

# BRAND BOOK

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# Manifesto

We put people and their **well-being** at the centre of what we do, stimulating their senses to bring about joy in everyday activities.

We design kitchens made to last generations, kitchens that are **timeless** and impervious to trends.

We transform cooking into an extraordinary experience through the constant **innovation** of forms and materials.

We use our planet’s resources in a responsible way, focusing on **sustainability** and respecting nature.

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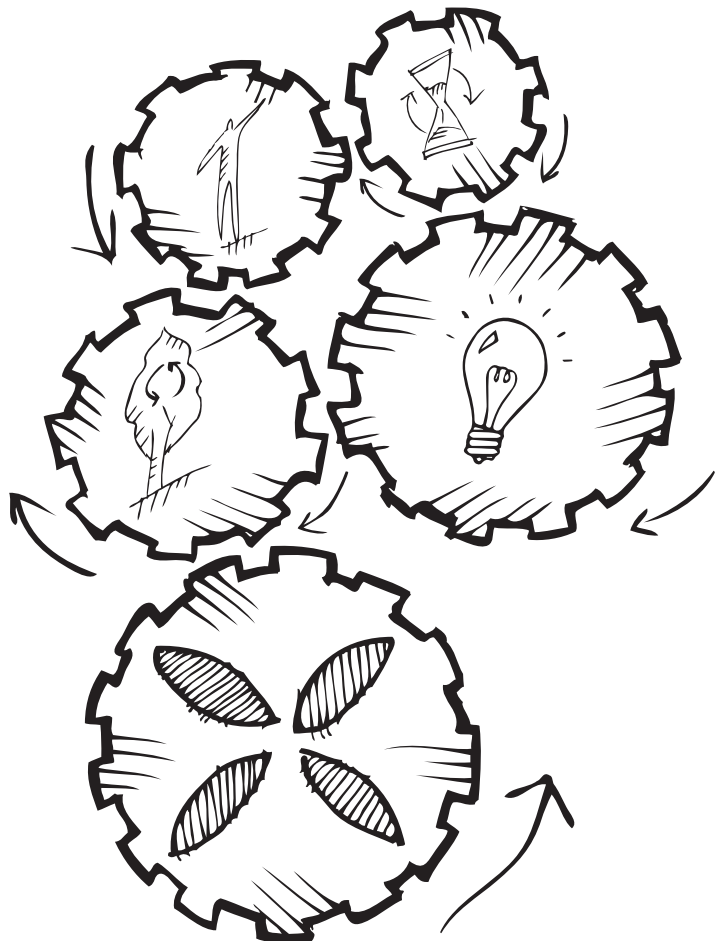
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**Well-being**



Ergonomics

Sensoriality of materials

Health and non-toxicity

A feeling of freedom



**Timelessness**



Durability

Design beyond trends



**Innovation**



Innovative materials

Functional revolution



**Sustainability**



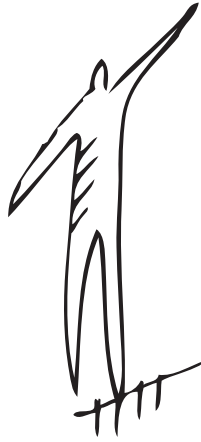
Dematerialization

Recyclability

Circular economy

Environmentally-conscious materials

In harmony with the environment



## Well-being

*We imagine kitchens that offer utmost comfort and freedom of movement. Functional kitchens that perfectly meet the requirements and needs of those who use them.*

*A sensorial space full of textured materials which is above all healthy to live in because it doesn't contain toxic or harmful elements for man and for the environment.*

*A dynamic place that adapts to the requirements of users as they evolve, a kitchen that is easy to use and in which one can dedicate oneself to one's own needs or to those of loved ones through the emotions transmitted by tastes and flavours.*

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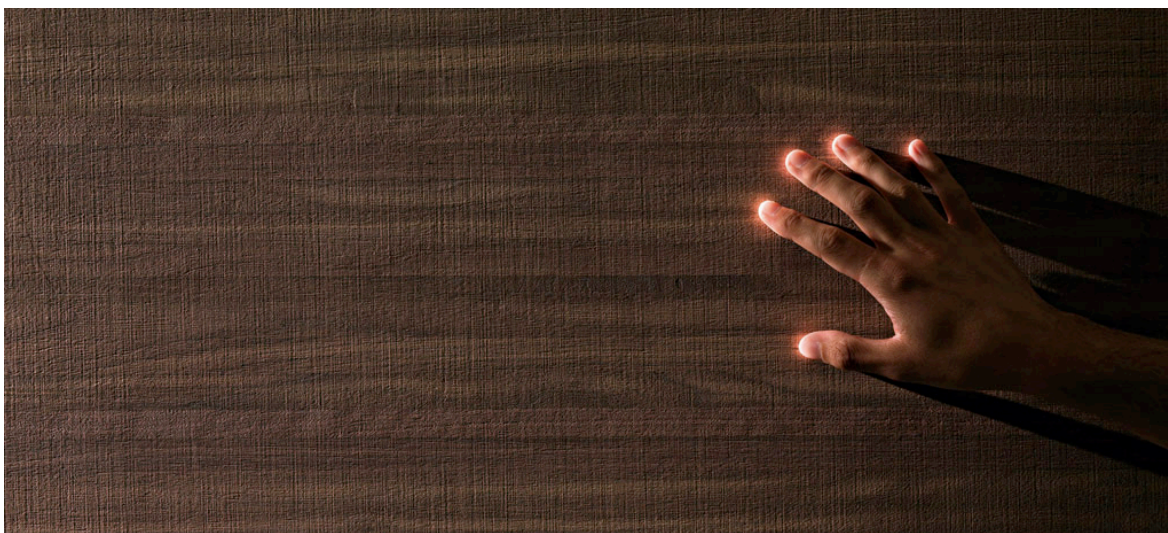


## Ergonomics



Perfect interaction with kitchen cabinets increases their usefulness and performance, making them more pleasant to use. That's why our furniture's closing and opening movements are so smooth. Heights and depths must be planned around the specific requirements of the user, thus improving visibility and simplifying every movement, from access to wall units to grasping doors. Proportions and functionalities are designed to maximise simplicity and safety of use.

