

ACROPOLIS

*Pininfarina Design*

**snaidero**  
CUCINE PER LA VITA

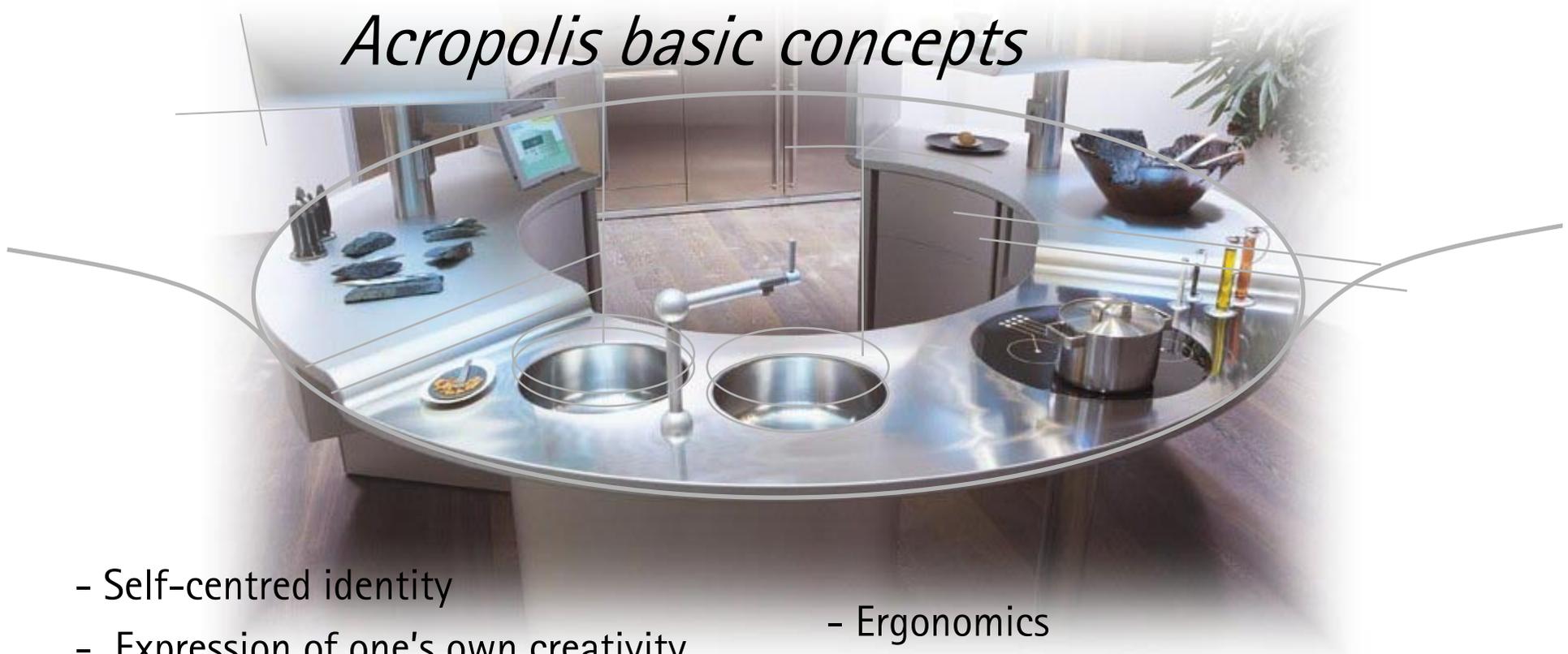
 snaidero group

## *Why did Snaidero Create Acropolis?*

- Acropolis is the result of several studies on the development of the house and kitchen and on future consumers' needs.
- The result is a project that develops a new approach in kitchen design deriving from our Italian traditions.
- Acropolis suggests an amazing development in kitchen design.



## *Acropolis basic concepts*



- Self-centred identity
- Expression of one's own creativity
- Aggregation - socializing
- Value of the cooking ceremony
- Lightness
- Care of the environment - recyclability
- Ergonomics
- Easy technology
- A new system of lighting
- Industrial design
- Made in Italy

## *Basic concepts: Self-centred identity*

- The latest studies show that people are more and more attentive to themselves and their microcosm - family, friends and job
- People want to be in charge of their life, at the centre of their surroundings.
- With Acropolis, the user is the protagonist and in the very centre of the room. Everything is around him and within arms reach.
- Acropolis is the kitchen that bends around the person, becoming his/her extension.

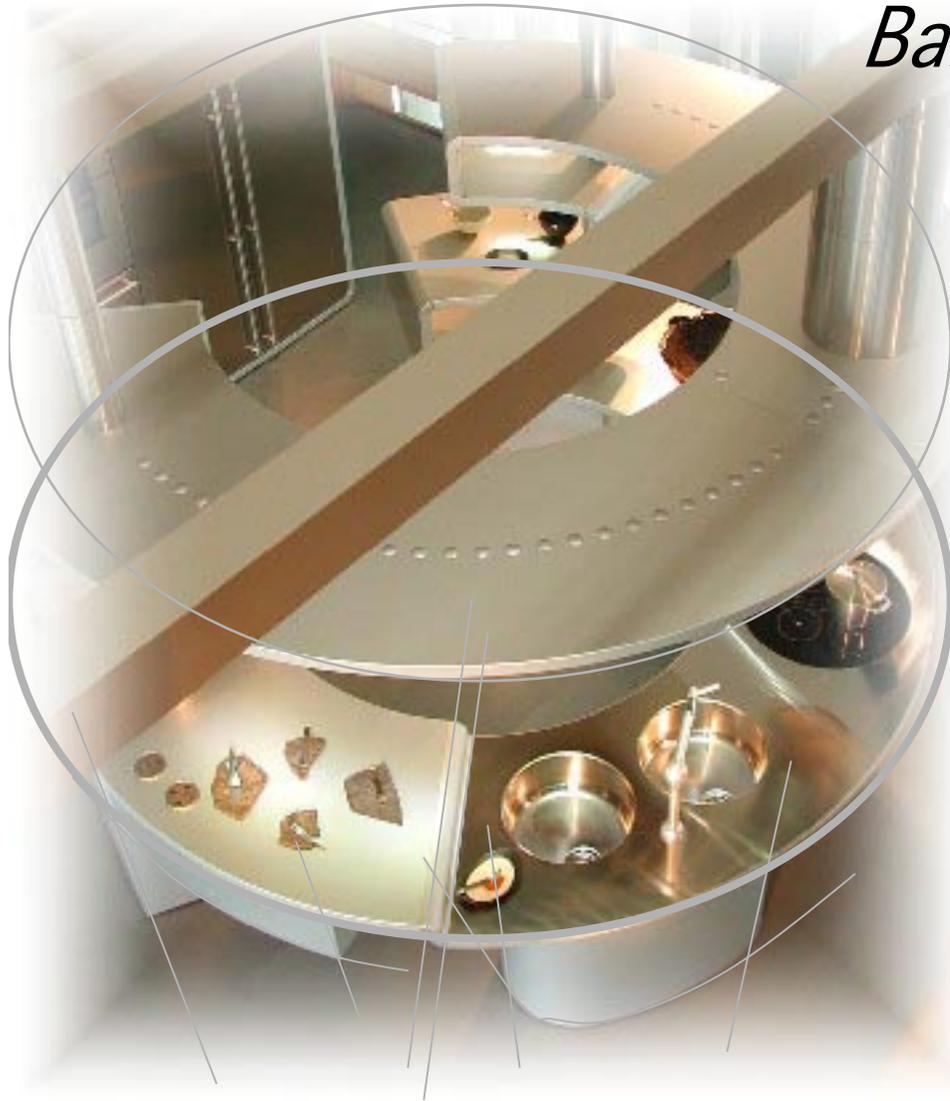


## *Basic concepts: Expression of one's own creativity*

- The kitchen is no more a working room, but a place of life and relationships, the real heart of the house
- Acropolis is the best kitchen for anyone who thinks that cooking is a pleasure, not a duty, a way to express imagination and creativity.

