

THE FUTURE OF EXTRACTOR HOODS AT THE FABER STAND

The 16 new models and concepts on show offer a sneak preview all of the latest innovations in this sector

Milan, Eurocucina – FTK, Salone del Mobile 2014. Faber, the company that invented the extractor hood in 1955, introduces at Eurocucina 2014 its latest revolutionary air treatment systems with a multisensory approach.

The new products are flanked by **7 futuristic concepts** - and unique prototypes in terms of application, technology and design - revealed for the first time to a professional audience.

The Faber stand, designed by **Made Studio Milano**, the team of creative professionals behind three of the extractor hoods on show (Anima, iCON and Carré), takes the form of a sort of peninsula. The space, featuring a semi-semicircular section, offers visitors two different paths: a virtual route made possible by display panels positioned at the outer edge of the exhibition area, and an interactive antechamber that pre-empts the visit to the actual exhibition area, divided into 4 sections marked by signs on the floor and divided by type of hood. **Wall Design, Built-in Design, Smart design and Island design.**

Commenting on the stand, Emiliano Palma of Made Studio says: *“The stand features beams that simulate an oscillatory movement and below which the hoods are displayed, arranged in a twin area that offers two alternative paths. The first is digital, and allows the hoods to be seen on a screen. The second is analogue, and allows all the models displayed to be viewed in a determined sequence.”*

At the centre of the stand is the **Quiet Bubble**, a sensory installation in which the magical silence of **Sil-K ACT** can be experienced. This truly unique technology was developed by **Faber** in collaboration with **Silentium**, an Israeli market leader in the production of silencing devices. Through the **Active Noise** device, **Sil-k ACT** actively reduces noise by 13 decibels.

The circular, soundproof cubicle, duplicating a real laboratory simulation, is open to everyone and demonstrates the difference between a hood fitted with Sil-K ACT technology and one that is not.

THE PRODUCTS

The **Wall Design** section, comprising **wall mounted** hoods, represents the area with the most interesting range of products: starting with **Infinity ACT** and **Jolie ACT** which, as their name implies, are equipped with the **Sil-K ACT** technology, and are the **latest development** in terms of performance combined with **maximum silence**. Next comes **Veil**, the modern version of a chimney hood, created in collaboration with the designer **Samuel Codegoni** and the **Politecnico di Milano**. Another Codegoni design, the **Versus**, is a new button-free extractor hood that is controlled simply by hand movements.

Particular care and attention has gone into the **more futuristic models** that **propel visitors into the future**. Under the spotlight is the **eMotion** concept, a hood made from krypton material that is totally recyclable and control free. Its **Move Sensor** technology means it is operated by hand movements.

The **Built-in design** hoods, that are integrated into the ceiling or wall, include the **SkyPad** and **SkyBeam** models, with their minimal aesthetics inspired by the thin & light design of touch screen technology, as well as the star of the show: **SkyLift, the only ceiling-integrated hood that lowers itself down over the hob** through the up&down device, a technology that allows it to drop down over the hob when it is in use and to then rise up again when it is no longer needed. A new addition to the retractable range is **Fabula glass**, the exclusive downdraft hood located behind the hob and covered in white glass. **Anima**, a futuristic hood that exceeds normal standards, is a Faber concept hood in **elasticised fireproof fabric** that changes shape through the **Zoom Tech** application.

Impossible to miss among the range of **Smart Design** models, is **ICON**, the new hybrid appliance that is both an induction hob and an extractor hood and operates just like a **laptop**: it can be **transported, closed** and **positioned** anywhere. The new **Carrè**, with its **Bluehood** hands free system and multimedia player, is a veritable 'smart-hood' that can be connected to smartphones and tablets so as to have a telephone conversation whilst cooking, listening to music and interacting with digital technologies without the clutter of a keyboard. An all-round, multimedia experience. **Thalia** rounds off the smart range with a demonstration of its versatility: colourful, lightweight and easy to install, it is the ideal solution for modern spaces that are becoming increasingly compact and multi-tasking.

Moving on to the **new geometrics** of the **Island Design** section, for the 53rd edition of the Salone Faber has developed models with non-standard lines and volumes. **Lumia**, an extractor hood with an unusual volume and silhouette, plays on the linearity of its profile and its very particular Mashrabiya-style pattern, reproduced on the body with a three-dimensional laser. **Loft** displays an unmistakable **urban style** and uses its imposing tall, narrow features to focus on the aesthetic performance of the backlit panel and the play of light created by horizontal inlays. Finally, **Profili** is an innovative solution that echoes the simple **L-shaped line**, and challenges the laws of physics by having the hood's support on the shortest side.

Originally founded in 1955 as a company working with plastic and synthetic resin materials, Faber began making kitchen extractor hoods in 1958, producing the first plexiglas model and establishing what is now known as the "Fabriano hood district". The company's sheer passion and determination have seen it grow first in Europe and then into a global organisation, thanks to a series of acquisitions of different manufacturing sites. Faber now extends to 3 continents with plants in 7 countries, including Italy, Sweden, France, Turkey, India, Argentina and Mexico, plus a sales office in the United States and a branch in Russia, making Faber one of the three largest manufacturers of kitchen extractor hoods in the world. The Group leads the sector in Italy, where one out of two hoods sold is made by Faber, and is present all over the world through its own brand as well as leading local brands. Continuous internationalisation and willingness to accept new challenges has led Faber to become part of Franke, the Swiss multi-national leader in Kitchen Systems.