



TOUCH OF SOPHISTICATED KITCHEN DESIGN



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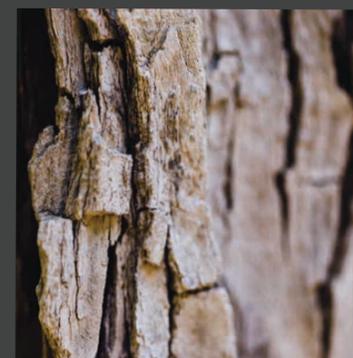


PRIMULA
CUCINE

A Modern Italian Kitchen Architecture

In the heart of Italy, where tradition meets innovation, Primula was born—a kitchen brand that embodies the essence of modern Italian design, craftsmanship, and functionality. Inspired by the timeless beauty of Italian culture and the ever-evolving demands of contemporary living, Primula is more than just a kitchen brand; it is a celebration of *la dolce vita*, where every meal is an experience, and every kitchen is a masterpiece.

Primula's story begins with a simple yet profound idea: to create kitchens that are as beautiful as they are practical. Drawing from Italy's rich heritage of art, architecture, and culinary excellence, Primula combines sleek, minimalist designs with the warmth and authenticity of Italian craftsmanship. Each Primula kitchen is a harmonious blend of form and function, designed to inspire creativity and bring people together.



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Primula's design aesthetic is a reflection of modern Italian style—clean lines, sophisticated finishes, and a timeless elegance that transcends trends. The brand offers a wide range of customizable options, allowing you to create a kitchen that is uniquely yours.

Primula is a way of life. It is about embracing the Italian art of living well, where food, family, and friendship are at the heart of every moment. A Primula kitchen is not just a place to cook; it is a space to connect, to create, and to celebrate. It is where memories are made, and traditions are passed down from one generation to the next.

Welcome to **Primula**—where modern Italian style meets the heart of the home.

The Art of the Italian Wardrobe



Elegance, Innovation, and Craftsmanship

The Art of Integration



Primula is a seamless synthesis between the kitchen and the living space. This is achieved through cohesive material palettes, furniture-like detailing, and designs that flow uninterrupted into dining and living areas, transforming the kitchen into the true heart of the home.

BRAND

Designing A Modern Italian Kitchen Architecture

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Kitchen models

| | | |
|----|---------|-------|
| 01 | Essenza | 01-08 |
| 02 | Armonia | 09-16 |
| 03 | Radici | 17-26 |
| 04 | Vivace | 27-34 |
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Wardrobe

| | | |
|-----|-------|-------|
| W01 | Atlas | 73-76 |
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01 / Essenza

A minimalist series celebrating the essence of Italian design: clean lines, uncluttered spaces, and timeless materials like Carrara marble and modern light color.

Ideal for lovers of understated luxury.



Design concept

01/ Essenza

Essenza



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The thin worktop of Essenza emphasises the design's lightness and the elegance of its lines.





The deep drawers can serve multiple functions and include several cutlery trays alongside various organisers for any type of use.



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02/ Armonia

A balance of form and function with ergonomic layouts, integrated storage, and soft curves. Inspired by Italy's architectural symmetry and the harmony of family life.



Design concept

02/ Armonia



Armonia



The wooden niche acts as the heart of the design and it's an integral part of Armonia's architecture, which introduce soft and linear geometry.

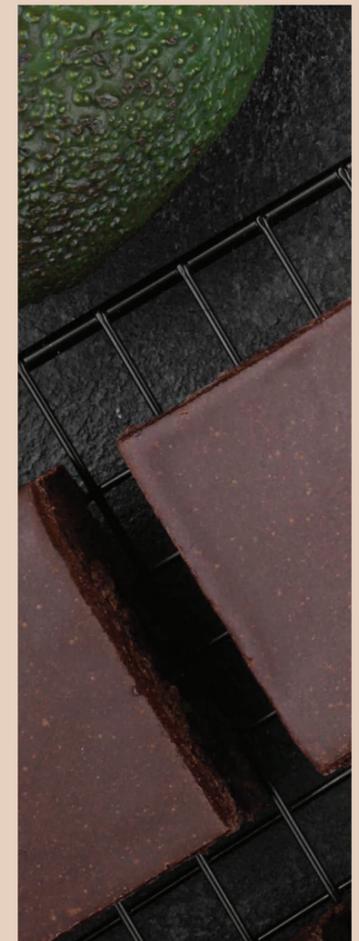


Its clean and unbroken lines create a sense of order and tranquility.

