

---

[home](#) [products](#) [projects](#) [events](#) [industry](#)

---

0 tweet

[Share](#)

## Scavolini Turns 50

by Sheila Kim | Tuesday, April 12, 2011



Italian kitchen giant [Scavolini](#) just had a giant celebration: the company celebrated 50 years of business with a bash at its new plant in Pesaro, Italy. Best known for sleek designs and a network of 1,300 sales outlets within Italy alone, the manufacturer was founded in the 1960's by brothers Valter and Elvino Scavolini as an artisan workshop, and quickly grew to become an industry-leading brand. A special commemorative book, "Scavolini 1961–011: 50 Years of Kitchens," documents this history, as well as the company's close link to the social, economic, and industrial evolution of Italy. The book boasts an introduction by art critic and journalist Philippe Daverio, photography by Gabriele Basilico, and portraits of real employees and families by Filippo Romano.



T  
U  
N  
H  
g  
A  
N  
H  
M  
K  
V  
C  
S  
D  
E  
C  
S  
C  
D  
A  
V

Scavolini marked its half-century anniversary with three programs, actually. The first was the book, the second a poster campaign. Major Italian cities touted “Scavolini. Only Italian. Proudly Italian. And for 50 years, the best seller from Italy” in trams and underground stations, and buses late last month, lasting for two weeks.

But the major tribute, of course, was the party held at the 140,000-square-foot Pesaro plant, held on April 2. Some 3,500 guests—employees, retailers, agents, suppliers, collaborators, and local authorities—packed the newly constructed building where a thousand bottles of Italian bubbly and massive graphic projections helped make the celebration festive.

ii