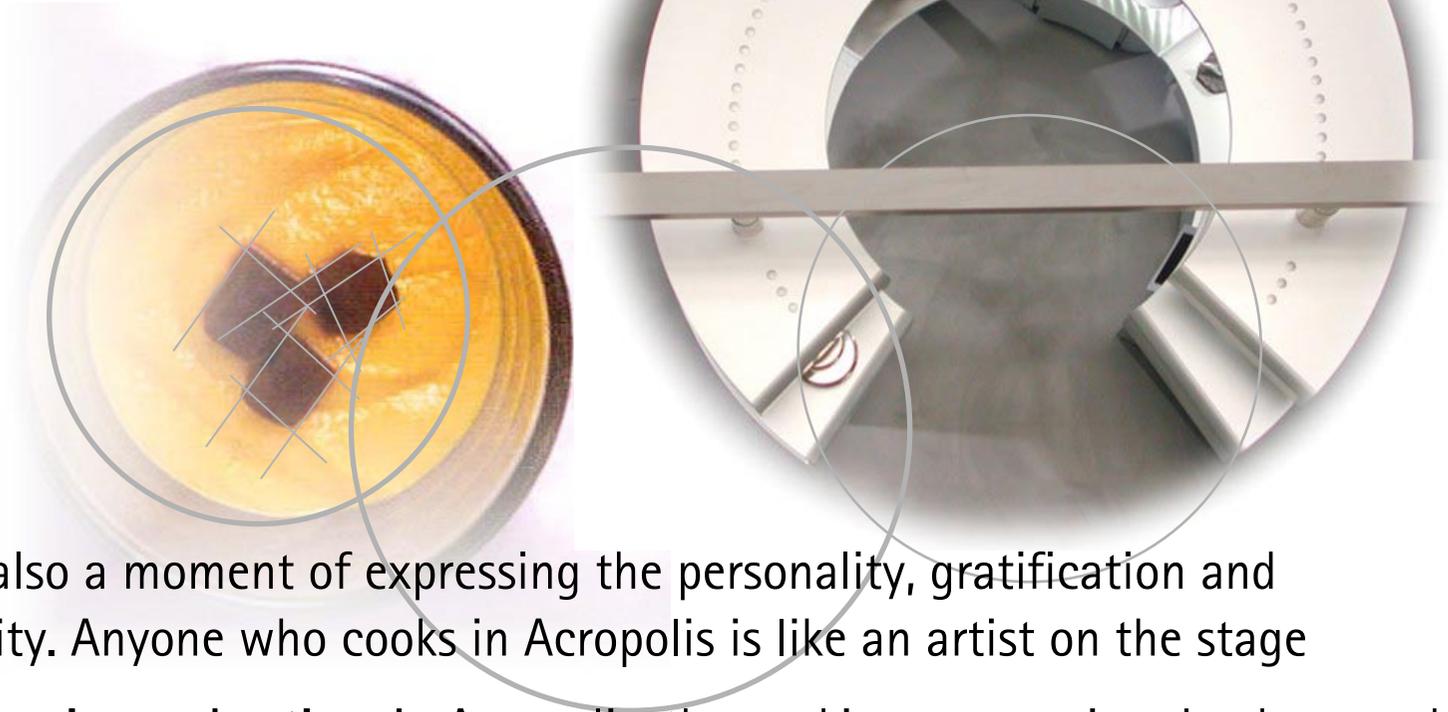


## *Basic concepts : Aggregation - socialization*



- Acropolis is the circular and concentric kitchen that promotes a new concept for aggregation.
- The basic idea is to create a kitchen that can be put in the family life and re-instill the values of relationships and living communally.
- Acropolis is a kitchen that bends around people but opens outside at once so that the user doesn't turn his back to his family or friends while cooking.

## *Basic concepts: Valorization of the cooking ceremony*



- Cooking is also a moment of expressing the personality, gratification and spectacularity. Anyone who cooks in Acropolis is like an artist on the stage
- **Preparing, serving and eating:** In Acropolis, the cooking process is valued as much as eating.

## *Basic concepts: Care of the environment - Recyclability*

- The recycling of manufactured goods is nowadays a primary need for the future of our planet.
- For Acropolis, a high tech **clean and recyclable** material is used.
- 90% of the scrap aluminum can be reclaimed, using only 5% of the primary production energy to melt it down.