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03/ Radici

A sustainable collection using reclaimed wood, natural stone, and eco-friendly finishes. Honors Italy's connection to land and tradition while appealing to eco-conscious buyers.



03/ Radici

Design concept



Radici

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Radici showcases a luxury modern kitchen cabinet and island design, characterized by a bold, geometric aesthetic and a high-contrast material palette.

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It is creating a sense of grandeur and sophistication. The atmosphere is sleek, powerful, and intentionally minimalist.



Two-Tone Scheme Radici uses a powerful contrast between glossy, jet-black base cabinets and a warm, matte walnut wood veneer on the tall, full-height upper cabinets.

MATERIAL OPTION



WOOD VENEER



MELAMINE

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A colorful, bold series for expressive homeowners. Features hand-painted tiles, bold cabinetry hues, and playful textures inspired by Italy's lively markets and artisanal crafts.



04/ Vivace

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Vivace

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Vivace design feels energetic, warm, and inviting, turning the kitchen into a canvas of color and texture that reflects the homeowner's love for life, craft, and Mediterranean vitality.

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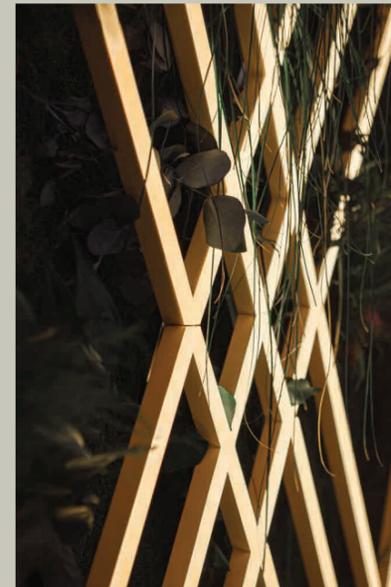


Surfaces could include subtly textured wood grains or crafted millwork that enhances the handmade, lively aesthetic.

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05/ Urbano

A compact and modern small space solution for urban apartment in town. It is the engineered ecosystem of late capitalism a spectacle of light and motion that is both cata and digital culture A compact and modern small space solution for urban apartment in town. It is the engineered ecosystem of late capitalism and digital culture - a spectacle of light and motion that is both catalyst for innovation and social anxieties.



Design concept

05/ Urbano



Urbano



Urbano emphasizes seamless integration and a streamlined appearance, aligning with contemporary and urbane design principles.

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The overall concept conveys a sense of understated luxury and functional elegance.

06/ Japandi

As the name suggests, Japandi denotes a balanced fusion of Japanese minimalism and Scandinavian style, creating a sleek yet comforting aesthetic that truly speaks to our ever-growing need for emotional wellness in the home.



Design concept

06/ Japandi

Japandi





Japandi features a clean, minimalist silhouette with smooth, flat-panel doors and minimal visible hardware, creating a sense of serene simplicity. The lines are likely straight and intentional, avoiding any unnecessary ornamentation.

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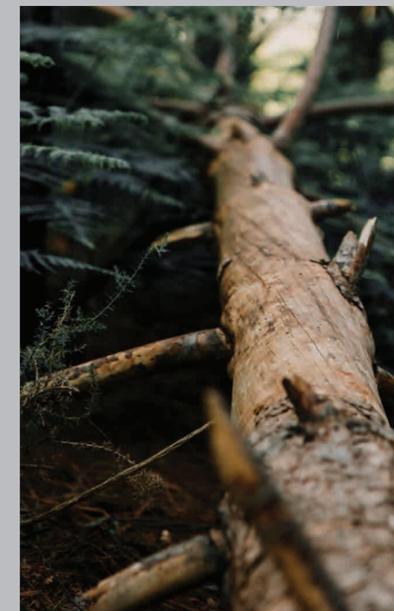
The result is a kitchen that feels both visually streamlined and deeply comforting, promoting emotional wellness and a sense of calm within the home. It is a space of understated elegance and mindful living.



