**Lucido Elephant Skin: the "showpiece" of area30**

**Premium manufacturer Allmilmö completely satisfied with kitchen trade fair**

**Premium manufacturer Allmilmö Küchen GmbH & Co. KG (Zeil am Main/ Germany) is thoroughly satisfied with the Area30 trade fair, organised in the Germany’s “kitchen heart” East-Westfalia. Although the event, which is geared to the kitchen trade in Germany and its neighbouring countries, recorded slightly fewer visitors overall, this pandemic-related decline was not noticeable at the company's impressively designed stand. Representatives of kitchen studios met here as well as property outfitters and real estate developers – first-class contacts and business discussions were the result, and the "allmilmö" brand sustainably strengthened its position in the worldwide Kitchen Champions League.**

A large number of new product developments were presented; the focus of the trade fair presentation was on models of high-quality kitchens with the "Elephant Skin" surface finish. In addition to the previous matt look "Opaco", the noble glossy surface "Lucido" celebrated its premiere. And it can be considered a great success: Visitor interest was great and the "declaration of love for kitchens" in bright red attracted all eyes at Area30.

**Touch – and fall in love: Lucido and Opaco Elephant Skin**

Allmilmö has staged the beauty of Lucido with an exclusive model from the "design-art" style group. In pure harmony, 19 mm thick side panels, worktop and front each refer to the high-quality workmanship. The premium manufacturer from Zeil am Main reaffirmed its competence in the direction of architectural colour, material and interior design, which was consistently honoured by the visitors

At Area30, positioned in a futuristic Martian landscape with a space station, the new Lucido Elephant Skin surface was accompanied by the successful Opaco Elephant Skin model. Kitchens with this haptically flattering, matt surface are available in the colours black, anthracite, light grey and white – and also in the "smooth supermatt" version.

Both surfaces are available in cross-groove and burled leather structure, they are insensitive and more resistant than conventional materials, this results from high-quality electrode-beam hardened acrylic lacquer surfaces. The presented models with tall unit units, a bar with pocket doors and tall unit design shelves were impressively staged with warm white LED surface lighting at the Löhne trade fair location. The interior fittings with perfect a-boxes and built-in electrical appliances from Gaggenau stylishly rounded off the design ideas for the trade fair premiere.

**Impressive – and all a piece: the monoliths**

The Monolith, which was presented for the first time, formed the design link to the world premiere Lucido – positioned centrally as an island with the two blocks "Cooking" and "Prepare" on the stand. The monoliths from Allmilmö are visually striking with their perfect holistic appearance. The basis is formed by the 45° mitres of the worktop and the back – stylishly accompanied by flush fronts on the kitchen side and flush skirting boards on the carcase side.

For the team around Managing Director Johannes la Cour, the six successful days at Area30 were not only a well-deserved reward for strengthening the Allmilmö brand, but also a time of intensive consultation and the writing of numerous orders. La Cour comments: "Our new kitchen with Lucido Elephant Skin was the absolute eye-catcher here at the fair. And judging by the response on all days of the fair, we absolutely hit the mark - the market in the upper price segment eagerly accepts bold design ideas like our kitchen in brilliant red!"