

The World of Kitchens and Architects

By Steve Tobia

ALNO, one of the world's largest and most respected designers and manufacturers of luxury kitchen environments opened its new showroom in Sierra Madre to celebrate the Pasadena & Foothill Chapter of the American Institute of Architects 60th Annual Installation of Officers in December.

Fred Crockett, a well-respected contractor and developer, is leading the launch of ALNO Kitchens in the San Gabriel Valley as president. He has transformed one of his new multi-level urban condos in Sierra Madre into a state-of-the-art showroom for the ALNO kitchen displays.

The new location marks ALNO's first entry into the San Gabriel Valley – and it's the company's first showroom that makes use of passive solar energy to increase energy efficiency. An international leader in the design and manufacture of personalized, luxury kitchen environments, ALNO combines high style and simplicity with functionality and the latest technology to create beautiful and stylish rooms that reflect the unique attitudes and personalities of today's modern homeowner.

"By using green manufacturing processes and creating products that have a very low environmental impact, ALNO demonstrates its commitment to environmental responsibility every day. We wanted to accomplish the same goals with our new showroom," says Crockett.

"We felt strongly that this new space – like ALNO's products – should combine high style with respect for the environment," adds Yael Tamari, President of ALNO/USA. "Today's consumers are searching for luxury and elegance, but they also want to know what sort of impact the products they buy are having on the planet. I'm thrilled that ALNO's latest showroom is one that utilizes green technology to improve energy efficiency."

For more information about ALNO, call (626) 355-7500, logon to ALNOpasadena.com or visit their 3-story, 3,000 square foot showroom at 70 East Montecito Avenue.



(L-R) Niclas Hjelm-Morton Court Mosaic
R. Kenton Nelson-Painter
Fred Crockett-President, ALNO



(L-R) Joseph Catalano, AIA
President, Pasadena & Foothills AIA
Sierra Madre Council Members
John Buchanan and Don Watts