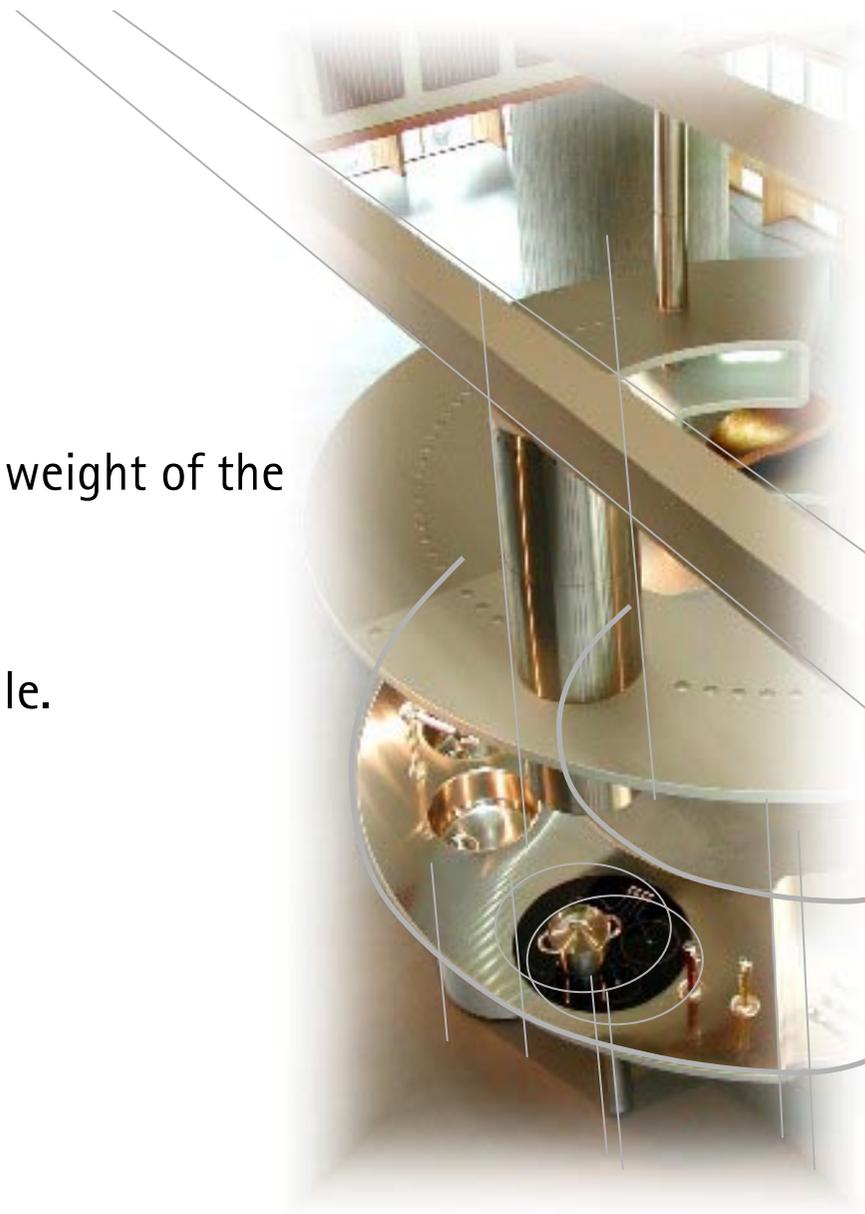
## *Basic concepts: Lightness*

- Studies show that the most sophisticated consumer wants to be surrounded by light, essential elements
- The consumer looks for lightness and simplicity of forms also in furniture. It cannot be static and cumbersome
- In Acropolis lightness is shown by essential, but highly expressive, forms.
- The elements are invisibly joined by custom made fittings and give the kitchen a unique self-support. Acropolis is a dynamic and light piece of furniture.



## *Basic concepts: Lightness*

- The unique aluminum structure reduces the weight of the aluminum by 40%.
- Even the packing is lighter and easy to handle.
- Acropolis is also easy to assemble

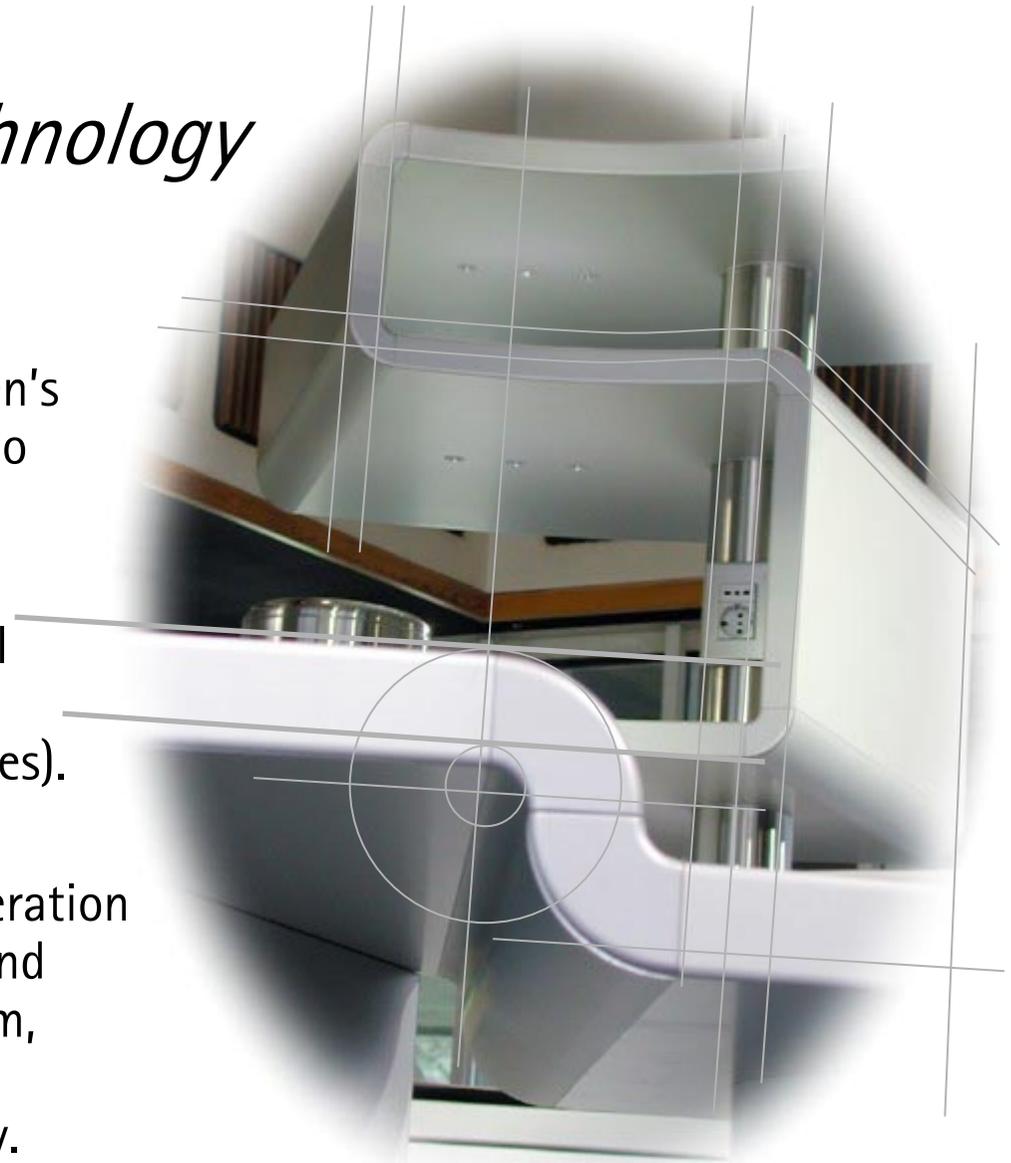


## *Basic concepts: Ergonomics*

- The particular continuous structure has no angles, or corners.
- The **round design** helps the user by putting everything easily within arms reach.
- Acropolis combines aesthetic value with optimal ergonomics.