## Sensoriality of materials

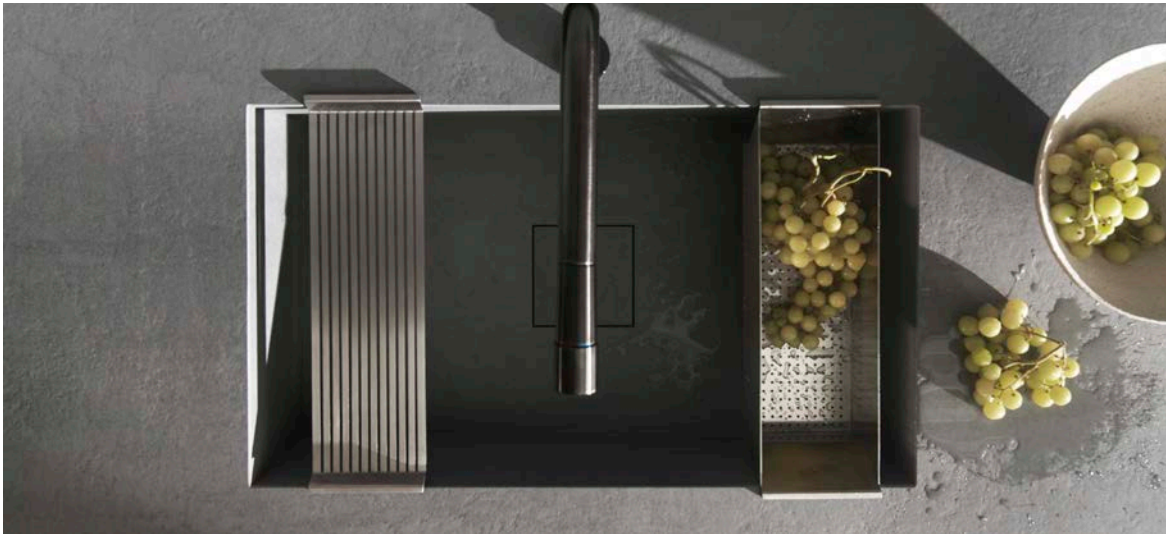


Hands run along surfaces and perceive the warmth, shape and sensations conveyed by materials. Beyond visual impact, tactile perceptions reveal ancient, protective and reassuring emotions. The result is immediate, as powerful as nature. This is what we want to offer through our kitchens, thanks to the smooth transparency of glass, the feel of wood, the resistance of stone and the special shimmer of metals.



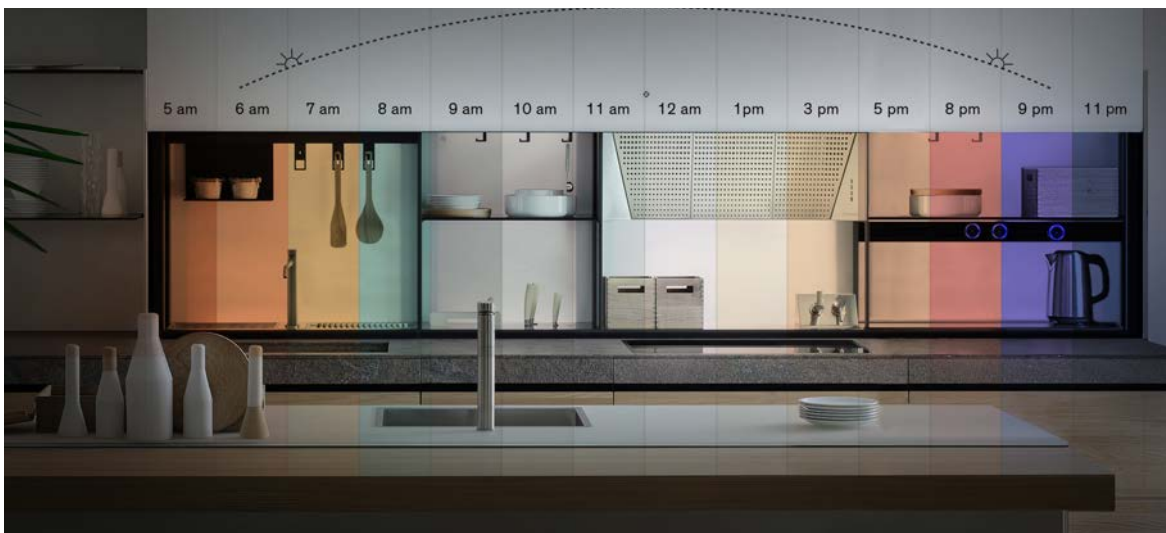


## Health and non-toxicity



The main goal of all our projects is the health and well-being of users. The only way we can achieve this is by fully respecting man and his environment. These are the guidelines we follow at work. An awareness that ensures toxic emissions are reduced to a minimum, dangerous or harmful compounds like formaldehyde are eliminated, coatings are water-based and radioactive substances kept under control.

## A feeling of freedom



Take a deep breath. Light and space, silence and lightness. Pleasant feelings resurface thanks to the freedom afforded by our Special Elements. The kitchen reveals new perspectives by extending the perception of depth, permeating each project with the lightness typical of open spaces. Light is diffused as if it were shining on the world through a window, adding warmth to the room and enveloping it, expanding its size and opening it up to, while integrating it with, the rest of the home.

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# Timelessness

*Layouts with well-defined aesthetic lines that synthesise ongoing research, ageless elegance, know-how and experience.*

*Harmony that enhances every gesture, every day, and that offers the certainty of utmost reliability and durability.*

*A philosophy that goes beyond the fickleness of fashion, reminding one of what is essential and indispensable.*

