

MARZO-APRILE 2004

# casastile

FULL ENGLISH TEXT



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**SPAZI** case history eccellenti  
distribuzione italiana

**COSE** nuove tendenze  
fiere di primavera

**IDEE** valori e peculiarità  
del made in Italy



progettuali ben precise che hanno però in comune la ricerca di strumenti che garantiscono elevate performance ed estrema funzionalità.

Da una parte c'è una corrente più sofisticata e fashion oriented che si esprime con linee firmate da noti designer (MatteoThun per citarne solo uno) e in cui nero e acciaio sono i colori must, mentre le forme, essenzialmente geometriche, coniugano volumi tondi alle squadrature dei manici.

L'altra linea si colloca più nell'interpretazione in chiave moderna della tradizione, ecco allora che le forme sono av-

volgenti a ricordare antiche giare, le superfici in acciaio giocano sul contrasto lucido-satinato e grande protagonista è il rame unito, tramite sofisticati processi produttivi all'acciaio, all'alluminio e anche all'antiaderente, scelto non solo per le sue proprietà e performance ma anche per la valenze evocative ed emozionali di cui si fa portavoce.

Ma cucinare non è solo pentole: ecco che per rispondere alle esigenze di appassionati gourmet anche i coltelli e gli utensili interpretano con modernità, professionalità e un pizzico di fantasia l'arte della preparazione dei cibi. ■

## Cucina live Show

Un pizzico di mondanità a scopo benefico (il contributo delle aziende partecipanti è stato devoluto alla lega del Filo d'Oro) ha animato le giornate di Macef. L'evento Cucina live Show ha visto per tre giorni Marisa Laurito conduttrice di una gara fra vip e cuochi professionisti.

Ai fornelli di Macef si sono cimentati, fra gli altri, Renzo Arbore, Michele Mirabella, Remo Girone, Alessandro Cecchi Paone, Michele Placido. Un modo divertente per illustrare la qualità e l'impegno dei vari utensili in cucina. L'evento è stato realizzato con il contributo di Ballarini, GP& me e supermercati Pam. (Nelle foto lo chef Rico Guarnieri)



## Milan: the pleasures of entertaining

**Macef Spring. Colourful tableware and a professional approach to cooking at home.**

**New personalised interpretations of home living and emotional warmth.** The Spring edition of Macef brought a splash of colour, products on which detail counts and a new look at old rituals. This edition of the show (which included Chibi&Carti, Festivity and G Come Glocatolo) attracted over 90,000 visitors, 11,000 of them from abroad. Exhibitors mainly presented existing lines, enhanced with new intriguing details.

### A new decorative trend

If one thing came across clearly from this fair it was that the days of extreme minimalism are over as interest shifts to an exuberance verging on the Baroque. Geometric restraint is giving way to much softer forms. Plates are still basically square, but they have rounded corners and curved rims: ergonomic non-symmetrical shapes, such as the cute and cosy form of the peepod. White and transparency (glass) highlight design features, with gloss and matt creating beautifully crafted contrasts.

Otherwise the main feature seems to be colour: bright red, yellow and blue plastic and glass for a happy, homey feel. Nature-inspired patterns

range in scope from the simplest blade of grass to the sumptuous details of tropical flora.

And colour is also the key to rediscovering Seventies design styles and patterns: pastel shades (the classic Vichy square for example or other bolder contrastive designs), optical effects and pop-art motifs.

Meanwhile the ethnic style is shrugging off its folklore connotations and translating into much subtler, more sophisticated references to far-off lands.

### Entertaining with a personal touch

Everywhere we are seeing a desire to add a personal touch and rediscover the stylistic codes of home living. One clear trend is the growing popularity of home entertaining.

And to cater for this new interest in receiving friends and family in the home, new, even coquettish objects are being designed that help to personalise the whole process. Wine-tasting goblets are softer in form and opening up to new uses (doubling as water glasses or even fruit salad bowls). Things, then, are generally getting less formal and more fanciful, but without any loss of quality in the items needed for happy hour, or for enjoying tea and coffee. Preparation utensils combine new technologies with greater functional efficiency (take the new electric espresso machines) in a blend of fantasy, fun and refinement.

### Slaves to the stove no more

With restaurant prices rocketing, it looks like the coming season to come will see more and more Italians entertaining at home - and enjoying themselves in the process, a trend inspired in part by the current vogue for gourmet cookery programmes on TV. And both women and men are getting the bug. No longer the solitary chore it once was, cooking has become an activity to enjoy in company. It's a challenge manufacturers are relishing. The ideas they are coming up with fall into two main groups, both of them big on performance and functional efficiency. On the one hand there is the sophisticated, fashion-oriented trend expressed in the work of well-known designers (such as MatteoThun): all black and steel, with geometric forms that combine rounded volumes with square-shaped handles. On the other we are seeing updated versions of traditional ideas: soft contours recalling the forms of ancient jars, steel surfaces that combine polished with satin finishes, and much use of copper combined (thanks to sophisticated production processes) with steel, aluminium and non-stick surfaces, chosen not only for its practical purpose but also for the emotions it evokes.

And because cooking is about much more than the pots and pans, budding gourmets can now also choose from a whole array of knives and other utensils that bring a hint of fantasy to the professional art of food preparation.