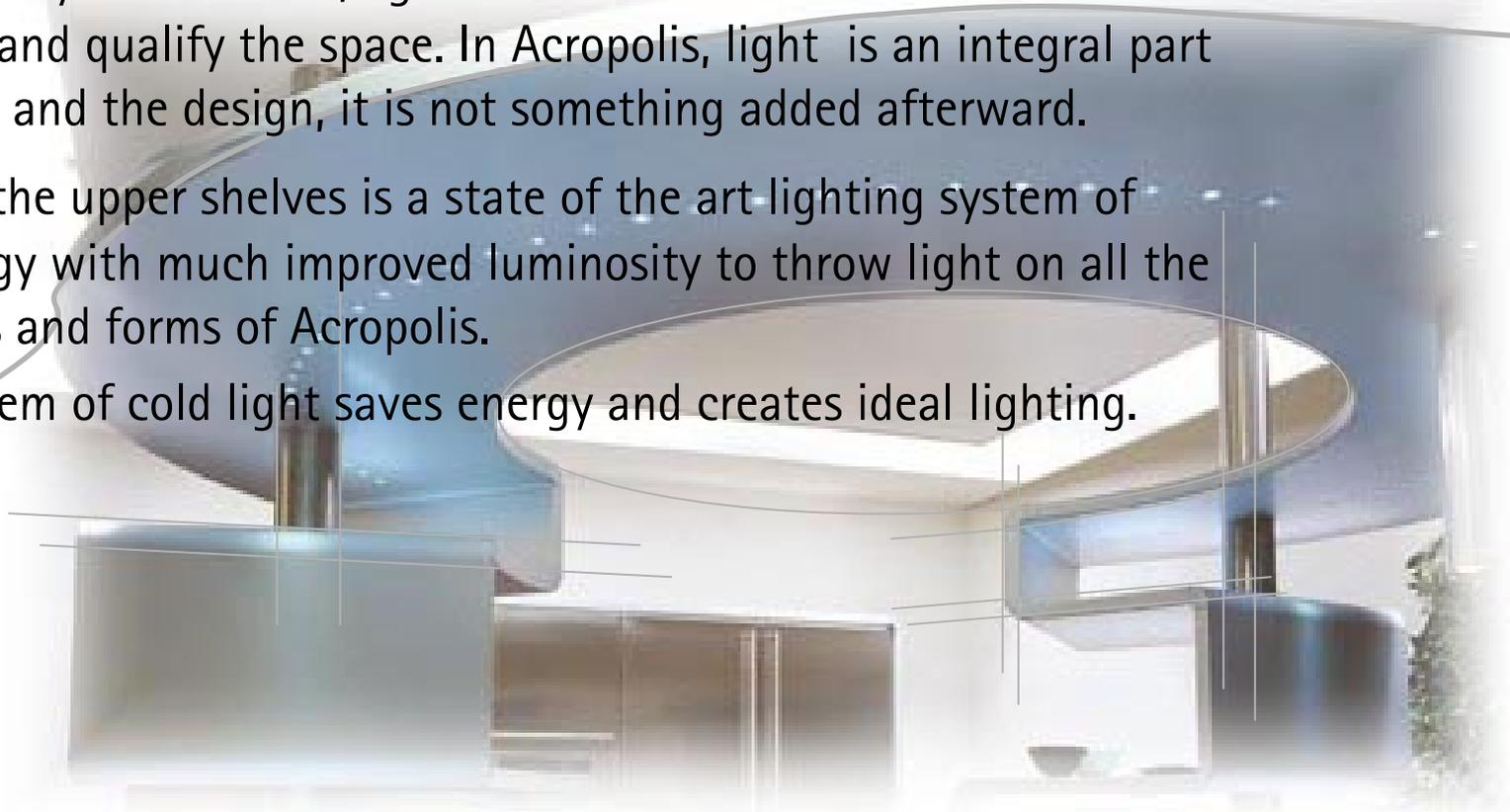
## *Basic concepts: Easy technology*

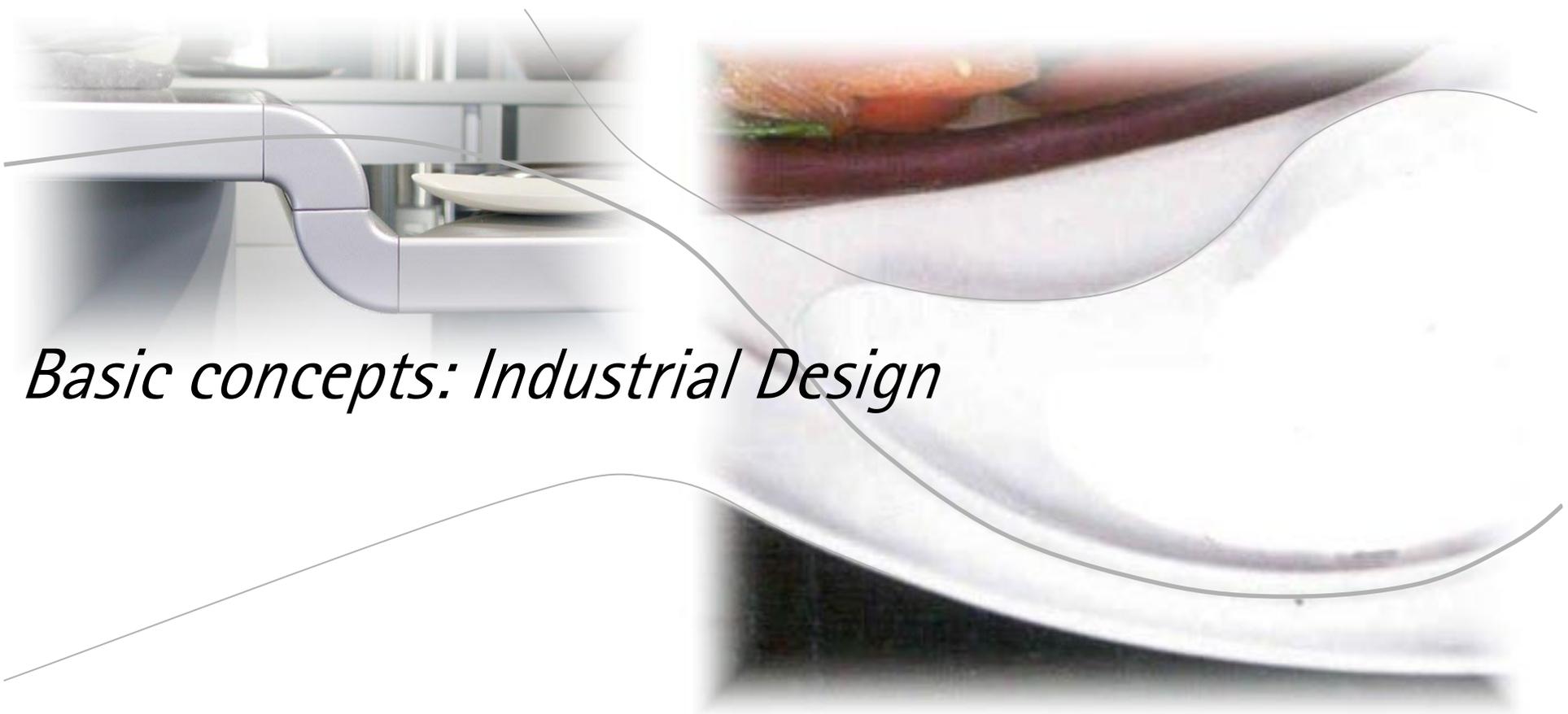
- Acropolis makes life easy and exalts men's sensibility and intelligence (domotics, no more robotics)
- The simple structure hides the technical intricacy (for example, the compressed electric system with hidden electric wires).
- A computerized system enables the operation of the electrical appliances. Radio, TV and internet can also be linked to the system, thus creating an information and entertainment tool for the whole family.



## *Basic concepts: A new system of lighting*

- In contemporary architecture, light is more and more an element that can organize and qualify the space. In Acropolis, light is an integral part of the project and the design, it is not something added afterward.
- Fitted inside the upper shelves is a state of the art lighting system of LED technology with much improved luminosity to throw light on all the work surfaces and forms of Acropolis.
- This new system of cold light saves energy and creates ideal lighting.





*Basic concepts: Industrial Design*

- Acropolis takes advantage of concepts and knowledge of the auto industry in order to assure **AESTHETIC DELIGHT, ERGONOMICS, SAFETY, STRENGTH AND A LONG-LASTING LIFE.**

