. That is why we have decided to dedicate a publication which pays homage to all of these elements, a contemporary burst of editorial content that explains our craftsmanship and history and whose name coincides with the name of the material we are celebrating.

The Glass welcomes you to the 30th anniversary of the introduction of glass in the kitchen. It will attempt to deal with topics as if they were seen through glass, as a metaphor of transparency and reflection, or through the glass of your own electronic device. A 30-minute read that can keep you company while you sip on a cappuccino or savour a glass of wine. Let us take you on this brief retrospective of glass in the kitchen, a vetrospettiva that becomes a vetrospettiva, if you will.

Interview with Gabriele Centazzo

Let's start from the beginning: why glass?

I have always thought of glass as a magical material that has been shrouded in mystery since it was first discovered three-thousand years ago. Eco-sustainable and resistant, glass reflects the same philosophy my design concept is based on, aimed at creating a feeling of well-being in the kitchen because it perfectly satisfies user requirements and manages to create a sensorial space – thanks to its textures – that is first and foremost healthy to live in".

In your capacity as innovator, experimentalist, inventor, how much time elapses and how much work is done from the moment intuition strikes to when it is first put into practice?

It has been a long, strenuous time for glass: I was obsessed by so many aspects, constraints, details...we set out on a complex course of research to find an answer to them all. As we gradually found the solutions I realized that we would have continued to do research. It has been a synchronous and diachronic job. For instance: once we had established the structural canons we felt the need to infuse glass with the unique depths and intensities of colour. To do this we used a mixture of chemistry and mechanics to create non-tempered lacquer capable of preserving the exact shade of colour applied over time and ensuring excellent adherence.

And the first non-hardenable lacquer was born...

Glass used to be coloured, i.e. lacquered, and the colour was tempered because otherwise the lacquer would not stick to the perfectly smooth glass surface. It used to be lacquered with oxides which would blend into the glass, remaining perfectly attached to it, during the tempering process. The downside was an uneven coating. So, we decided with another supplier to create a lacquer capable of "adhering" to glass without having to be tempered. Since I am a chemist, I suggested to work on a chemical solution in addition to a mechanical one: some of the elements in the lacquer react with the glass molecules forming new molecules, creating a chemical adherence between the glass and the lacquer. New horizons were opening up!

Did you ever want to give up?

Disheartening moments can occur during any human activity but a clear vision and awareness can help you overcome them. One of the most stimulating challenges I was faced with was to make glass - such a solid, heavy material – look aesthetically light, to the extent of conveying a marvellous feeling of flight to glass.

Did you succeed?

To achieve this end we revolutionised the entire door concept by inventing a dematerialised door with a structure scaled down to the bare essentials in which the pure "vitreous mass" was supported by an aluminium frame invisible from the outside. Since the glass panel is taller than the structure of the frame, we managed to create an invisible, ergonomic edging at the top of the door to open it.

Is that why glass has now become a trend?

Our glass looks as if it is floating in mid-air, conveying an amazing feeling of lightness for elegant, functional kitchens. I believe these are universal elements we managed to synthesise before anyone else. It's not just a matter of visual aesthetics, we have always wanted design to involve all the senses, not just sight which has been elevated to the only source of knowledge in recent years. People and their well-being are always the focus of our design. That's why we want to create products that contribute to making life more enjoyable every day.

You mean, people and nature...

Yes, that's how it's always been...and it's definitely not thanks to me! Nature is one of the greatest designers of all time. Our latest novelty this year is printing on glass using natural themes that stand out through their texture: dry stone wall, butterfly wings, waves on sands are just some of the captivating designs that come to life in the kitchen with truly impressive results.

If you were asked to write a message in a bottle, what would it be?

I have been meeting young people in schools, universities, research centres and companies for years and my message is simple: it takes more than success to be happy, you need foresight and creativity, in every field of life. And, as well as studying, I would tell them to start observing again.

the glass

Steps Innovations Benefits

1987

Glass is used on kitchen cabinets
Vision, Revolution, Dream
Pioneer, Absolute novelty

1990

Pure glass (concealed frame)
Dematerialisation, Aesthetics
Lightness, Astonishment

1994

Non-hardenable colour
Chemistry resistance
Aesthetics, Range, long life

200

Glass
Tests
Resist



John J. Jenkin, CEO America, ItalianCreationGroup / Oscar Farinetti, Founder of Eataly / Lorenzo Glavici, Director of Communications, ItalianCreationGroup

Eataly 2007-2017: a decade of successful events.