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A series dedicated to open-concept living, blending kitchen spaces seamlessly with dining and living areas. Inspired by Italy's love for communal gatherings.

07/ Aperto



Design concept

07/ Aperto



Aperto

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DOOR CLOSED



DOOR OPENED



Aperto features a sliding pocket door that glides smoothly into a dedicated side cavity, completely vanishing from view.

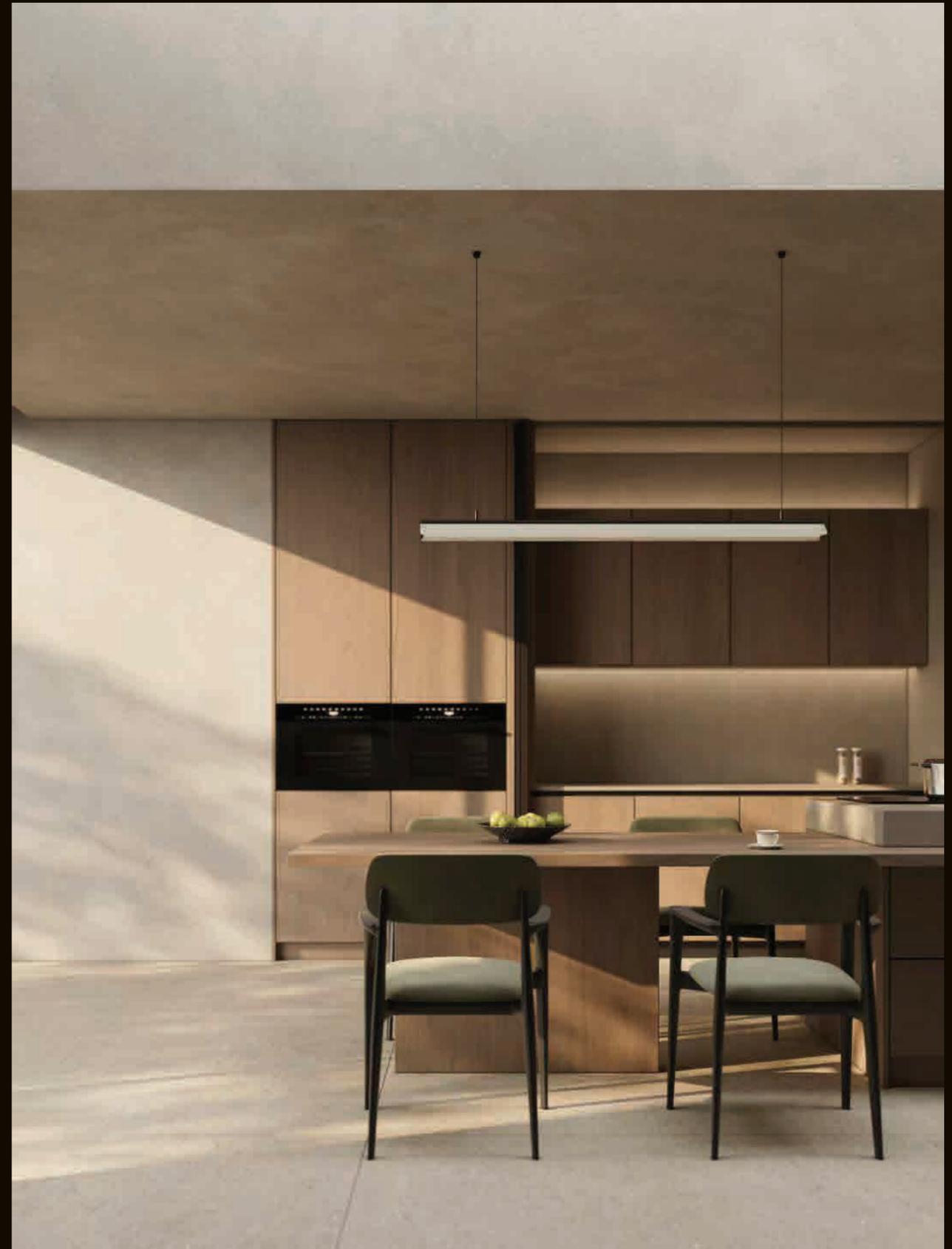


Aperto likely features a sophisticated, integrated aesthetic that avoids visual barriers. Expect to see elements such as: clean, streamlined silhouettes with minimal handles, perhaps utilizing touch-latch or integrated pull channels.



It offers a sleek, space-saving alternative to traditional swinging doors, providing full, unobstructed access to the cabinet's interior.

MATERIAL OPTION



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08/

Luce

A light-infused series emphasizing airy spaces, reflective surfaces, and glass accents. Designed to maximize natural light, evoking sunlit Italian piazzas and coastal villas.



08/

Luce

Design concept



Luce





Strategic design openings, such as large pass-through windows, open shelving sections, or lowered cabinet sections that connect the kitchen counter to a dining or lounge area, literally and metaphorically "opening" up the space.

Furniture-like detailing that makes the cabinetry feel less like standalone kitchen units and more like an intrinsic part of the home's architecture and living area furniture.

The drawer fronts are likely full-overlay, sitting flush with the cabinet frame and with very thin, consistent gaps between them. This creates a smooth, monolithic appearance that is central to the modern, integrated look.



WARDROBE

W01/ Atlas

W02/ Nook

W03/ Muse



W01/

Design concept



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W01 / Atlas

Atlas

Where Order Meets Elegance

Atlas is your master plan for a clutter-free life. Designed for ultimate organization, it transforms your clothing collection into a meticulously mapped territory.

Every item has its designated place, making your daily routine effortless and your space profoundly serene. This is intelligent storage, beautifully realized.

Design concept

W02/Nook



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W02/Nook