## *Made in Italy*

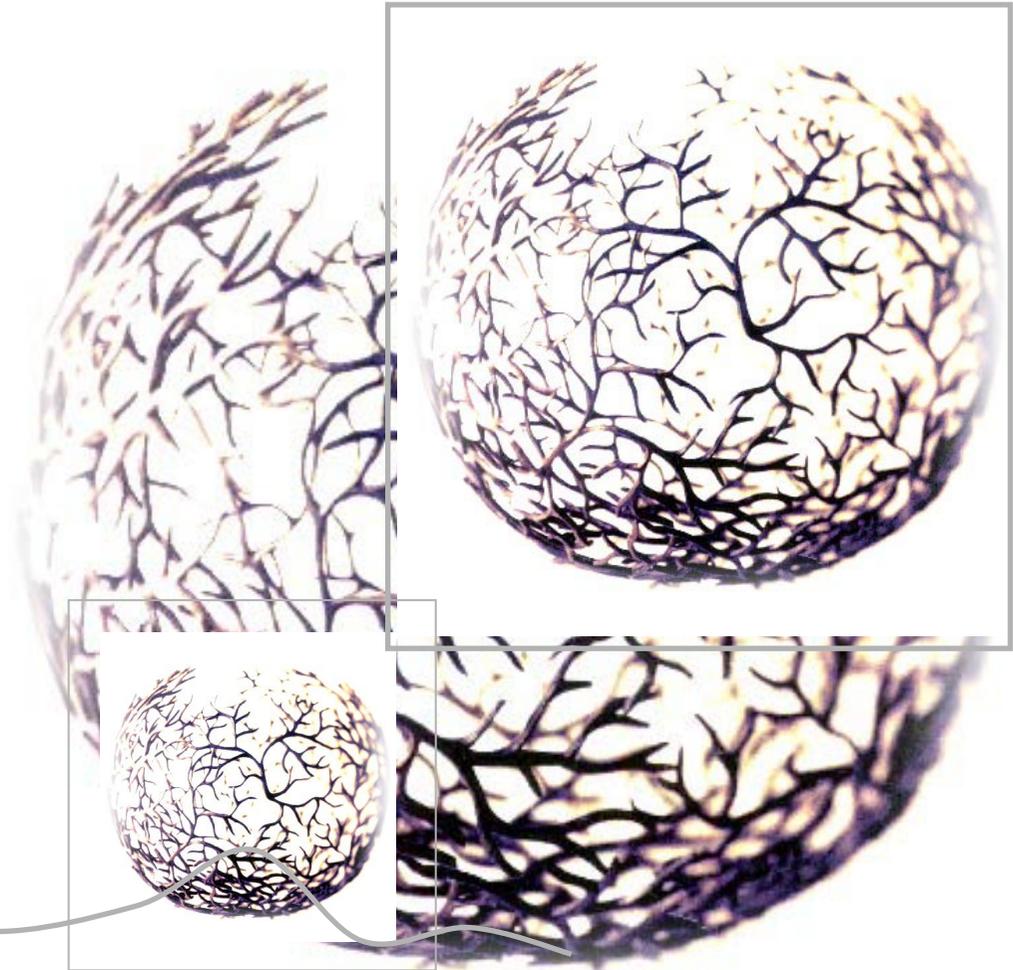
Made in Italy means

- Ability to surprise
- Harmony and taste
- Exceptional creativity

Italy is a culture based on fine cuisine, style and design.

Acropolis combines these ideas

into an innovative object from both the aesthetical and conceptual point of view .



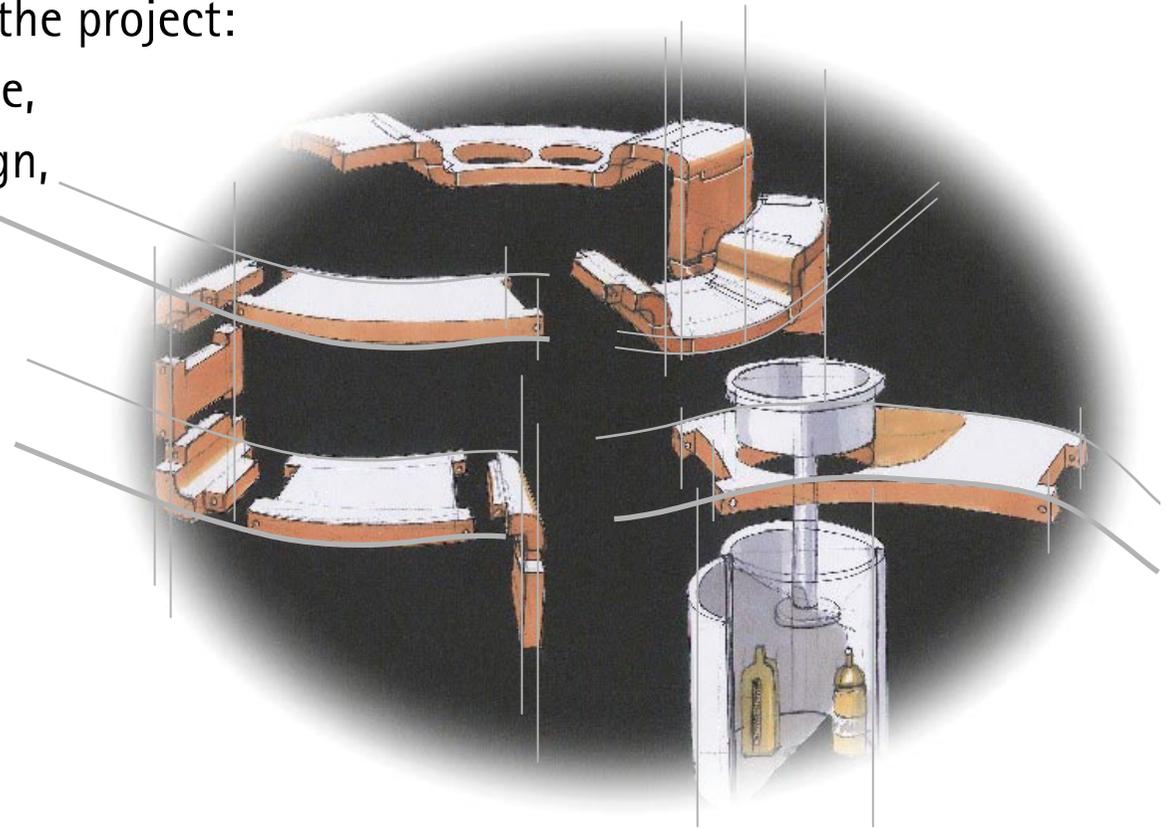
# *Why the name ACROPOLIS?*

- The acropolis in ancient Greece was the highest part of the city, the beating heart of the public and social life of the city.
- The new Snaidero kitchen by Pininfarina represents the nucleus of the house, the hub around which family life rotates. It is a place where socializing is easier and where, every day, the pleasure of cooking and food-sharing takes place.



# *How did Acropolis originate and develop?*

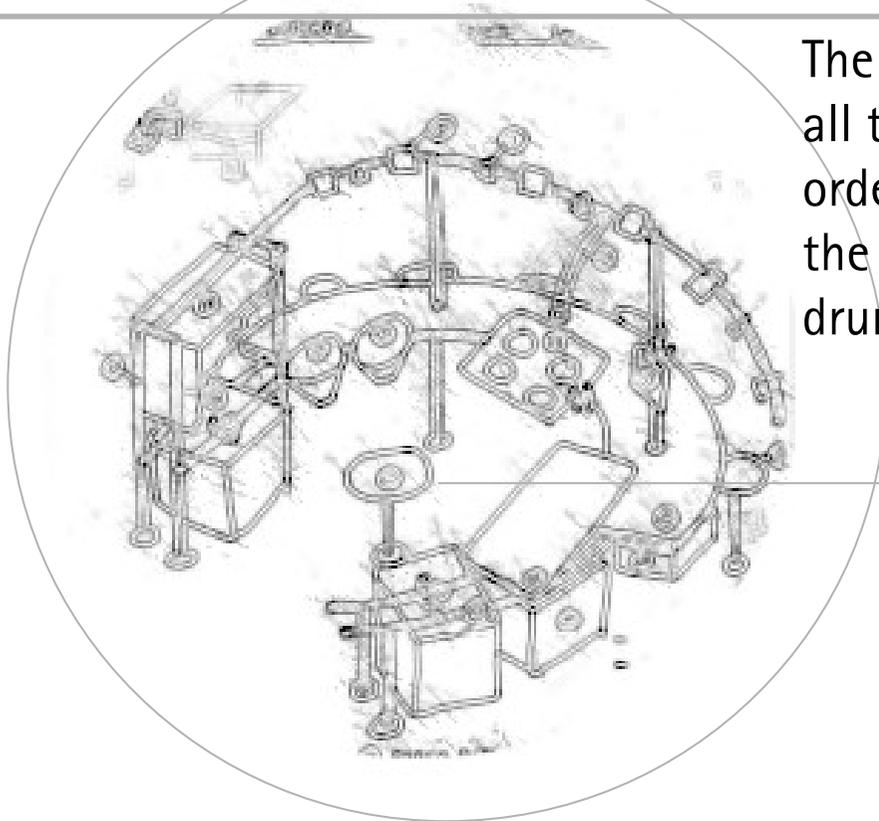
- Market research on the socio-cultural trends, on the changes of the way of thinking about the house and the kitchen, and on the future consumers' needs
- Snaidero's briefing-input into the project:  
a high tech kitchen, but simple,  
elegant, with an exclusive design,  
a centre of family aggregation
- Pininfarina's intuition
- First outlines
- Formal research
- 3D visualization
- Prototype
- Industrialization



