

the **QIP** by **IRP**

. WELCOME TO THE CUT WORLD

*Designed by Alessandro Isola
Produced by Record è Cucine*



. THE CUT KITCHEN

Powerful architecture... A restoration/refurbishment of historic monumental spaces... An L-shaped central island element. The projecting top block features a table that slides out, rotates and then remains suspended. Dividing walls/storage cupboards that can also house appliances, with black interiors. Modular open-fronted column units in metal tall. On the ceiling: motorized ceiling drawers, hood and mobile frames. Co-ordinated metal designer seating.





. THE ARCHITECT

Alessandro Isola, began his formal Art and Interior Architecture training at home in Italy. He then headed to England and the School of Architecture at Oxford Brookes University, where he was awarded the coveted Michael King memorial prize. After completing his training at London's prestigious Architectural Association, Ale joined Foster+Partners, widely regarded as one of the best architectural and design practices in the world. A series of collaborative projects and awards followed, including designing for Italian glass company Venini and winning the CREA Award for the Flow Light by Vibia. Today Ale heads his own Studio, Alessandro Isola Ltd, based in London's growing design district by the Tate Modern.

A stylized, handwritten signature in black ink, consisting of a large, bold 'A' followed by a smaller, more fluid 'Isola'.

ALESSANDRO ISOLA

The Cut Designer

"Everything I create has a functional reason as well as aesthetic understanding. I never design for the sake of beauty alone. What is beauty anyway?"





FEDERICO MARTIN
founder IRP/ managing partner

. PEOPLE

“Our experienced designers will transform your living space into a luxurious retreat that is designed around your personal taste and living. If you can imagine it - we can create it.”



ALESSANDRO ISOLA
The Cut designer
(right)

FABIO SETTEN
Ceo Record è Cucine
(left)



GOLDEN
A'DESIGN
2014 - 2015



WINNER
2015



WINNER
2016



WINNER
2017

. AND THE WINNER IS

Architect Alessandro Isola, with his the Cut kitchen, won the coveted Golden A' Design Award for 2014-2015. The A' Design Award is not simply a prize, but a confirmation of superior quality and design which is recognized by manufacturers, designers and design-oriented groups world-wide. Winning the A' is confirmation of true excellence for designers, and of superior quality for manufacturers.

For the third year in a row our kitchen "The Cut Evolution", designed by Alessandro Isola, has won the Architizer A+ Award in his category and also the people's choice award.

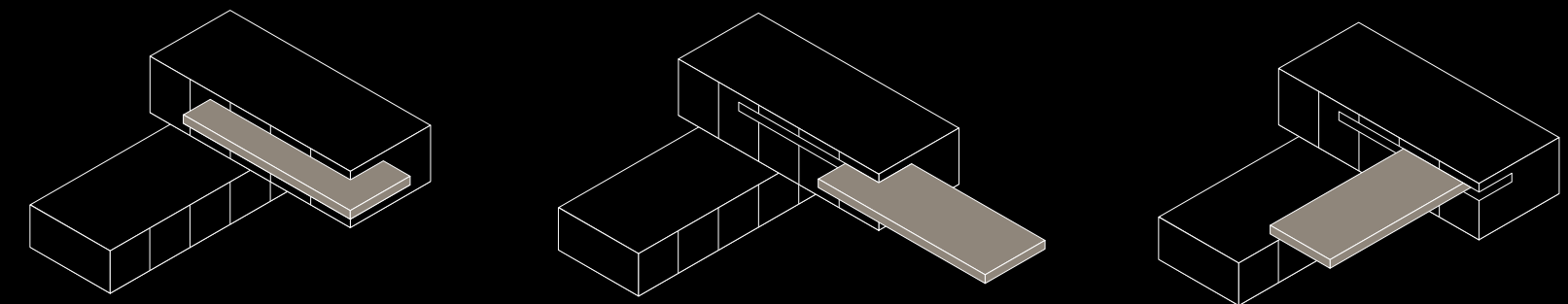




. ROTATING TABLE

The table has a number of different positions for different functions:

- "at rest" it protrudes 40 cm – convenient for breakfast or a quick snack;
- it can extend as far out as 1 m to provide a practical table which is limited in size... for a romantic dinner for two...
- or it can extend as far out as 2 m and also rotate 90° adjacent to the island base units (which also provide seating) and accommodate up to 5 people or more. When the table is completely extended it rests on a matt black metal U-shaped support leg fitted in the underside.





. CEILING/DRAWERS

Accessories, utensils, condiments and spices... all within easy reach when needed and then immediately stored away again. And the worktop is always clear, clean and tidy. Using sensors, the metal ceiling drawers descend between profiles fixed to the ceiling. As they slide up and down, the adjustable-height glass shelves are illuminated by concealed LEDs. Every shelf has a small rail to prevent items from falling. A safety sensor cuts in before the shelves reach the end stop.



. INSIDE

The complete range of accessories:

Practicality, function, aesthetics, efficiency... The practical elegance of black interiors makes identifying the different shapes easier. The healthy warmth and pleasant tactile sensations of wood. The many different drawer and deep drawer organizers available enable storage to be organized in the best way possible. The huge variety of small utensils, food, cutlery, products... that we need today for modern-day cooking require space. Tidiness is space... All the space you need...

Every item in its place, easy to find and use...



