



Art Direction: Peirhan Khanna
Photography: Alaa Taher

SCAVOLINI

ITALY'S HOTTEST KITCHEN BRAND COMES TO CAIRO

If the average person spends a third of their life in the kitchen, then that space had better be well-designed. But even if you don't spend that much time you won't need an excuse to re-model your kitchen once you've stepped into Scavolini...

Just walk through the Scavolini showroom – a hip 160 sqm residential spot in posh Zamalek – and you'll understand the big fuss about Italian design. With an array of uber-chic contemporary models, Europe's leading kitchen designer lives up to its reputation.

Medhat Abdallah designed Scavolini, a staggering stand-alone kitchen showroom, with the goal of bringing a high-end product to the Egyptian market. European suppliers were a logical choice, particularly those from Italy, where furniture and design products are considered the *crème de la crème* of the industry. Signing on to work with Scavolini – a leading kitchen designer known for stylish brilliance – was icing on the cake.

Each Scavolini kitchen model brings its own character to the table (well, technically kitchen-table), with concepts as unique as the individuals who purchase them. Some are dictated by geometry, others colour. Some stand out because of

their accessories, and some draw in the eye through uniquely designed doors, surfaces, and counter-tops. And though Scavolini may be a European brand, there's no doubt that the Cairo store will include a bit of Egyptian flair. Abdallah comments, "You will always have your local scent, even if you're using a lot of the same components."

The Scavolini showroom is impressive, and strangely harmonious. Let us explain. Abdallah brings in products from top European brand stores – stores that often compete with each other, and on a similar price basis, no less. While homogenous showrooms around Europe can become drab and dry, Scavolini offers eclectic designs for each model that utilises a lot of cool accessories.

Just to stay on the top, every season Scavolini introduces a new line for its European markets. After the newest wares debut at this year's Milan Fair, Abdallah plans to bring Scavolini's



new full bathroom concept, Blue Scavolini, to Egypt. With everything from cabinets to accessories, this dedicated bathroom concept will be added as an extension to the already impressive kitchen showroom in Zamalek. With the Scavolini name already making a name for itself in Egyptian kitchens, the newest concept is sure to be another sensation in Egypt's burgeoning design market. ■

Scavolini, 4 El-Yamany St., Zamalek, Cairo, Egypt
Tel: +(2) 011 1153 3116/7/8