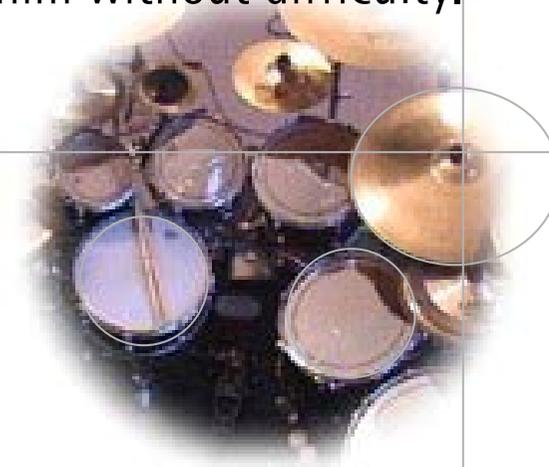
# *Pininfarina's intuition*

The idea of a circular kitchen originated from Paolo Pininfarina's (who is fond of music and an amateur drummer) comparison of the kitchen to a drum set. Preparing a meal is like playing for somebody: the drummer expresses his own creativity, exhibits his action, and shows his ability to his audience. Acropolis originates from this intuition that combines Snaidero's input with Pininfarina's creativity.

## *Pininfarina's intuition*

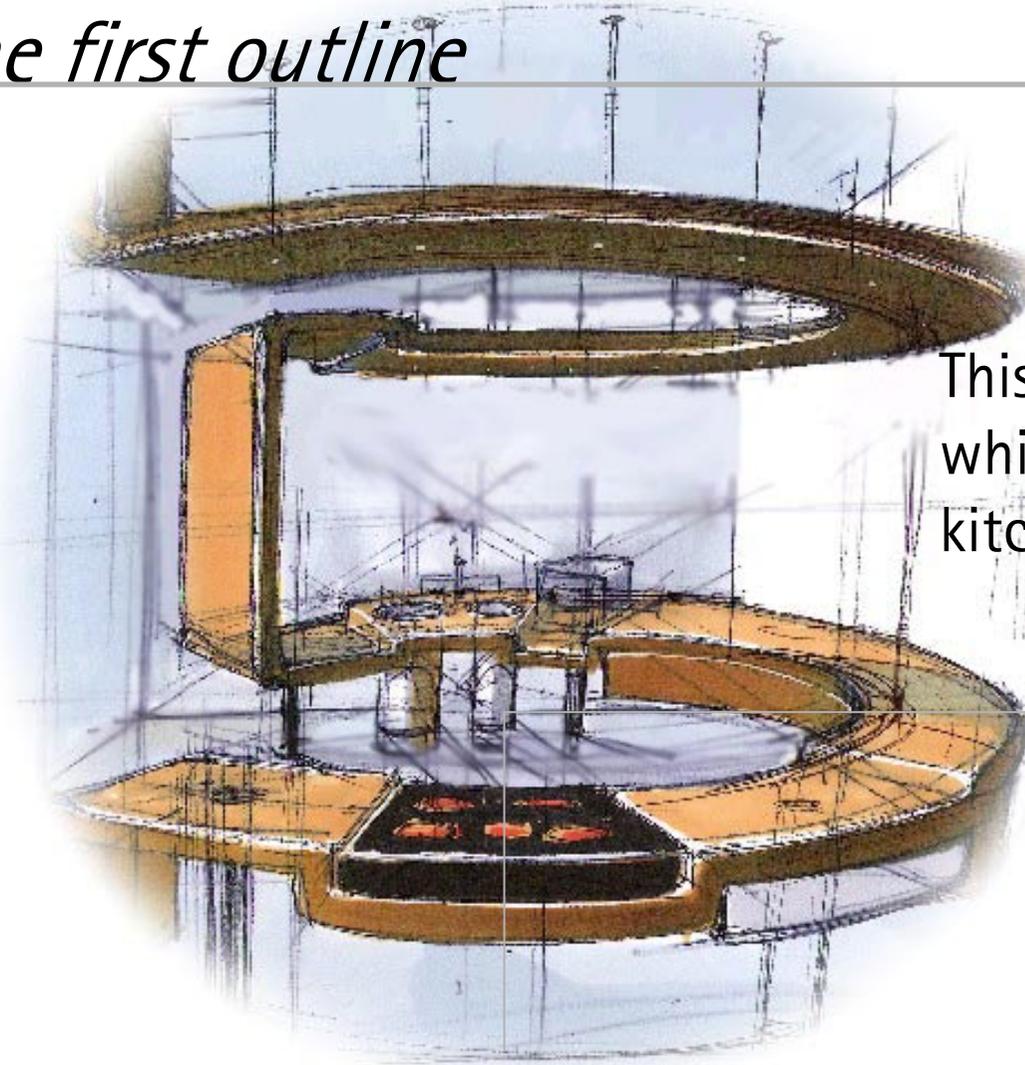


The first "sketch" where the designer marked all the "instruments" that compound the kitchen in order to give the operator the same easy use of all the drummer's "services" who strikes the cymbals and drums around him without difficulty.



Sitting at the center of the kitchen, one can carry out – like an orchestra conductor – all the necessary operations to cook, emphasizing the concept of man's centrality.