*This is the positive, tangible core value of our design.*

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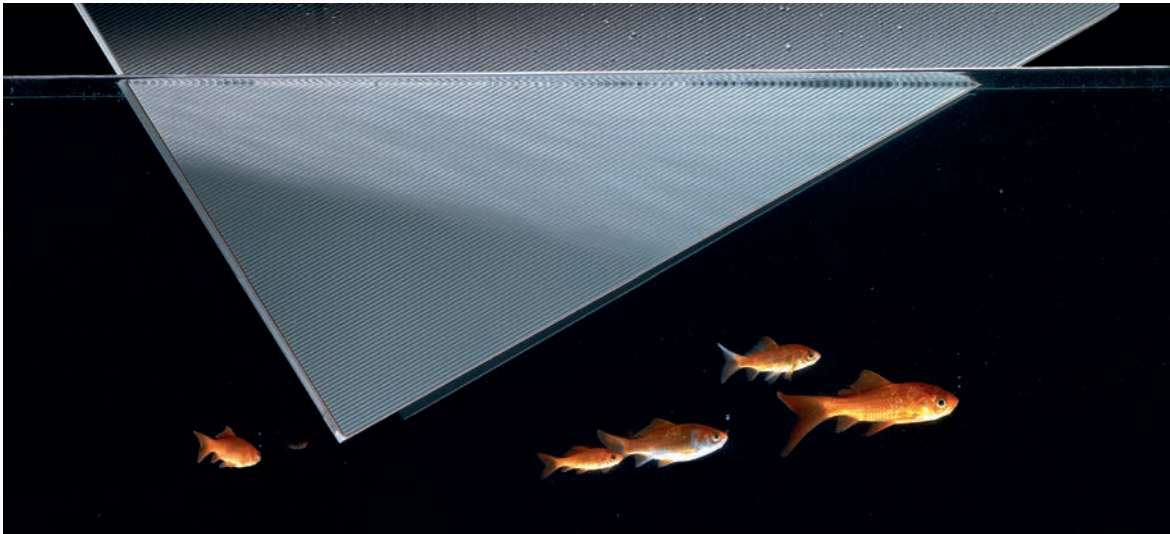
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## Durability



Even if not immediately apparent, every detail of our kitchens becomes synonymous of excellence to make each of them timeless: the soft-close mechanism of the doors, the water-repellent chipboard ("P3") base units and the use of non-destructible silicone seals to prevent water and humidity from seeping through. The durability and reliability of our materials result from ongoing quality and technical tests performed to ensure the highest light, heat, impact and stain resistance standards.

## Design beyond trends



To make sure your kitchen is a real wellness sanctuary it has to be meticulously studied in every large or small detail. Our attention to detail involves each creative step, from the initial idea to its fulfilment. Everything has a meaning. The lines are minimalist and refined. Volumes are pure, light and convey ancestral sensations. Innovative materials and customisation of spaces always tell a story. Beauty and functionality are in continuously-evolving harmony. That's why our kitchens outlive the limits of time and fashion trends.



# Innovation

*A deep knowledge of the user's requirements, ongoing research and creativity: these are the tools we use all the time to improve and to progress towards the creation of a better kitchen.*

*This attitude allows us to make over spaces and the way they are used by adopting unique functionalities, innovative materials and multifunctional elements designed to make life easier.*

*We develop today's ideas so that they can become tomorrow's solutions, using the most stringent test standards in harmony with man and the environment.*

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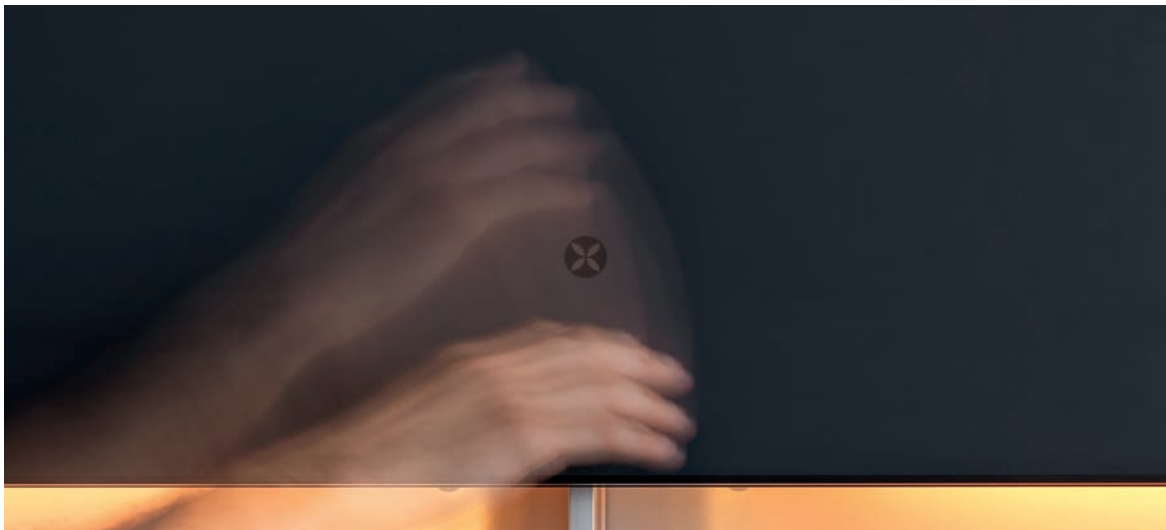


## Innovative materials



It takes unique ingredients to make the most delicious recipes. Likewise, the materials used for our kitchens result from ongoing research and development aimed at achieving superlative aesthetics and top quality performances. Our technical skills and the close collaboration with our suppliers have resulted in the creation of unique materials and exclusive finishes that offer new expressive opportunities. Like stone paired with carbon, ceramic laminated with glass, special titanium machining methods, the metallic effects of structured lacquers and the endless possibilities of glass, which is an ongoing source of inspiration for us. Innovative techniques give this fascinating material ever new sensations, resulting in *Graphic*, *Mimemis*, *Tactile*, *Textile*, *Velato* and *Arte* versions which - just like hand-woven fabric - turn each kitchen into a unique work of art.

## Functional revolution



Innovation at the service of mankind expresses requirements that change over time. Our long experience and our continuous research into ideas to improve daily interactions with the kitchen lead us to develop our Special Elements. From the ergonomics of our Equipped Back Section to the airy lightness of our Aerius wall unit and the magical opening methods of the New Logica and Air Logica back panels as well as of our smart V-Motion system that lets you control various functions by just moving your hand. Functionality meets beauty and the kitchen turns into a striking setting.

