



Beyond the kitchen: SCIC and the beauty of everyday living

Milan, October 9, 2025 – SCIC Italia is one of six prestigious brands featured in the **International Press Tour**, which will welcome twelve international journalists. For this important occasion, SCIC opens the doors of its showroom to the press to share its story, brand values, and the evolution of its kitchens symbols of Italian excellence.

In 1960, a builder from Parma, **Renzo Fornari**, had the idea of starting a factory dedicated to modular kitchens. At the time, the few “American-style kitchens” available in Italy were modest and almost exclusively made from fake-wood plastic laminates. Renzo Fornari aimed to create high-quality, colorful, joyful furniture, where beauty and aesthetic dignity could coexist with functionality. He brought this vision to life by acquiring a small artisan business little more than a woodworking shop which he named “**SCIC**”, acronym for *Super Cucine Italiane Componibili*.

At Milan Design Week 2025, SCIC once again revolutionizes the very concept of the kitchen by presenting two new models: **Canossa Outdoor** and **Rossena**. Canossa Outdoor was designed to offer the same freedom of customization as an indoor kitchen but adapted to outdoor spaces from gardens to terraces. Weather-resistant materials meet tailored details. Contemporary lines and volumes are enriched with traditional touches, such as brass and metal accents. Rossena, on the other hand, plays with volume and texture: continuous surfaces, bold contrasts in color, and a formal language rooted in balance and visual presence. These two kitchen interpretations embody SCIC Italia’s new vision of living.

Driven by a continuously evolving outlook, the company has expanded into the wardrobe sector, developing new furnishing solutions for the bedroom. The **Night Collection by SCIC Italia is a refined proposal dedicated to the sleeping area**, designed to create a sophisticated, harmonious, and fully coordinated environment. A concept that ideally continues the narrative begun in the kitchen and extends it with stylistic coherence into the most intimate and personal spaces. Walk-in closets, custom wardrobes, and furnishing elements become key players in a domestic story defined by a balance between function and design, where every detail contributes to a consistent and elegant aesthetic.

SCIC Italia positions itself not only as a representative of top-tier *Made in Italy* craftsmanship but also as a **promoter of a new way of experiencing the home**. The kitchen and bedroom are part of a unified and harmonious project, where materials, shapes, and details interact to create functional and coordinated living spaces. The company continues to invest in innovation, artisanal quality, and environmental consciousness, offering custom solutions tailored to the needs of contemporary life.



SCIC

(Parma, 1948)

Destined to become a beloved fixture in Italian homes, SCIC – an acronym for *Super Cucine Italiane Componibili* – was founded in the heart of Emilia-Romagna, producing furnishings for both the Italian and international markets. Its facilities span over 70,000 square meters, including showrooms, offices, and production areas, with their distinctive silhouette visible along the Autostrada del Sole an unmistakable landmark of a fully Italian-based and recognizable company. SCIC's philosophy today is defined by cutting-edge production systems, energy efficiency, and careful material selection including waste and recycling processes. Only with deep knowledge of techniques and materials like that held by SCIC's skilled craftspeople is it possible to maintain the high quality of a product that still closely resembles the artisan workmanship from which SCIC originated in the last century. Aesthetic quality remains a primary value, thanks to ongoing collaborations with leading architecture firms, who recognize SCIC's meticulous attention to materials and functional systems. Thanks to its "total quality" approach, SCIC has received numerous accolades over the years, continually raising its standards.

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