## *The first outline*

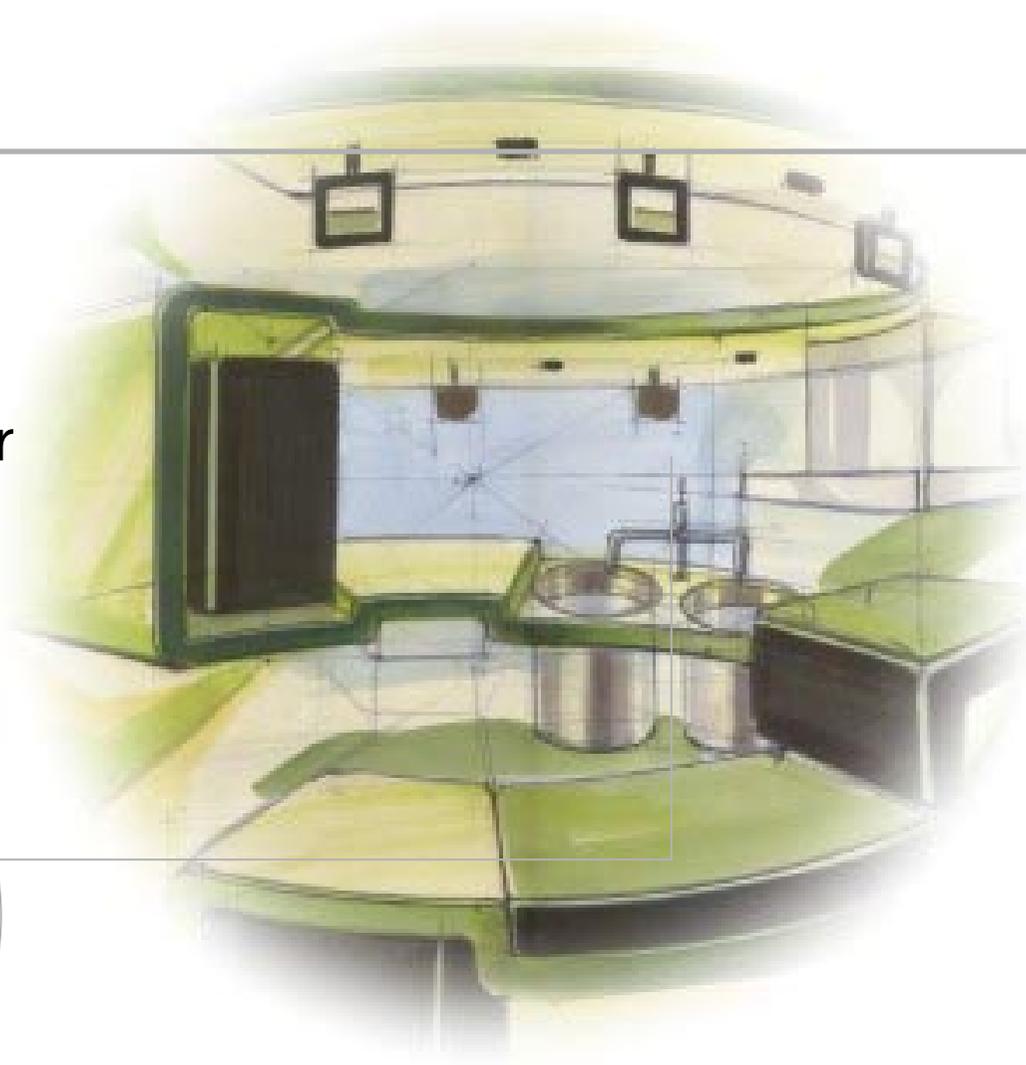
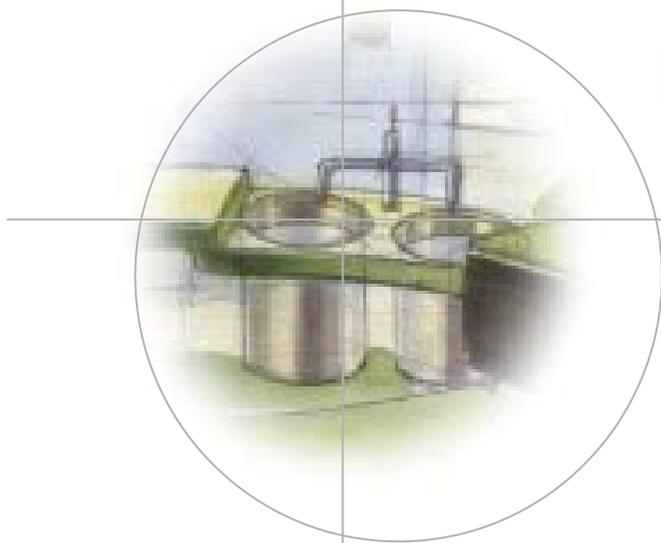


This is the first drawing from which the style of the new kitchen takes place.

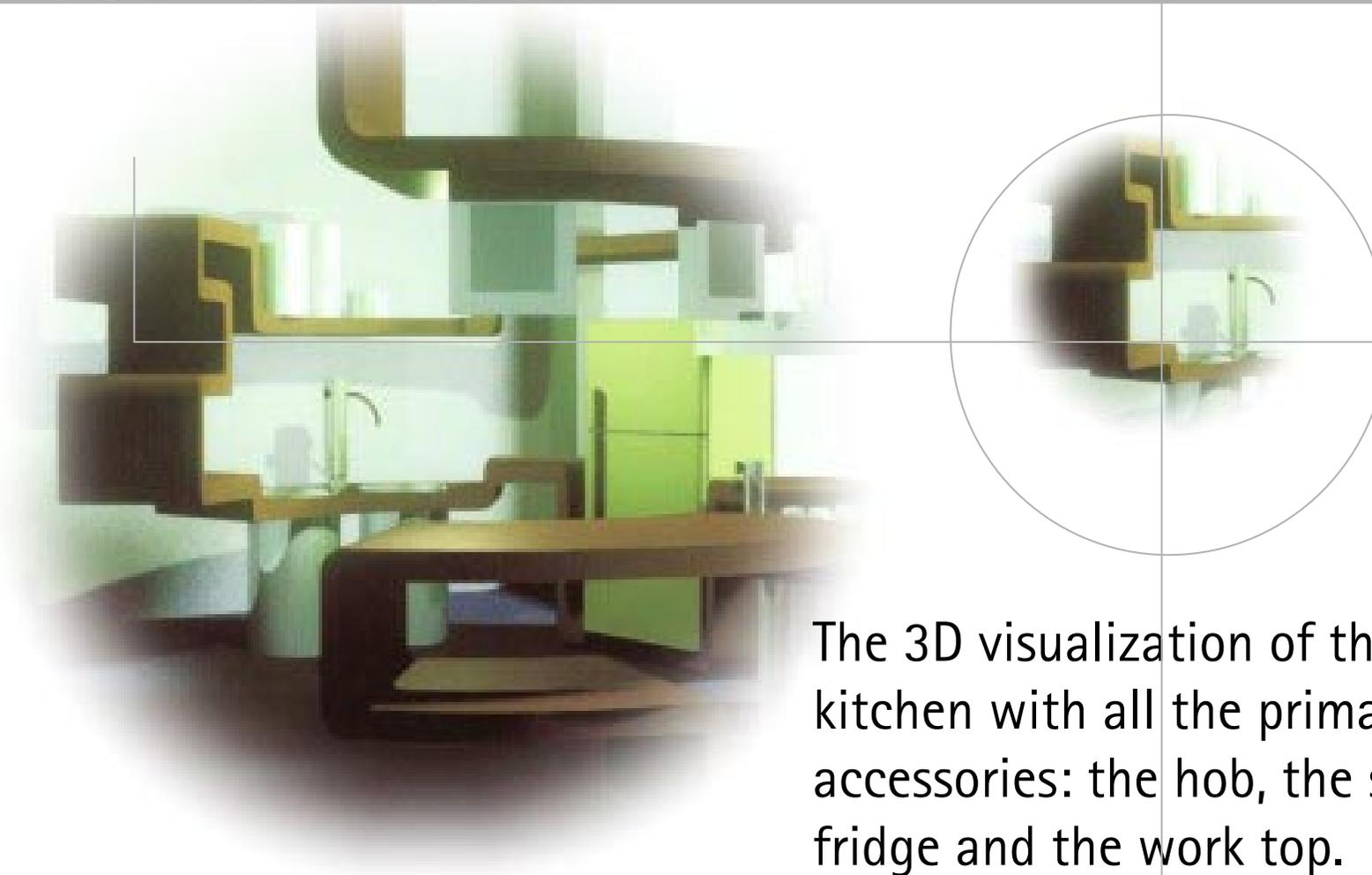


## *The formal research*

The formal research materializes, making room for TV monitors, cupboards and drawers.