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## Sustainability

*It's no longer enough to find solutions  
that combine functionality and beauty.*

*We now need a new paradigm.*

*A model of sustainable development that can be applied  
to all production and design phases. Smart design processes that  
- day after day - contribute to re-establishing  
the right relationship between man and nature.*

*This is how products made using less raw materials and energy,  
which are easy to take apart and recycle at the end of their life-cycle  
and that produce the least possible toxic emissions, are born.*

*Kitchens that feature a long technical and aesthetic life.*

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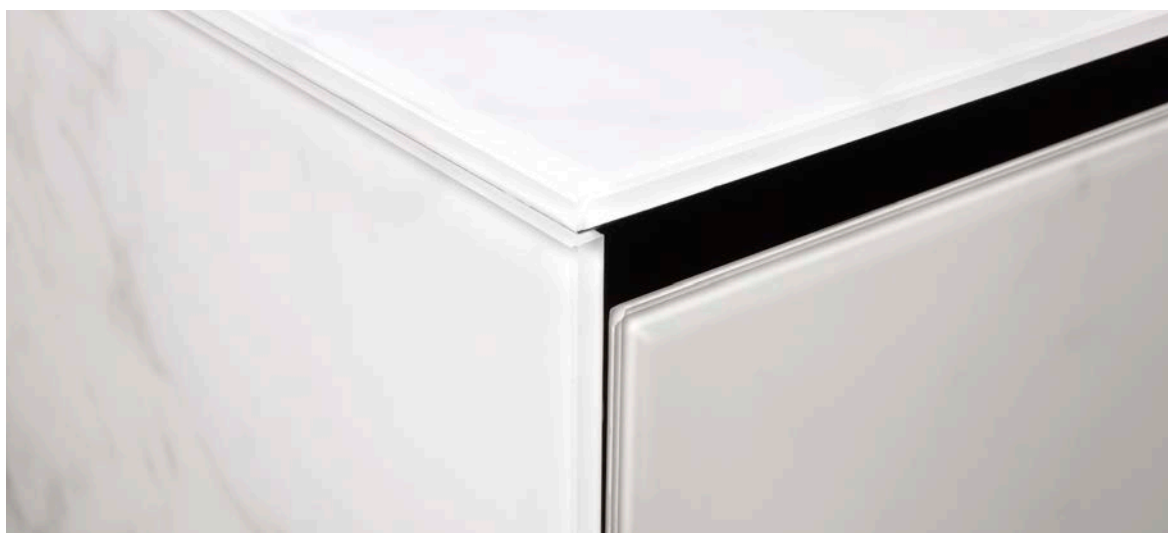
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## Dematerialization



Requiring fewer raw materials and less energy, our design is based on dematerialisation that satisfies the urgent needs of our Earth, which is being more and more impoverished by the philosophy of consumption. Thanks to continuous research into materials and into their limits of resistance, our construction technology can cut kitchen carcasses down to their essentials without compromising on quality. The solutions offered embody “resistant lightness” and open the way to the responsibility of the designer who - through his work - can contribute to reinstating the right balance between man and nature.

## Recyclability



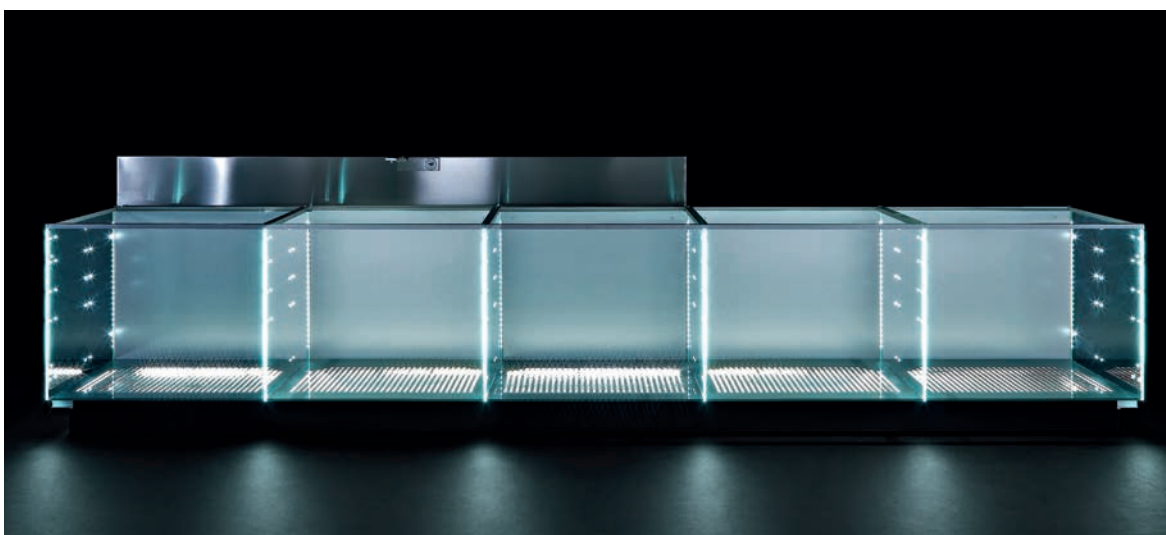
In nature, substances circulate and are transformed. Ultimately, they are all reabsorbed and reused. We too need to learn how to reduce the quantity of waste and do everything we can to reuse and recycle materials. That's why we design our carcasses and structures using parts that can be easily dismantled and separated at the end of their lifecycle. For instance, we use aluminium for our frames, a material that can be 100% recycled and endlessly reused to make new products that preserve the qualities of this metal, over and over again.

## Circular economy



Do you ever wonder what industries can do for the environment? The answer could be to switch from linear economy - consisting of consumption and waste - to circular economy which reuses and recycles as well as producing and consuming. The ultimate expression of this design philosophy is Invitrum, a system of glass and aluminium base units that respects the main rules of eco-sustainable design: dematerialisation, recyclability, reduction of toxic emissions and long life, without creating any waste at the end of its life cycle. A virtuous project - born from research and from the conscious use of materials - does not give into the principle of throwaway goods but focuses on the future of its products.

