

Signature Launches the Exclusive MIAMI Kitchen by Biefbi and Bertone Group

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Signature Debuts the First Kitchen Designed with a Car Approach

- an epitome of Contemporary Design and Technology

The Signature Group infuses contemporary Italian design and elegance in the local kitchen market with the debut of the MIAMI Kitchen, in collaboration with Biefbi Cucine and Bertone Design from Italy.

The celebratory event, held at the Signature Kitchen Lifestyle Gallery in Kota Damansara, was attended by distinguished guests, developers, architects, designers, media clients and graced by honorary guest, the Italian Ambassador in Kuala Lumpur, H.E Cristiano Maggipinto, Dr Samuele Porsia, the Italian Trade Commissioner, Mr Aldo Cingolani, CEO and founder of Bertone Design, and Biefbi Asia & Middle East Sales Director, Mr Francesco Battistelli, Dato' Michael Chooi and Mr KC Tan, Group Executive Director and Group Managing Director of the Signature Group.

MIAMI, a project by Biefbi Cucine and Bertone Design, the group that is well known for Italian car styling since the 50s - is the first kitchen designed based on inspiring solutions and materials used in automotive with hi-tech solutions; totally designed with a car design approach. Design and usability are perfectly combined in this project, where the right balance between refined aesthetics and ergonomics forms creative solutions without neglecting the functional aspects.

According to Mr Aldo Cingolani, CEO and founder of Bertone Design, the MIAMI kitchen concept draws from Bertone's experience in car design where the concept of form and function is crucial, and stands as a solution of great aesthetic value and high industrial quality, placing itself in a high-end market.

Characterized by forms and sinuous lines which match harmoniously to the straight lines, MIAMI proposes a contemporary design with some vintage touches, emphasized by the elegant use of sophisticated materials such as Peltrox® for the worktop and backsplash. The color palette is from the heritage of Bertone's brand, where central to this new concept is a color which marked the automotive design history: orange, which is very dear to Bertone and also used for the legendary Lamborghini Miura.

Later in the evening, Signature also unveiled the latest appliances range from Italy's leading cooking appliances brand, Ariston in a special cooking demo by Chef Stefano Griber from Enoteca, featuring specially curated Italian specialities.