Nook

Your Personal Sanctuary

Step into your own cozy corner of the world.

Nook is more than storage; it's a personal haven for your most cherished possessions. With its warm and inviting design, it creates a sense of intimate comfort and security. This is where your daily rituals begin and end, in a space that is uniquely and comfortingly yours.

W03/Muse

Muse

Ignite Your Style Inspiration

Your wardrobe should be a source of creativity, not clutter.

Muse is designed to spark joy and inspire your personal style each day. With elegant displays and fluid accessibility, it turns getting dressed into a act of self-expression. Discover the artistry of your wardrobe and let your inner style icon emerge.

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Material Poetry

It goes beyond quality to a sensual, almost narrative use of materials. It is the deep, luminous veining of a Calacatta marble countertop, the warm, tactile grain of premium oak and the cool perfection of lacquered glass. Each material is chosen not just for function but for its inherent beauty, texture, and emotional resonance.

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Rational Ingenuity

Beneath the stunning aesthetics lies meticulous, intelligent engineering. This value encompasses space optimization (like ingenious corner solutions and vertical storage), the silent, fluid motion of full-extension hardware, and transformative mechanisms (pocket doors, fold-away systems). Every innovation serves to enhance daily life with effortless efficiency.



Timeless Contemporary

Primula design avoids fleeting trends in favor of enduring modernity. The aesthetic is characterized by clean, balanced proportions, a masterful use of negative space, and a restrained elegance. The result is a kitchen that feels decisively present and sophisticated today yet will remain relevant and beautiful for decades—a study in timeless contemporary style.



Bespoke Performance

This is the pinnacle of bespoke luxury. "Tailored" refers not just to custom sizes, but to a holistic design process where the kitchen is meticulously crafted around the client's rituals, from a dedicated espresso station to integrated wine storage and purpose-built prep zones. It is the fusion of personalization with uncompromising performance, creating a kitchen that is uniquely and perfectly their own.

OUR LABELLING