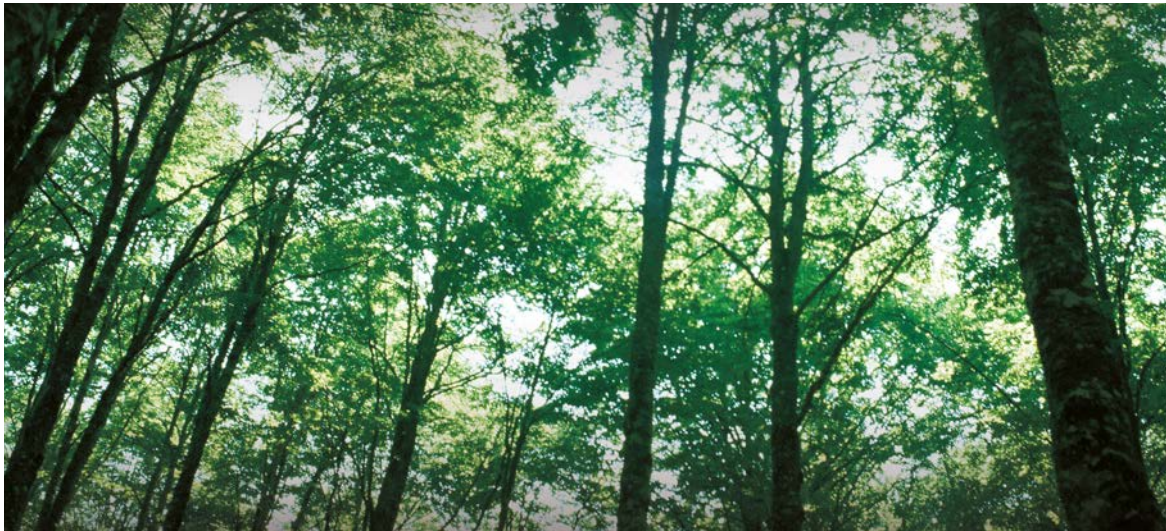
## Environmentally-conscious materials



We started to use recyclable materials, such as glass and aluminium, well ahead of the times. We also prefer to use processes that respect the environment, even involving partners that guarantee advanced technological methods for the rational use of materials. This means that we can cut waste - and the harmful emissions produced to make materials - down to a minimum. We pay a lot of attention to selecting raw materials that respect the strictest standards, such as FSC® certification, which ensures that all its wood comes from forests managed properly and responsibly. We look for new solutions to uphold increasingly more sustainable choices and we privilege suppliers who adopt the EPD product environmental declaration.



## In harmony with the environment



Improving the well-being of mankind also means respecting the wealth and uniqueness of our planet. These two aspects are strictly linked to each other which is why our most important projects are also the most just, the fairest and the most upright ones, starting from our design which aims at reducing the total quantity of materials used and their impact on the environment. This is guaranteed by the ISO14001 and FSC® certificates and by compliance to the Leed v4.1 requirements.

With a view to sustainability, our Pordenone headquarters boast a photovoltaic system that makes a concrete contribution to environmental protection. Moreover, as far back as 1998, we set up the Bioforest non-profit Association to foster a more aware and responsible production culture able to actively restore and protect natural resources.

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**Clear, elegant and balanced**, our tone of voice definitely starts from and includes the facts but then extends beyond the purely rational, entering a realm full of suggestion, awe and poetry. It's an **authoritative voice** with **warm, inviting and reassuring undertones**.

We present ourselves by using **concrete, technical information** as well as by describing the extensive research behind every solution.

Without forgetting the **“deep humanity”** that distinguishes our brand, which has always stayed close to those who use our products with the precise goal of transmitting positive vibes, pleasure and well-being.

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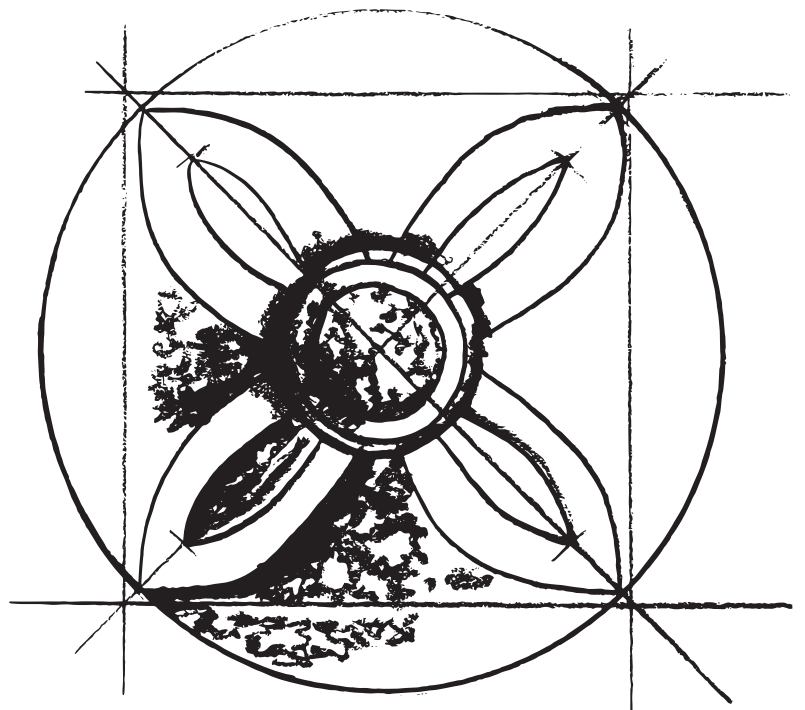
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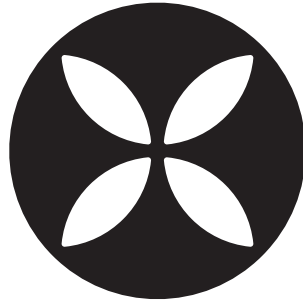
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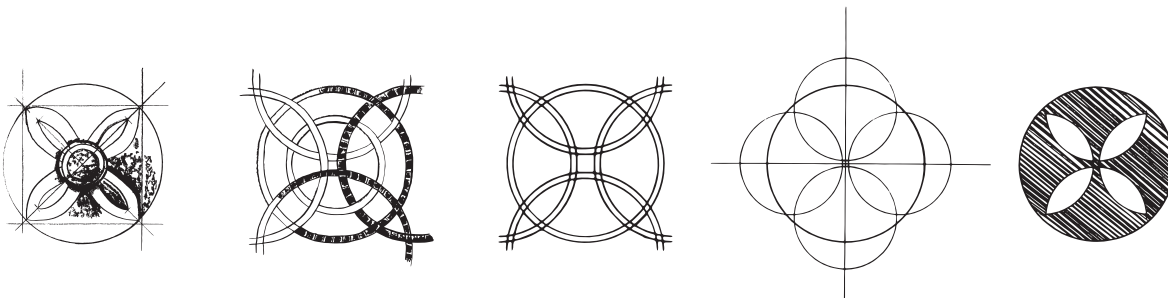


We at Valcucine believe that the only way mankind can achieve all-round **well-being** is by coexisting in perfect **harmony with the environment**. This principle is so ingrained in our mindset and in our behaviour that it is even represented by our logo, for which we have chosen an age-old symbol that perfectly summarizes this philosophy.

