

The essential industry guide for the Middle East

Bathroom Accessories

## GEBERIT AQUACLEAN

A NEW DIMENSION IN  
CLEANLINESS

Tiles & Ceramics

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INNOVATIVE, SHOW-  
STOPPING TILE TRENDS

Kitchen Accessories

## BUGATTI

DESIGN AND INNOVATION,  
FROM CLASSIC TO  
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Bathroom Trends

## DORNBRACHT

DIGITISATION OF THE  
BATHROOM AND KITCHEN

# LA CORNUE CHÂTEAU

TIMELESS AND HISTORIC



# SCAVOLINI DIESEL LIVING

the other side of the kitchen

For the Diesel Living collection, Diesel and Scavolini, two key proponents of Italian style worldwide, have joined forces to create a kitchen of outstanding modernity in the design and modularity of its units and fittings, yet with materials, treatments and finishes that express all the vintage spirit so central to Diesel's DNA.

Contemporary lifestyle trends are towards smaller and smaller homes, especially in big cities, where the kitchen and living zone often form a single design unit. This means that nowadays the kitchen is no longer just a place where tasks are performed but is also a room for socializing and fun: these two iconic brands have thus set out to create a project

where design becomes casual. The Diesel Social Kitchen is an extension of the Diesel philosophy applied to the home collection, entitled "premium Casual Living", where the kitchen acquires all the verve and energy of a party. The result: a kitchen that combines modernity and comfort, a working area with space for entertaining friends.

The perfect fusion of the Diesel lifestyle and Scavolini's experience, technology and know-how, the Diesel Social Kitchen is a revolutionary product for its sector, featuring different/unusual materials, new but time-worn, with absolutely original colors and shade variations.

Scavolini views this as a global project, capable of giving it access to new consumers, especially abroad. The brand's internationalization strategy is increasingly involving unique products/concepts that reinterpret the very concept of what a kitchen is all about. Fashion plus design are central to the uniquely stylish Italian manufacturing tradition, on which Scavolini has always built its success, and so the association between these two parallel worlds was immediate.