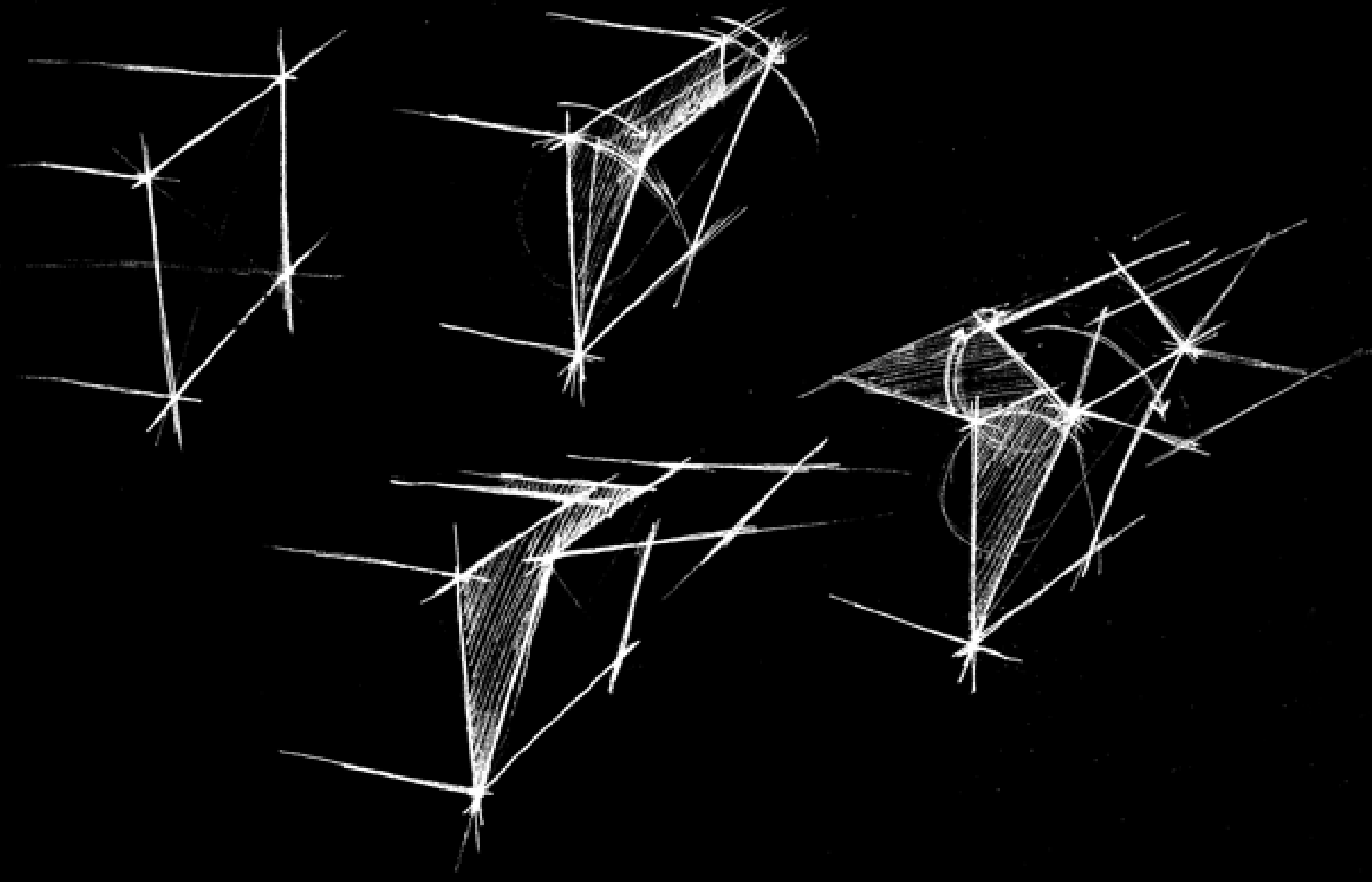
. EGO



THE UNFOLDING COLLECTION

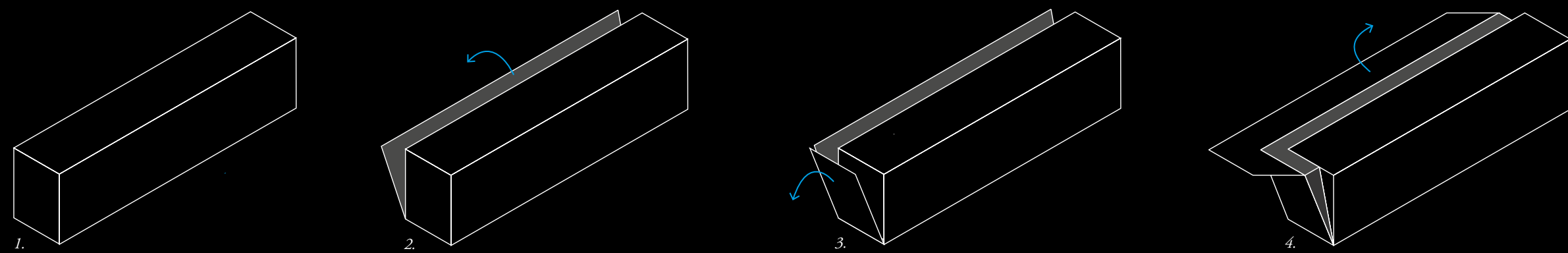


. EGO



EGO The concept is pure form - Volumes that unfold.

We always start from the parallelepiped as the base concept. It is a simple, pure form with surfaces that are "layered" in various materials. The various layers open like the sides of a box, like a game. Turning them into geometric cuts like sharp, precise symbolic elements. Highlighting the materials and their combinations. Wood is the precious outer covering. Inside, the "heart" is in marble and there's metal, which serves to provide contrast. And then it creates new shapes and opens up new possibilities. The new functionalities of Ego.





. THE UNFOLDING COLLECTION

The two sides fold out to become another surface: perhaps a table for an informal breakfast. The slender outline makes for a seemingly lighter shape. Slender in terms of design but solid, strong, and resistant with a metallic soul. Pleasant to the touch thanks to the wooden finish.


Be a voice, not an echo.





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