



#### ALPES : THE PRIDE

Founded in 1954 by Nico Moretto, who has since headed the company and designed all its products, Alpes began its operation with the manufacture of metal cabinets for the kitchen.

In 1964 it started producing built-in kitchen appliances made of stainless steel: sinks, hobs, ovens and exhaust hoods. The company soon gained a distinguished reputation for the high technical and quality standards of its products, their sophisticated design and the accurate machining of steel, a high quality material characterized by its stainless, hygienic and resistant properties, whose 19/10 chrome-nickel alloy and special finish determine its exclusive "silver" colouring.

The basic qualities that characterize the Alpes products are functionality, safety, durability and environmental safety. Functionality also means accurate details and a preference for rounded shapes designed to facilitate operation and cleaning.

The safety of adults and children is also guaranteed by the oven door air-cooling system, the flame failure safety devices that interrupt the delivery of gas if the flame goes out, and many other expedients designed to prevent hazards and injury to those whose natural habitat is the kitchen. The materials used and the machining techniques guarantee the reliability of the end product and its long life. The adopted technologies have been chosen for their environmental safety and suitability for limiting waste and consumption.

The high quality of the material and technology is complemented by the superior quality of the design, which has received important acknowledgements and been displayed at major museums, such as MoMa of New York on the occasion of the 1972 exhibition titled "Italy: the New Domestic Landscape", and been granted numerous design awards: Gran Design in 1997, ADI Golden Compass in 1998, Good Design in 2002, all obtained by the Alpes countertop folding hob.

The electronic exhaust system also received a special mention at the 1998 "Golden Compass" event. The countertop folding hob, which is part of the Historical Collection of the ADI Golden Compass (Cantù Gallery of Design and Furniture), was also displayed at the exhibition titled "Award: Italian Design from 1954 to 1998" organized by the Italian Cultural Institute of Los Angeles. Moreover, it has been on permanent display at the Chicago Athenaeum Museum since April 2003.