2016 ended with a very important opening for Eataly, the store in Boston where, once again, the motto "eat, shop and learn" found an ideal partner in Valcucine to furnish a cooking school manned by celebrity chef Lidia Bastianich, the Italian restaurateur queen and U.S.A. TV star.

Another Eataly store was opened in the same week in Copenhagen, featuring the same spirit of collaboration with Valcucine, a partnership that began with the openings in Munich and, even earlier, with Eataly Milano Smeraldo. For 2017, Valcucine wishes Oscar Farinetti and all his collaborators a very happy birthday full of celebrations, and a successful future!

The collaboration between these two Italian brands and stories which, together, are ambassadors of Made in Italy quality and expertise all over the world, is based on the same mindset and attentive and knowledgeable approach to consumers, building on quality to share a philosophy of life that goes hand-in-hand with sustainability and health.

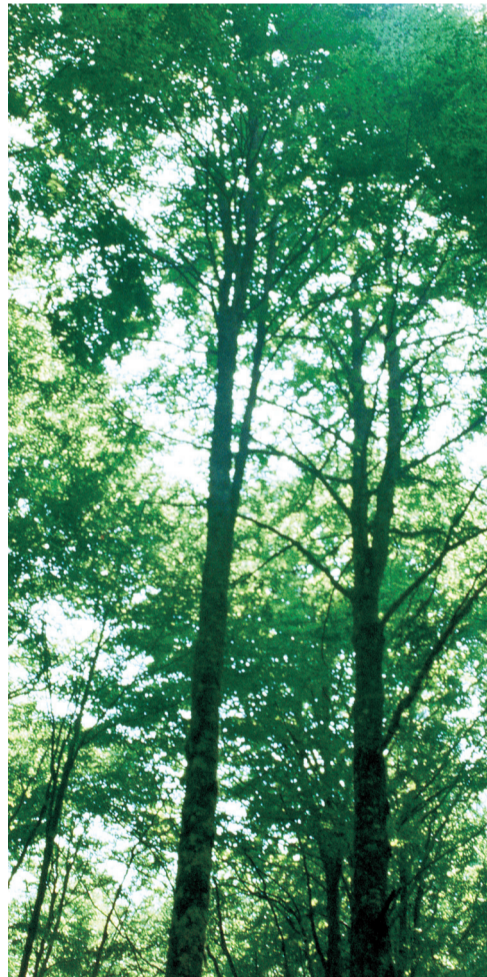
Bioforest

The far-sightedness that drives you to settle your debt with nature. The Bioforest non-profit organization was established in 1998 from the desire to promote a production culture which was more aware of environmental issues, to tangibly contribute to the restoration and protection of natural resources.

Producing furniture involves the consumption of wood and oxygen that are taken from the environment. Valcucine chose to pay its debt many years ago by restoring renewable materials. The company balances out the resources taken from the environment by means of two reforestation projects, planting the quantity of trees required to compensation its CO2 emissions and its timber consumptions.

These projects go to prove that it is possible to strike the difficult balance between environmental ethics and profit-making. This replanting work has been possible thanks to the help of BIOFOREST, the association for the regeneration of natural environments and to the financial contribution of Valcucine, of other businesses and of many environmentally-aware individuals.

At the moment, Bioforest is implementing four environmental remediation pilot projects: the Otonga and Xavante operations in the Amazon and the Vinchiaruzzo and Occhione projects in Italy.



The Glass is worldwide distributed at:
- ItalianCreationGroup stores
- Valcucine dealers
- Eataly Smeraldo
- Montenapoleone Lounge
- Professional Association of Architects - Milan

valcucine.com italiancreationgroup.com

1987

The year after the Chernobyl disaster, Valcucine adopted a system to test the radioactivity of raw materials

1988

Nike. Just do it

1991

The Internet becomes available for unrestricted commercial use

1993

Nelson

ENCYCLOPÉDIE,
OU
**DICTIONNAIRE RAISONNÉ
DES SCIENCES,
DES ARTS ET DES MÉTIERS,**
PAR UNE SOCIÉTÉ DE GENS DE LETTRES.
Mis en ordre & publié par M. DIDEROT, de l'Académie Royale des Sciences & des Belles-Lettres de Prusse; & qu'on a la PARTIE MATHÉMATIQUE, par M. D'ALEMBERT, de l'Académie Royale des Sciences de Paris, de celle de Prusse, & de la Société Royale de Londres.
*Tantum veris junctura potest,
Tantum de medio flangit accedat honoris!* HORAT.
TOME PREMIER.