The four petals represent the **four elements** (Earth, Water, Air and Fire) coexisting in perfect harmony. The petals meet at the centre of the symbol on which the full circumference of the circle represents Man who becomes the element through which Harmony is revealed.

The image is strongly connected to Leonardo Da Vinci's **Vitruvian Man**, a drawing of the ideal proportions of the human body that shows how it can be harmoniously fitted into two perfect geometrical shapes, i.e. the circle (representing divine perfection) and the square.

This symbol is present in a large number of different contexts throughout the ages and it has often been used to decorate facades of churches and temples.




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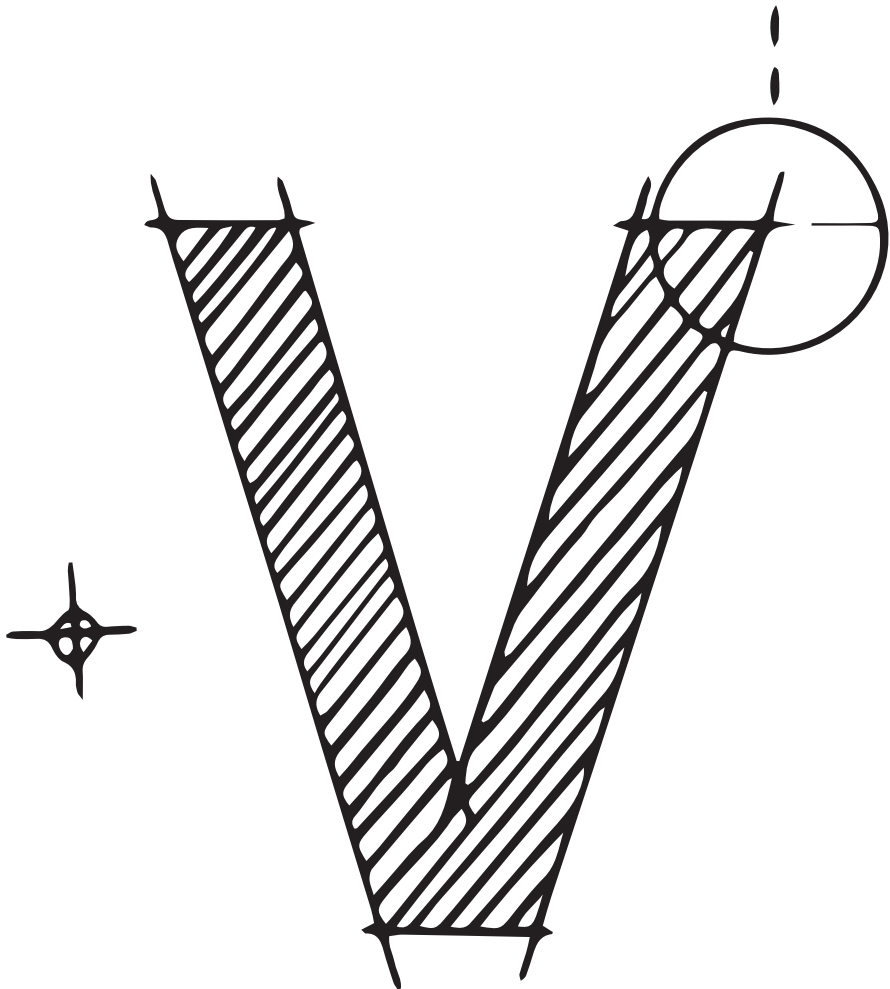
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Since ancient times, man has always felt the need to tell his story through pictures. The first cave paintings came about for this very reason. Over time, the pictures were stylized into small symbols and figures consisting in quick, spontaneous strokes called **pictograms**.

Archetypes of prehistoric symbols, pictograms take on the meaning of the object represented, communicating it in a quick and clear way without using words. Due to their ability to be concise and to the fact that they are easy to understand, they represent a **universal, boundless writing system** without limitations in terms of space and time.

Valcucine has been using them to communicate since the early eighties and pictograms are **one of the company's strong distinguishing features**. They represent an ancient language reminiscent of a precious, but still surprisingly topical, heritage.

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## 1980

- **Valcucine** is founded on 17<sup>th</sup> March and is the outcome of the determination and passion of 4 entrepreneurs.

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## 1981

- The first collection is called **Ghianda**, featuring curved edges and a recessed handle.



## 1982

- Valcucine starts collecting awards: the **Cinque Stagioni** model is the first example of a just-in-time modular door with a coloured, silicone, edging.
- The **Mela** model is the first PVC-wrapped door in the world.

## 1984

- The first wooden door featuring a central panel flush with the frame is produced for the **Quadrifoglio** kitchen.





## 1988

- **Artematica** is presented: the first kitchen in the world with an aluminium frame that is invisible from the outside.
- The **first glass kitchen** is produced from a revolutionary intuition: it's precious, eco-sustainable and resistant.

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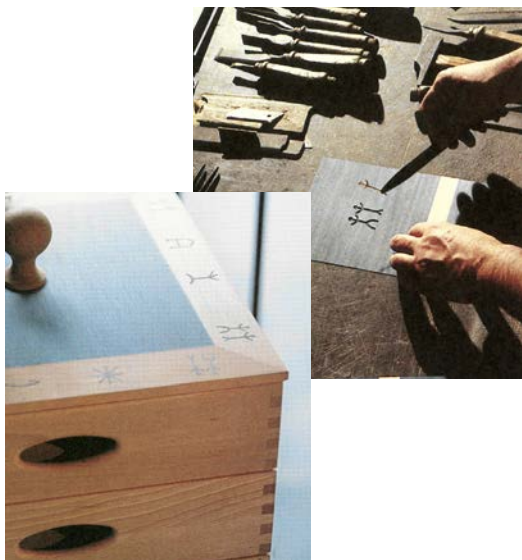
## 1991

- **Semantica** launches a new way of composing kitchens on the market, creating functional, independent blocks.



## 1993

- **Fabula** adds embellishments and pictograms that communicate the Mediterranean dream.



