

## utopian kitchens / by the people, for the people

The concept of demode developed from a dare.

Gabriele Centazzo, head designer of VALCUCINE, found himself on the defensive in an interview with a young idealistic designer who bombarded him with a series of challenges—Centazzo finally countered provocatively:

*Do you think the existence of democratic, fair design possible, in which quality is proportional to aesthetic value and which is capable of eluding brand logic? Do you believe in a product that respects Man and the environment yet is available at a market price? Do you really believe in this utopia?*

Yes, both men answered in tandem, and demode was born.

Gabriele Centazzo was given the task of designing the models of all the kitchens in this new company, and choosing a name for it—a name that embraces the philosophy of a young movement free of the influence of publicity, a movement against the mainstream. Centazzo chose the double-edged “demode,” an acronym of “democratic modern design.” Ironically, “démodé” also means “out of fashion,” as in *beyond* trends. Demode has gravitas: its policies, designs, environmentally protective materials and manufacturing principles demonstrate. You won’t see this company in advertisements or on television—demode uses that money to preserve the dream it shares with its customers: *Price proportional to the value of the purchased product.*

Accurate design, ergonomics, quality and environmental-friendliness are the only laws demode must obey. Demode’s young team includes a marketing expert, an engineer, an artist and a designer—each contributes extensive research in his/her discipline to develop the product. The team’s analyses, overseen by seasoned designer Gabriele Centazzo, have led to kitchens with timeless, clean lines, lightweight shapes and volumes, harmonious colors, tactile surfaces. The team examined traditional kitchens to identify weak areas. As a result, demode cabinets employ full extension runners with automatic return and integrated soft closing mechanisms; counters have a drip catching contour; demode doors are absolutely water resistant, with an added aluminum bar to protect them from dishwashing steam and humidity. Materials are simple, smart—micro-joints at the edges of doors are design triumphs, and therefore left visible (beauty in function). In Utopia, kitchens are demode—by the people, for the people.

**For more product information visit [www.demode.it](http://www.demode.it)**