Diderot & D'Alembert

Encyclopaedists of glass

Denis Diderot and Jean Baptiste Le Rond d'Alembert are the authors of one of the most influential works of the Enlightenment, the Systematic Dictionary of the Sciences, Arts and Crafts.

We suggest the volume dedicated to the art of glass making, the age-old tradition of an ancient craft that is still today based on exclusive, skills difficult to come by. Although it has evolved technologically it still preserves some of the hand-crafted processes indispensable to achieve the best quality standards.

The language hasn't changed and has handed down first-rate techniques such as glass cutting which is still performed manually in some phases to guarantee the quality of its finishes and of its intricate details. Now more than ever.

V-motion

The movie

A gesture. A patent. A conductor, of an orchestra, to experience tomorrow's harmony today.

Yet another innovation to improve interaction between the kitchen and its user: thanks to V-Motion, our new, clever, patented system, ergonomics and well-being have conquered new frontiers, taking every experience in the kitchen to more extraordinary, poetical and emotional heights. The graceful movement of a hand – belonging to conductor, Beatrice Venezi – simultaneously opens the door, turns the tap around and the lights of the back panel on, creating a truly unique sensation.

The colour of the luminous backdrop can be chosen in the same, easy way, allowing the splendours of nature to freely interact with everyday life, because each shade is inspired by nature: red-fire, yellow-earth, green-water, sky blue-air.

Title: "Master of class / Master of glass"
Directed by: Francesco Coia
Duration: 1'03"
Agency: 515 Creative Shop
Screenplay: Francesco Coia, Alessandro Pietrantonio
Soundtrack: "La Primavera" by Ottorino Respighi, from "Trittico botticelliano" (1927)



Borek Šípek

Borek Šípek (1949-2016) was an artist, designer and architect; his story, handed down to us in drawings and projects, as well as videos, photographs and other objects belonging to his family archives - is intertwined with the story of Driade.

After having set up his studio in Amsterdam, he forged a partnership with Driade in the 80s, designing fairytale-like furniture and an extensive, extraordinary collection of blown glass objects such as the Orfeo centerpiece, the Apollonio chandelier and the Olga, Maria Pia, Isotta and Pino vases.

Šípek is a traditional poet grafted to modern sensitivity who loves to explore and whose aesthetic result, which is sometimes over-elaborate, always eclectic and unusual, has found its most desirable form of expression in glass. We are delighted to pay our tribute to a wizard of Bohemian glass appreciated all over the world.

Hello Borek!

2002

Class workshop
Resistance
Resistance, Non-toxicity

2008

Vitrum Arte
Handicraft expertise
Uniqueness, Preciousness

2009

Invitrum
Resistance and stability
Sustainable, Diffused lighting

2016

Tactile glass
Partial etching
Tactility (senses)

2017

Graphic glass
Printing techniques
Customisation, "Natural" kitchen

Master of class / Master of glass

The new advertising campaign

Plays on words are only effective in their original language and, in this case, it was really worth it. The assonance between "class" and "glass" is almost a mirror image, a reflection, compared to the semantic power of the word "master" in the English language.

The mastery of a conductor like Beatrice Venezi and Valcucine's primacy in the use of an element like glass are synonymous with the greatest dedication. Beatrice and the first glass kitchen ever are almost the same age and have lived similar experiences: study, research, trials and tests, challenges and innovation.

And they have done so before a very similar audience: demanding, cosmopolitan, cross-cultural, strict or totally inexperienced. Both have performed at important venues, attended by an international elite that may love music to the same extent they love the convivial moments that can be lived in a kitchen. Both are a class apart.

Which is why, to take photos of them we have chosen one of the greatest experts of reflections in photography, Simone Manzo. We wanted to be absolutely sure we would capture every gesture of the woman who conducts so artfully and every reflection of the space surrounding her. Your convivial theatre.



A Glass of wine

La Raia. Biodynamic farm. a Raia.

A location made up of harmoniously balanced parts. La Raia is a Demeter-certified biodynamic farm. It is located at the centre of the Gavi Piedmontese hills in an area boasting an age-old wine producing tradition favoured by the unique micro-climate that helps the grapes to ripen and is perfect for the production of red and white biodynamic wines.

Nowadays, La Raia produces three different award-winning D.O.C.G. Gavi wines – Gavi, Gavi Riserva Vigna della Madonnina e Gavi Pisé – and two types of Piemonte D.O.C. Barbera.

