

TANTO NEURANT

with complete English texts

DICEMBRE/DECEMBER 2007

CUCINA 2007/2008



GLI STILI, LE TENDENZE, LE NUOVE FINITURE E I MATERIALI
STYLES, TRENDS, NEW FINISHES AND MATERIALS
ELETTRODOMESTICI, COLORATI E SUPER SPECIALIZZATI
APPLIANCES: COLORFUL AND SUPER-SPECIALIZED
LE NUOVE FRONTIERE DEL GUSTO, DAI SUPERMARKET EXTRA
CHIC ALLE CANTINE D'AUTORE/THE NEW FRONTIERS OF TASTE,
FROM EXTRA-CHIC SUPERMARKETS TO DESIGNER WINE CELLARS



Un corso di cucina per bambini targato **Viking**. L'azienda ha ben 11 scuole sul territorio americano.
A cooking course for children organized by **Viking**. The company has a good 11 schools across America.

Hurrah for school!

There is a kind of school that is booming. According to the Travel Industry Association of America 27 million Americans came to Italy in pursuit of good cooking in the past three years: visiting restaurants and trattorias, sure, but also attending cookery lessons in the increasingly large number of schools the gourmet world of our peninsula is rich in. Good cooking – to taste but also to prepare – has always been a passion of the Italians, too. In the past few years, maybe due to the thirst for psycho-physical wellbeing (and everyone knows that food helps, too) more and more Italians chose to take on cooking as pastime. Every year 800 people enrol at “La Cucina della Casa Buitoni”, opened in Milan in 1998. And the Congusto school, that has recently started a course for chefs on the use of the hoods Elica, celebrates its fifth anniversary by opening 4 new venues. Many chocolate-addicted attend the Scuola del Cioccolato di Perugia in Perugia and the coffee-addicted the Lavazza Training Center in Catania. Such a great

success, that these schools are now places to communicate for the manufacturers of electric household appliances – complex products to be explained, but most of all to be used personally. Abroad, a few schools were opened round the electric household appliance itself: like the 11 schools Viking in the US (67.000 students in 9 years of life), or the Eckington Manor Cooking School in England offering lessons on the cooking techniques with the Aga ovens. However, the companies have been supplying their lines for professional use to the schools for chefs for many years (like Electrolux with the prestigious Alma at Colorno, Parma, opened in 2004). And in Milan, at the brand-new school of Teatro 7 Lab, they cook with Scholtès products, at La Maggiorana, Rivoli, with the Arclinea systems and at the vegetarian cooking school of the Haus Hiltl restaurant in Zürich with the components of the lines “Serie b3” and “System 20” by Bulthaup. That’s marketing. Tasteful marketing.



7 8



5 6



1 2 3



1. La Maggiorana a Rivoli, Torino, con cucine **Arclinea**. 2. Il **Lavazza** Training Center a Catania.
3. La cucina dell'Eckington Manor Cooking School, dove si tengono corsi **Aga**. 4. La Scuola del Cioccolato di **Perugia** a Perugia. 5. 6. La Cucina di **Casa Buitoni** a Milano, i cui interior di legno sono firmati **Listone Giordano**. 7. 8. Alma, la prestigiosa scuola per chef professionisti a Colorno, Parma. Le attrezzature professionali delle cucine sono di **Electrolux**.

1. La Maggiorana a Rivoli, Turin, with kitchens **Arclinea**. 2. The **Lavazza** Training Center in Catania. 3. The kitchen at the Eckington Manor Cooking School, where the **Aga** courses are held. 4. The Scuola del Cioccolato di Perugia at Perugia. 5. 6. The Cucina di **Casa Buitoni** in Milan, where the wooden interiors are by **Listone Giordano**. 7. 8. Alma, the prestigious school for professional chefs at Colorno, Parma. The kitchen equipment for professional is by **Electrolux**.