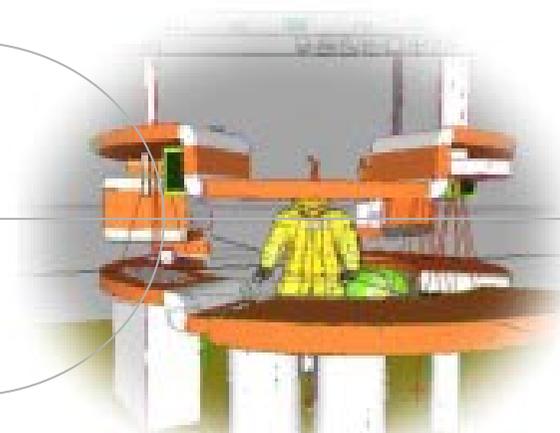
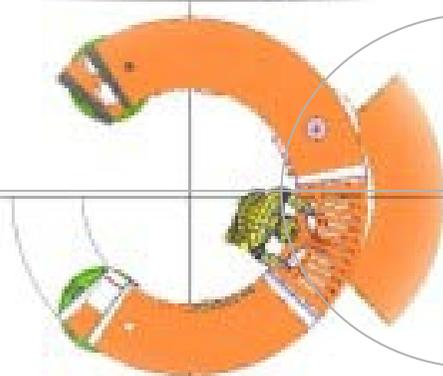


## *The 3D visualization*

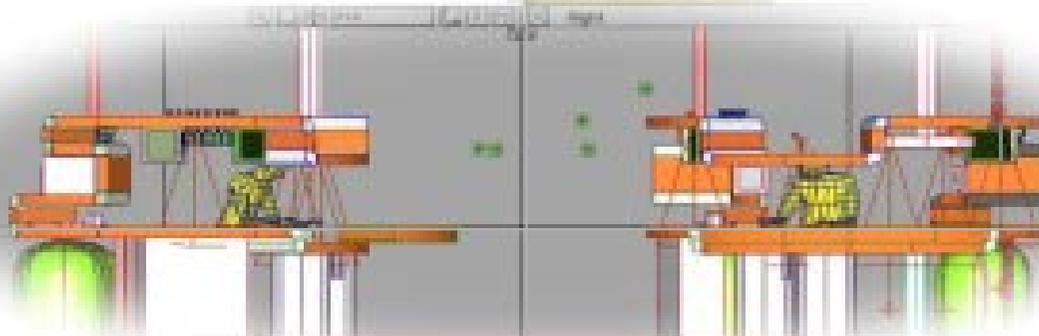


The 3D visualization of the whole kitchen with all the primary accessories: the hob, the sink, the fridge and the work top.

## *The 3D visualization*



Satisfied by the validity of the new solution, the basic dimensions had been delineated before elaborating a real concept of pre-viability.



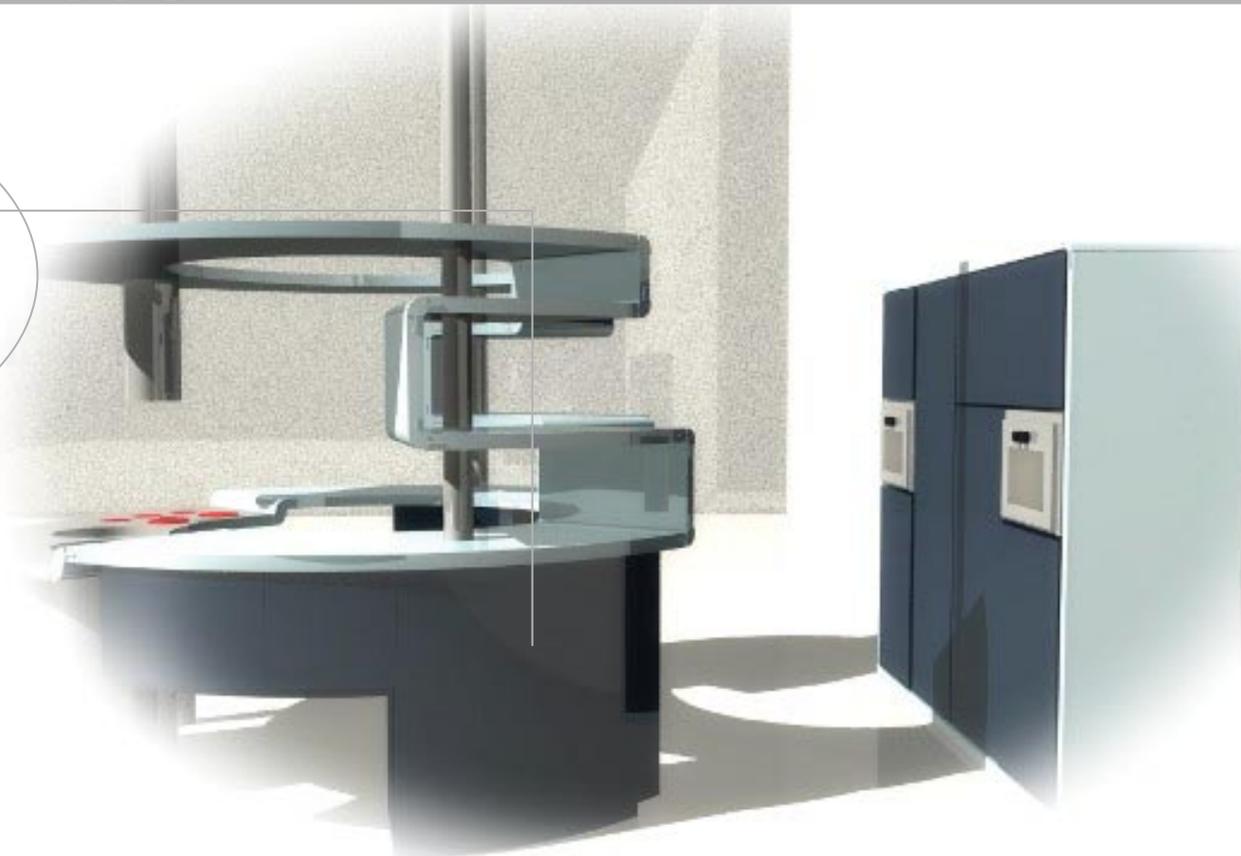
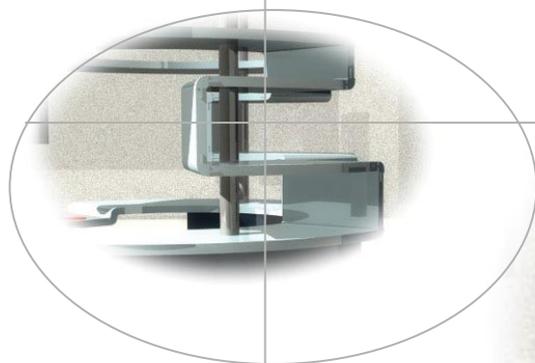
## *The 3D visualization*



This is the picture of the first CAS visualization of the whole kitchen after several refinements and changes. It should be noticed that the oven, the fridge and the dishwasher had been removed from the kitchen and put in an equipped wall kept apart from the kitchen framework.

## *The 3D visualization*

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The picture of the net result realized by the CAS system had also been used to do research on colors.

# *The industrialization*