The ancient, eco-sustainable, rammed earth building technique has been chosen to build the wine cellar which harmonises beautifully with the gently-sloping Piedmontese hills that surround La Raia. An Austrian architect Martin Rauch one of the greatest International experts of this technique, was contacted to make it.

Throughout the Fuorisalone event, Valcucine has chosen to offer visitors 2016 Gavi wine samplings.



The Nebbiolo of Tenuta Cucco, with La Raia, part of Tenimenti Rossi Cairo

Interview with Beatrice Venezi

Why should a Conductor decide to participate in an advertising campaign for a kitchen?

When Valcucine talked to me about their project I immediately realised it had the right ingredients: real contents, a clear vision and the desire to use a new language. These are the things I look for when I decide to try out a new experience. Afterwards, when I visited their headquarters in Pordenone, I realised that it wasn't all about kitchens. It was about works of art, pieces that make you want to use them all day long, just like a record you can't stop listening to over and over again.

So, culture can flirt with business?

Of course it can. Moreover, to popularise my culture, which is all about classical music, I have always approached other worlds in the attempt to change the paradigms that portray mine as a musty, small-minded one. On the contrary, it has a broad, contemporary appeal that is appreciated to a far greater extent abroad than it is here in Italy. I am convinced that it will experience a digital Renaissance.

Technology and innovation: your elegant gesture starts the automatic V-Motion mechanism. How important are gestures in your life?

Gestures are crucial: nowadays images have outclassed words, but gestures and body language set the rules of expressiveness, of shades of meaning and even of authenticity. I am a digital native and I would like these rules to have a place in new communication channels that are not based on video images...for the time being I will make do with Facetime or Houseparty...

What does it mean for you to represent Italy in the world?

It fills me with pride and energy, the type that you get abroad when you perceive the respect people feel for the sound part of Italy and for those who foster it every day. I profoundly believe in my generation and in an Italian Renaissance that must oblige us to be at once well-informed and visionary.

Is there an experience abroad that changed your prospects?

There is more than one, but I was definitely struck by a thunderbolt recently when I participated in the Aram Khachatryan Conducting Competition in June 2016 in Yerevan. At the end of the first round the art director of the orchestra offered me the post of Assistant Conductor of the State Orchestra of Armenia. I accepted and I found a musical culture and a love for Italian musical culture that I took back home with me!

A dream come true?

Becoming a Conductor at 22.

A dream for the future?

Make classical music enter the play-lists of young people.



Inspiration

«Lorenzo Glavici, director of communications for ItalianCreationGroup, talked to me about a project for a Valcucine advertising campaign featuring the V-Motion product. This mechanism allows a simple gesture of the hand to control its functions. So Lorenzo said: "You are the experts on gestures. I remember your campaign inspired by Munari". He was referring to the Fiat 500 ad.

I replied: "Right, but this time we need a very elegant gesture" and Beatrice came immediately to mind. She had been our guest at a music symposium with Audi. It all began at dinner in Verona. Since then, the production team was accurately selected, choosing resources (ranging from photographers to stylists, including the Director of Photography) with a different, exclusive language and specific skills". Riccardo Pietrantonio, co-founder and creative director of 515 Creative Shop

«The idea was to highlight the main element of this kitchen, glass, and the reflections it produces. We created the right lighting to set this off while preserving a soft ambience, in keeping with the idea that Beatrice, coming home after one of her concerts, might have wanted to muse on her performance in a cosy atmosphere». Simone Manzo, photographer

Biography

Winning the favour of Millennials with classical music.

Born in 1990, Beatrice Venezi has been conducting the "Nuova Orchestra Scarlatti" of Naples since 2014, fulfilling this prestigious task while enjoying a successful career as a pianist and composer. This lightning success has already taken her to theatres all over the world, making her internationally renowned and an invaluable ambassador of Made in Italy expertise.

Full of class and always in the forefront to help young people appreciate classical music (she is also the Head Director of the Scarlatti Young Orchestra) she is happy to participate in events with artists representing different musical genres, like the time she took part in the MTV Digital Days with Rocco Hunt.

The social dimension of her music carries an important message of all-inclusiveness and innovation. Through total immersion and her deep knowledge of classical music, Beatrice wants to contact people using contemporary devices and dynamics, like technology and the new media, creating unprecedented communication between innovation and tradition. She performed with the "Nuova Orchestra Scarlatti" of Naples, the former Rai (Italian broadcasting company) orchestra for the first time in November 2014. And it was love at first sight, on both sides.

