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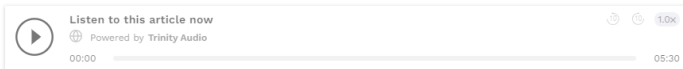


## Cesar spotlights spatial fluidity and material diversity at Eurocucina 2022

The Italian kitchen brand joined the trade fair with eclectic collections that underline flexibility while overcoming walls and partitions to blend into the home.

by STIRpad

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The kitchen, the heart of the home, the very life of the abode is a space of incessant evolution and advancement, both technological or spatial. Since 1974, **Eurocucina**, the biennial trade fair for kitchen design has established its prominence on a global scale by being a coveted stage for new designs, concepts, themes, technology material implementation, and an exchange of novel ideas. Organised as a co-event of **Salone del Mobile 2022**, the kitchen trade show had on board **Cesar**, a leading Italian kitchen brand, with its innovative collections challenging the conventions of spaces encased in walls and partitions. With the company's Art Director and designer **Garcia Cumini**, Cesar imagined spaces free from the confines of the subdivision of walls, created by the positioning of elements that maintain continuity in the transition between separate yet connected living environments. Relinquishing the walls and partitions, the kitchen, the dynamic core of the house, fuses into spaces from the dining room, the living room to the outdoors.



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Tangram designed by García Cumini  
*Image: Courtesy of Cesar*



The 50's by García Cumini for Cesar  
*Image: Courtesy of Cesar*

Discarding rigid linearity, Cesar introduced sinuosity with **Tangram**, a project influenced by the modular logic of the ancient Chinese game of geometric shapes that can be configured in numerous ways. Accentuating the fluidity of the composition, the cabinet door showcases a special 3D detail called Groove, and the double-sided Tangram cupboard divides the environment into kitchen and living room areas. **The 50's**, with its expansive customisation possibilities, is the contemporary reimagining of a 1950s-era library and storage system. In an open domestic environment sans walls, it is a fit for the kitchen, dining room, and the living room areas.



Intarsio - Rovere Mediterraneo  
*Image: Courtesy of Cesar*





Cesar Dressup - Art collection  
*Image: Courtesy of Cesar*

The airy composition, novel colours, and elegant visuals characterised the space exhibiting **Intarsio**, a design available not only in wood finish, but also in bright structured lacquer as well. Inspired by the deconstruction of the two-dimensional surface of a door, the stark contrast between vertical and horizontal lines of the contemporary design sets it apart. Meanwhile, the living room and dining room areas were embellished with an authentic arrangement of **Dressup** which displays its compositional flexibility: the modules, rather than being placed side by side in a single block, are "exploded" and interspersed freely in the space to highlight the options and uses of the product design. The system encompasses the variation, **Dressup Line**, which does the linear development of the splashback and shelving combinations and an intriguing artistic element from the **Art Collection**, that presents the picturesque and refined still life works of Venetian photographer Zaira Zarotti.



N\_Elle by Cesar  
*Image: Courtesy of Cesar*



Maxima 2.2 by Cesar  
*Image: Courtesy of Cesar*

Another new composition that took stage in the show was **N\_Elle**, in which the simple composition of the Maxima kitchen is joined to Dressup line with an elegant white finish