



# Kitchen equations

By Esha Nag

Marta and Giampiero Peia, the designers behind the AIDA kitchen line, believe in a kitchen that encourages creativity and serenity.

Internationally acclaimed for designing innovative solutions, from architecture to industrial design, Italian architect Giampiero Peia and his partner, architect Marta Nasazzi, have come together to create Marconi's new kitchen line AIDA. While Peia has created many outstanding projects like the headquarters of companies such as Film Master, Inferential, the concept store Tad in Rome, the industrial plants of Getrag and Cisal, he and Nasazzi have collaborated in 2004 to set up the Andy Warhol Show exhibition

at the Triennale of Milan. They have also been involved in the design of the master plans in Milan and Florence for Pirelli Real Estate in cooperation with Metro Gamma and 5+1. Here they speak on their first energy-saving kitchen, on form and flexibility and how food and intimacy define their design.

**ON THE INTELLIGENT KITCHEN - THE CHEMISTRY OF FOOD AND LOVE**  
"AIDA, the new kitchen line from Marconi is a combination of form and functionality, elegance and harmony. We have played with the concepts of

food and love, and have tried to make this an intelligent kitchen. It is born from an architectonic composition of different volumes, and is extremely flexible to begin with. The design inspires a sensuous mood. Food and love have been closely related since the beginning of the human race. For us, the kitchen (as the temple of food) has to be paradoxically and conceptually close to the bedroom (the temple of love). We don't believe in separating the kitchen from the rest of the house. For us, it is a place of highly recognisable aesthetic value,





and not just a place for preparing food. The open space is a spatial concept required in the domestic ambient so, between the living room, dining room and the kitchen, there are no partitions. People must find comfort around kitchen fires and the sinks have to match the sofas and other sophisticated loose furniture with organic or minimal elegant shapes."

**AN ENERGY-SAVING KITCHEN**  
 "AIDA is functional and sustainable. A sustainable kitchen always appears 'elegantly dressed' with safe and ecological materials. While designing AIDA, we have used innovative materials like Corian, a highly hygienic material born from our attention to the functional requirements of this domestic space. An innovative, 'environmental' kitchen also needs a

example of an energy-saving kitchen design. We have used here 'induction baking' in order to use energy just when it is necessary. The heat is concentrated under the wok and not elsewhere. In this way it's possible to save energy. The 'induction' recognizes the dimensions of the bottom of the wok and heats that area alone, independent of the diameter."

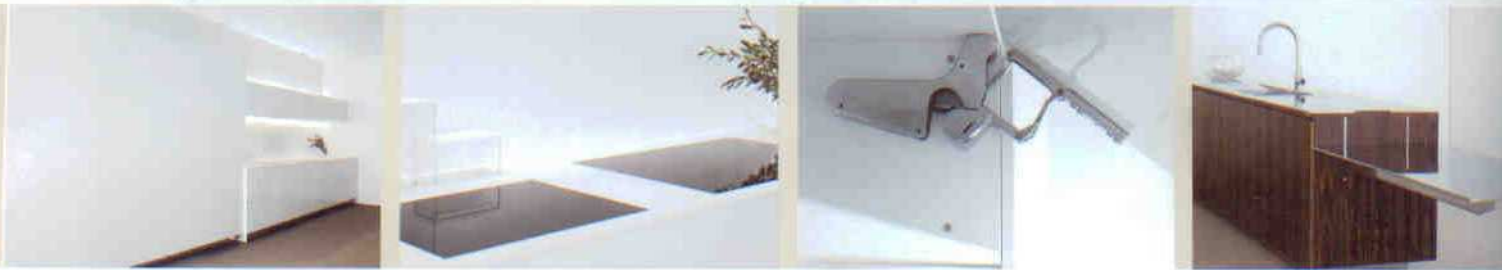
**ON FOLLOWING KYOTO TRACT PRESCRIPTIONS**  
 "In Europe you cannot achieve construction permits if the project doesn't follow the Kyoto tract prescriptions. In the industrial design field we are developing an environmental design approach for taps, bathroom facilities and lighting systems. LED lights are the future. They are energy saving and can be used for a maximum

costs of the kitchen space."

**MAKING KITCHENS FUNCTIONAL AND FLEXIBLE**

"For functional and flexible kitchens, it is important to use flat and organized baking, wide washbasins in order to wash vegetable, meat and poultry and a good exhaust fan. By introducing ergonomic and dynamic solutions, a kitchen can be made flexible. We can get rid of poor ergonomics by using good materials and elegant shapes. The kitchen central block or the "island" must have the option of height change when needed by a lift electric system. So if you are working, the height can be 90 cm. But if you want to eat on the same desk using normal chairs and not stalls, the height can be reduced to the normal table height of 72 cm from the floor. We also suggest a





Images courtesy Peia Associati

home philosophy precepts), but mainly because it is more safe and practical."

### THE FUTURISTIC KITCHEN

"An ideal futuristic kitchen is definitely one that cleans itself, and one with a convertible shape and warm light. Marta says, 'I love cooking,' so I always try cooking in the kitchen that we plan. That way I ensure that form and function work in tandem. I think that the cook is the person more adapted to the planning of the kitchen. We adapt this concept to our expertise and to our inspiration for innovative solutions with essential shapes, but without any display of pomp. Where appliances are concerned, we feel that the fixed type furnace and refrigerator can simply be hidden behind closet doors, like in our kitchen AIDA (with a special sliding system where the opening panels can

disappear inside the cabinet depth)."

### FROM SPOON TO THE URBAN PLAN

"Variety is something we always look forward to in life and work. According to our Italian design 'school' the difference between industrial design and architecture is just a matter of scale. Our practice is a crossover discipline 'from the spoon to the urban plan' since we are involved with designs of wash basins as well as skyscrapers. In our hotel, private villas, residential towers and offices, we nearly always suggest washbasins, taps, bathtubs and showers, kitchens and other customized interior design elements that we've personally designed, to our clients. This helps the client or the user to understand the balanced relation between the objects and the space, the geometries and the materials. Currently, we are involved

in hotel projects in different parts of the world. So at this moment, our design is concentrated on water and light, a beautiful and interesting link. While designing luxury hotels and spas, we have tried to create emotion in the bathroom with water and light. Just like the kitchen, the bathroom is an equally important part of the house. We have used water and light to create the right atmosphere of elegance and wellness. We are currently working on the concept of managing water as a carrier of light."

### ON COLOUR

"Colour is also very important to us. But, instead of creating the space with colour, we prefer to use white to create a natural box where it's possible, so that colour can be infused into the space by putting in various and coloured objects." ●