

SHOW-RUMORS | SEP 7, 2022 |

MandiCasa’s new space at the A&D, Soho House opens a Melrose studio and more

By *Lizzy Reisinger*



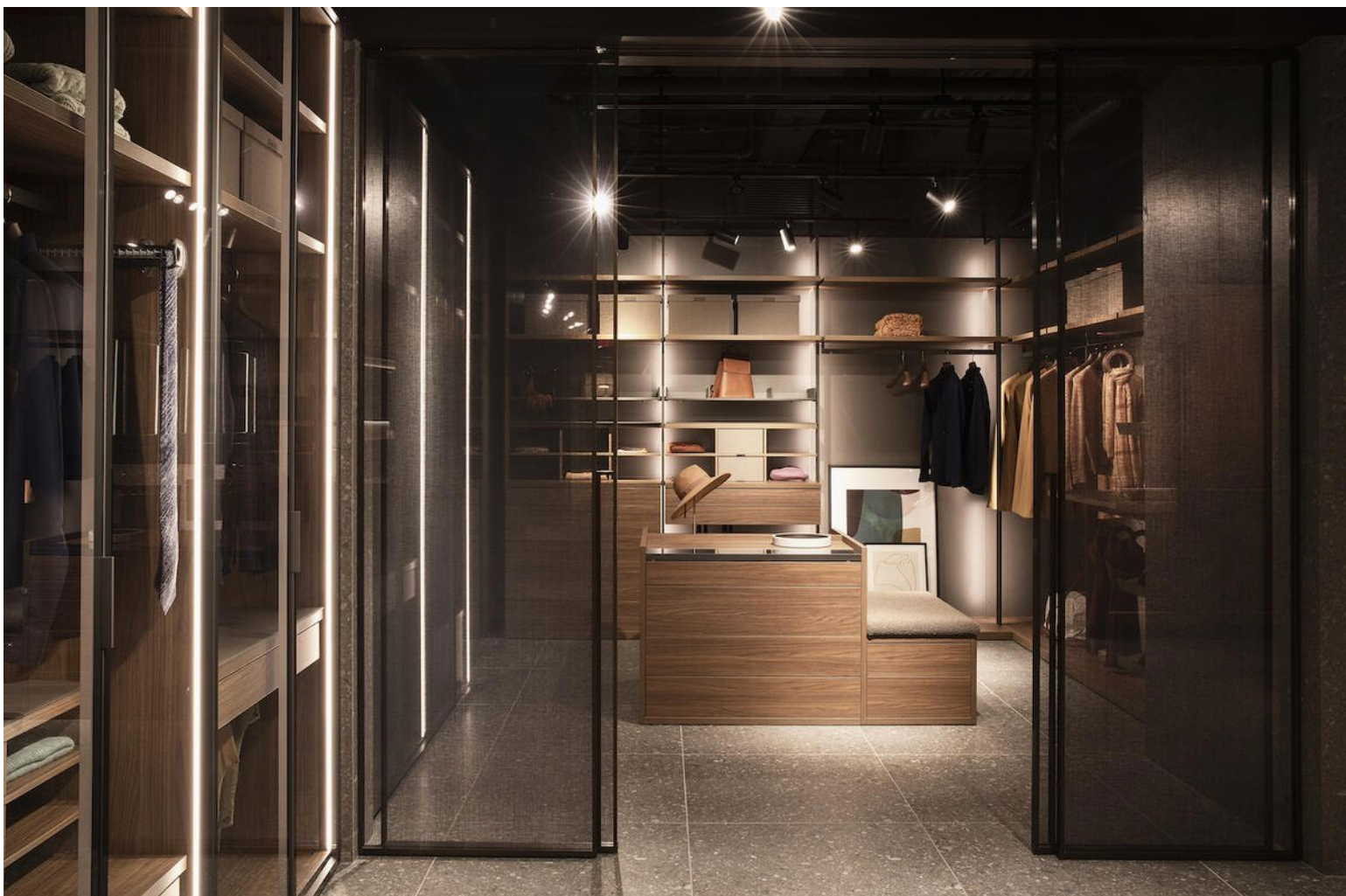
As design professionals gear up for fall, new showrooms offer fresh inspiration across the U.S. In our monthly roundup, *Business of Home* gathers all the expansions and openings to have on your radar.

SHOWROOM SPOTLIGHT: MANDICASA’S NEW YORK FLAGSHIP

After more than 45 years bringing Italian kitchen cabinets to the American market, the family-owned firm LuxItaly Group is putting down roots. This month, the company unveiled the MandiCasa showroom in New York—a new concept centered around luxurious Italian-made kitchen, bath and closet cabinetry. For MandiCasa CEO **Alberto Snaidero**, the expansion is the culmination of his family’s long history of importing Italian products to the American market, beginning in the 1980s with his father and company president, **Dario Snaidero**. “Up until earlier this year, we were always one-dimensional, with only one brand that we imported,” says Alberto. “We wanted to be able to expand our offering with different types of products and brands, and MandiCasa is a middle- to high-end luxury brand that we’ve introduced to provide kitchen and bathroom cabinets, closets, as well as interior doors.”

The result is an arresting showroom located in New York’s A&D Building. Designed by Italian architect **Mario Mazzer**, the 4,700-square-foot space focuses on storage, offering customers bespoke ways to meld materials, hide high-tech appliances and achieve a seamless look while tucking away the essentials of daily life. Each display provides a different storage solution for the interiors of the cabinets and features more than 150 finishes for the designs.

MandiCasa has opened additional showrooms in Miami and Los Angeles, but the New York location was an obvious choice for the flagship store because the city is “the gateway to the United States and North America for the rest of the world,” says Alberto. “New York is a very vibrant, multicultural city, and that represents a little bit of what we are [as a company] because I was born in Italy and my family is from Italy, but we have adopted the American culture. So we feel a part of that multicultural experience that a city like New York presents and allows us to be part of.”



A custom closet in the MandiCasa showroom MandiCasa

