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INSPIRATION IMPROVEMENT STYLE

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KITCHEN DESIGN :

THE DIESEL SOCIAL KITCHEN: The Other Side of the Kitchen

RIGHT NOW



TWO OF THE KEY PROPONENTS OF ITALIAN STYLE WORLD-WIDE, DIESEL AND SCAVOLINI HAVE TEAMED UP TO CREATE A STRIKING KITCHEN THAT EXPRESSES THE VINTAGE SPIRIT SO CENTRAL TO DIESEL'S DNA, AND THE MODERNITY OF SCAVOLINI



Contemporary lifestyle trends are towards smaller and smaller homes, especially in urban areas, where the kitchen and living zone often form a single design unit. This means that nowadays the kitchen is no longer just a place where tasks are performed, but is also a room for socialising and fun. Based on this brief, these two iconic brands Diesel and Scavolini have created a project where design has become casual.

The Diesel Social Kitchen is an extension of the Diesel philosophy applied to the home collection, entitled "premium casual living", where the kitchen acquires all the verve and energy of a party. The result: a kitchen that combines modernity and comfort, a working area with space for entertaining friends.

The perfect fusion of the Diesel lifestyle and Scavolini's experience, technology and know-how, the Diesel Social Kitchen is a revolutionary product for its sector, featuring different/unusual materials, new but time-worn, with absolutely original colours and shade variations.

Scavolini's internationalisation strategy is increasingly involving unique products/concepts that reinterpret the very concept of what a kitchen is all about. Fashion plus design are central to the uniquely stylish Italian manufacturing tradition, on which Scavolini has always built its success.

From the stylistic point of view, the project's character is defined by large sizes and natural, simple materials - aged with special vintage treatments - such

as wood, steel and glass, processed together with metal. The doors are in oak, processed to provide a natural, knotted look and feel. Glass doors are also available, with wired glass for an attractive old-fashioned effect. The handles are also key features and are also in used-effect metal - such as the large "American" style handle that gives personality to the refrigerator door. The idea is to provide a kitchen with a lived-in atmosphere, an ironic mix of a vintage soul and details drawn from industry. In terms of its design, the kitchen's concept is based not only on the modularity of its individual elements, but also on separate modules which can be assembled together exactly as required.

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