1993

Nelson Mandela was awarded the Nobel peace prize

1997

Adoption of Kyoto Protocol

2009

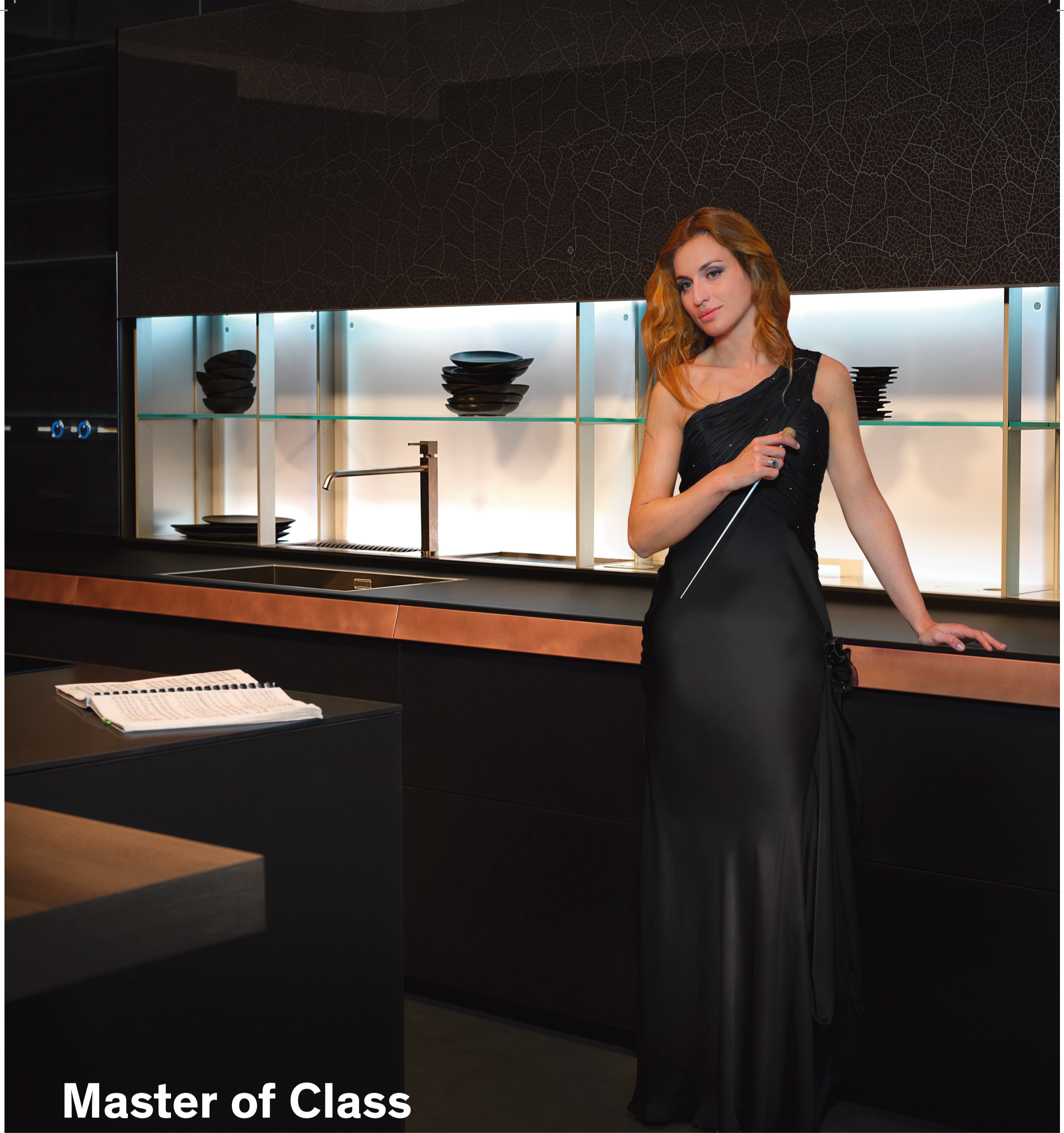
Water discovered on the moon

2014

Sorrentino's "La Grande Bellezza" won the Oscar

2017

August 21: a spectacular total solar eclipse will be visible from Americas, Europe and Africa



Master of Class

Master of Class

Beatrice Venezi, Conductor.

Fuorisalone
Valcucine Brera
Corso Garibaldi 99
#vetrospettiva

 **Valcucine**
Innovation for Life.