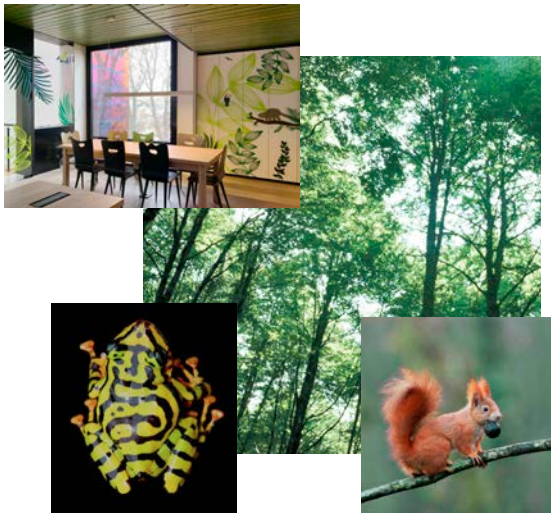


## 1996

- **Ricicla** is presented with its aluminium door frame and a 2 mm thick finishing panel: it's the slimmest and lightest door in the world.
- Ricicla receives an **ADI Design Index** mention.

## 1997

- The ergonomic **Logica System** optimises space exploitation in the kitchen, ensuring that users can work comfortably and in a functional and safe way.
- Valcucine supports the **Gambrinus-Mazzotti Award** which is one of the most important in Italy and the first in Europe to have awakened public opinion to environmental and landscape issues.
- With its **Guida all'acquisto di una cucina di qualità** (Guide to purchasing a quality kitchen), Valcucine shares its know-how to help consumers make an authentically conscious choice.



## 1998

- The **Bioforest** organisation is established to restore and protect natural resources and promote a production culture more aware of environmental issues.

## 2001

- Valcucine becomes the first kitchen manufacturer in Italy to acquire the **ISO 14001 certification**.
- **Progettare l'ambiente cucina** (The guide to kitchen planning) collects the topics to assess and the steps to follow when planning a kitchen's architectural space and furniture.



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## 2002

- The **Aerijs wall** unit revolutionises the wall storage unit concept by introducing an ultra-slim door featuring a balanced, silent, lift up and over mechanism. Our wish to manufacture with a smaller impact on the environment comes true by using 100% recyclable materials: aluminium and glass.

## 2003

- With **Sine Tempore**, Valcucine captures the essence of traditional kitchens from bygone days by refreshing ancient inlay arts and retrieving the satisfaction of handmade objects.



## 2005

- Valcucine contributes to furnishing the new **Giuseppe Verdi Municipal Theatre** (Pordenone).

## 2006

- Valcucine is one of the partners of the **Cucina Alessi**, the original home environment created by Alessandro Mendini.



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## 2008

- The Artematic Vitrum kitchen is exhibited at the **MoMA** museum in New York.
- The Riciclantica door receives a **Compasso d'Oro ADI** mention.

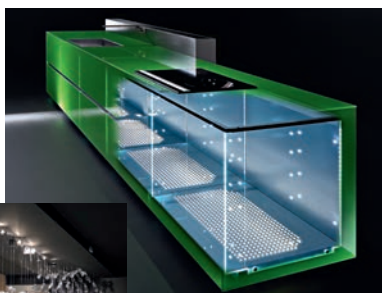
## 2007

- **Riciclantica** perfects Ricicla by updating its design and introducing the concept of a door made of a single material.
- Riciclantica receives an **ADI Design Index** mention.
- **Vitrum Arte** is born, based on an exclusive technique by which designs can be applied to glass by hand using an extraordinary inlay method.
- **Palazzo Grassi** hosts the photo shoot setting for Artematica Vitrum Arte.
- **How much does it cost the environment?** A territorial marketing project to awaken people to the topic of responsible production and consumption.
- Valcucine receives a **Confindustria Awards for Excellence award**.



## 2009

- With its **Invitrum** base units, Valcucine produces the first kitchen in the world made entirely of aluminium and glass that respects the main rules of eco-sustainable design without creating any waste at the end of its lifecycle.
- For the Fuorisalone, **Superstudio** hosts a spectacular installation dedicated to Invitrum.
- With Riciclantica, Valcucine participates in **Solar Decathlon** - a competition between low-consumption buildings made by Universities - in the Gable House of the University of Illinois, and is ranked overall second best.
- Valcucine obtains its first **LEED (Leadership in Energy and Environmental Design)**, credits; a certification system for buildings that respect the principles of sustainability and environmental protection.



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## 2010

- With **Living**, Valcucine declares its personal way of conceiving, interpreting and furnishing spaces, extending its horizons beyond the kitchen.
- Invitrum receives the **Green Good Design Award**, a sustainability-oriented spin-off of the Good Design Award, the oldest and most prestigious international design award.
- Valcucine's **Eco Bookshop** is opened in Milan: 600 square metres and 1.500 books to spread the culture of sustainability.
- By installing a **photovoltaic system** at the Pordenone headquarters, the company makes its concrete contribution to environmental protection.
- Valcucine receives an **ADI Design Index** mention in the "Corporate research" category.



## 2011

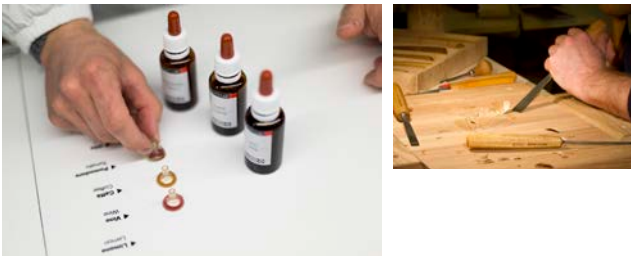
- **New Logica System** ergonomics present an innovative accessorised back panel that can house and conceal every kitchen accessory.
- Valcucine receives an Honourable Mention by the XXII **Compasso d'Oro ADI Award** in the "Ethics, environment, innovation" category.
- The President of the Republic of Italy, Giorgio Napolitano, gives Gabriele Centazzo the **Premio dei Premi per l'Innovazione** (Award of awards for Innovation) "for the social and ecological awareness with which Valcucine, a company that expresses a business culture based on ethics, environmental friendliness and innovation, has been managed since the eighties".
- **Laundry**, a furniture collection for the laundry room, designed to be functional, stylish and inviting, is launched.

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## 2012

- **Meccanica** is born: a project based on extreme structural simplicity to guarantee functionality and practicality, thanks to a single, fully-coordinated system.
- The poetry and beauty of the curved line are the concise and dominant motifs of **LaCucinaAlessi**, developed in collaboration with Alessandro Mendini.
- Meccanica partners with **MED in Italy**, the Italian sustainable house project that participates in the global **Solar Decathlon Europe 2012** green architecture competition, coming third and winning the gold medal in the “sustainability” category.



## 2013

- Industry and craftsmanship meet in the new **Sine Tempore** model that unites the rigour of design and technology with centuries-old wood and stone working traditions.
- Valcucine participates in the Fuorisalone with **Being Valcucine**, an exhibition-workshop dedicated to craftsmanship and to research into top-quality materials which includes live inlays, mosaics and carvings as well as lab tests that reveal the resistance of Valcucine’s products.
- Meccanica receives an **ADI Design Index** mention.

## 2014

- Artematica and New Logica System furnish the classroom of the new **Eataly Smeraldo** (Milan).
- Valcucine furnishes the spaces of the **Scuola di Cucina di Pollenzo** (Pollenzo Cooking School) in Bra in the province of Cuneo, created in collaboration with Slow Food.



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ITALIAN CREATION GROUP



## 2015

- **ItalianCreationGroup** acquires Valcucine.
- **Genius Loci** - the kitchen with a concealed drawer and that can be customised with various finishes and handcrafted embellishments - is born.
- The **Air Logica System** back panel, which makes it possible to use deeper-than-standard base units, is presented.
- Valcucine receives the **Radical Green** award as one of the first companies to enforce sustainability in the furniture industry.
- The Artematica kitchen steals the show at **Identità Expo**, a space dedicated to high-end design kitchens at the World Expo in Milan.

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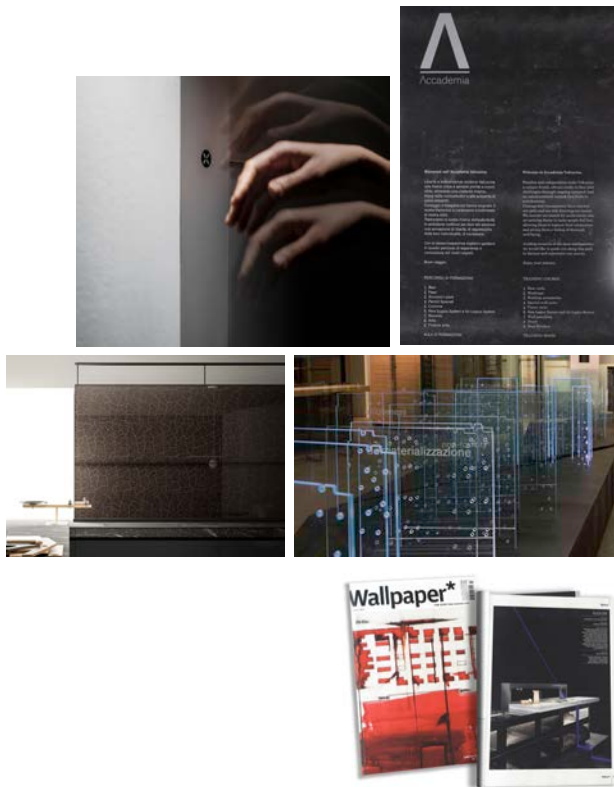
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## 2016

- The **Forma Mentis** kitchen is born: extremely pure aesthetics and practicality of use blend in perfect harmony.
- With **Vitrum Tattile**, glass surfaces vibrate under the touch of a hand, conveying a unique sensorial experience.
- Genius Loci is conferred the **ADA (Archiproducts Design Award)** in the “kitchen” category.





## 2017

- Top ergonomics are paired with the smart, patented **V-Motion** system to allow users to activate various functions by simply moving a hand at a distance.
- **Vitrum Grafico** is presented; a special digital printing technique on glass with textures inspired by nature.
- The **Accademia Valcucine** (Valcucine Academy), the go-to place for design and training, is born.
- Valcucine celebrates 30 years of using glass in the kitchen by installing **Vetrospettiva** which narrates the brand's pioneering spirit and its eco-sustainable vision.

**Wallpaper** adds the **Artematica 30<sup>th</sup> Anniversary** kitchen, a unique arrangement created to celebrate the anniversary of glass, to its elite Dream Kitchens.

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## 2018

- A strong aesthetic impact is paired with superior efficiency in **Logica Celata**. This innovative concealing system can house various, functional configurations: a kitchen, a bar and a food preparation area.
- **V-Light** makes it possible to change the back panel light by choosing from various light settings including the circadian cycle that automatically takes you through the natural cycle of the sun in a 24-hour period.
- **Logica Theca** is the upgraded version of Valcucine's equipped back section, a storage element shut by a single flap door that can be perfectly integrated with the worktop.
- **"MACHINA, the Ultimate Kitchen Configurator"** makes its debut online: over 300 finishes can be applied with a simple touch just as if you were using a car configurator.
- Valcucine supplies the furniture for the first international gastronomy hub: **Identità Golose Milano**.
- The **GreenItaly 2018** report lists Valcucine amongst the "greenest" companies in Italy.



**MACHINA**  
the Ultimate Kitchen Configurator







## 2019

- The terrace of the Rinascente store in Milan kicks off the **Logica Celata Worldwide Tour**. This exclusive event, organised to present Logica Celata, stops at the most important cities in the world, from London to Miami, Paris to New York, all the way to Moscow, Toronto and beyond.
- **Tech Ceramica** is presented: very slim panels and cutting-edge performances are achieved thanks to a special technique by which ceramic and glass are laminated together.
- The beauty of natural stone meets the potential of glass in the **Vitrum Mimesis** collection.

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## 2020

- Valcucine is one of the partners of **Green Pea**, the first Green Retail Park in the world, boasting 15 thousand square metres dedicated to responsible shopping and focusing on respecting the environment and sustainability.



## 2021

- The showroom blends with the Accademia Valcucine at the company's Pordenone headquarters to create **Atelier Valcucine**. This space, that houses the complete collection, is transformed into an extensive, visual narrative where one can fully experience each and every product as well as Valcucine's research and design philosophy first-hand.



## 2022

- Valcucine completes its **LEED v4.1** rating and the company's kitchens contribute to up to 11 LEED credits in 5 different categories.





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