





The heart  
of the home

lies

in the

kitchen.







## Introduction

### The Kitchen

A place of endless creations, where not only delightful dishes are made, but also memories to last a lifetime.

As a trusted provider of kitchen appliances with over 40 years under its belt, MODENA seeks to perfect the customer's kitchen building experience with PRIVÉ.

A one-stop solution, PRIVÉ provides you with every kitchen-building service imaginable, from products selection to kitchen design, production and installation, allowing you to sit back and relax as we take care of all the necessities to build your dream kitchen.





#1  
**Modern Minimalist**

Designed for those who value simplicity in their daily lives, our Modern Minimalist concept is a showcase of function and practicality, wrapped in a clean, modern yet sophisticated exterior.



#2  
**Classic Contemporary**

Combining timeless aesthetics with a touch of modern technology, our Classic Contemporary concept brings beauty to every corner of your kitchen without sacrificing practicality.





#3  
**Urban**

Catering to the needs of the city's young and driven, our Urban concept maximizes limited kitchen spaces with clever design choices and style that taps into the pulse of the latest trends.





# Kitchen Configuration





#1  
**I - Shape**

Also known as the Pullman Kitchen, the simple layout forms a straight line, so all kitchen utensils are placed on the same side. Best applied at residences with smaller spaces.



#2  
**L - Shape**

A classic layout that links the sides of two kitchen cabinets to form the letter L, it allows an even spread of the kitchen utensils' placement, according to their grouping.





#3  
**U - Shape**

A space-saving layout that connects three sides of the room by installing cabinets to the form the letter U, it maximizes the placement of kitchen utensils to a new level.



#4  
**Island**

A luxurious layout where a stand-alone counter is placed in the center of the kitchen, the island serves as a table for preparing meals or a gathering area for family members or friends.





#1

### Cooking Agent

Cooking Agent has space for everything – spices, oils and sauces, chopping boards, knives, even plates and bowls. With secure holders for storing sauces and oils. The sturdy railing and movable dividers hold bottles and jars securely in place. Cooking utensils are ready to hand.



#2

### Lemans Corner

The LeMans kitchen corner storage solution is perfect for blind corner units where space can be easily lost in the unit. The double pull out shelves include solid anti-slip bases & modern square railing, ideal for storing a number of items without it falling or toppling over.



#3

### Tandem Pantry

The tandem pantry help keep your kitchen pantry organized and accessible. The intelligent pull-out technology draws the interior cabinet shelves automatically forward to provide an unobstructed view and easier access to items stored in the back.



#4

### Spice Rack

A spice rack is an organizational tool that is used to store bottles of seasonings and spices.





#### #5 Cutlery Tray

By neatly compartmentalizing knives, forks, spoons, and other utensils, kitchen utensil organisers maximize the available storage, ensuring that every item has its designated place. This not only minimizes wasted space but also promotes a systematic and organized kitchen setup.



#### #6 Cleaning Agent

Cleaning agent has a lot of practical features and ample space for storing all your household cleaning products. Totally practical, extremely compact and manufactured to the highest standards. The divided top tier organises sponges, brushes and other implements. It gets top marks for practicality: with a lift-out bottom rack for cleaning bottles and an ergonomic easy-grip handle.



#### #7 Spice Rack

This under counter swing out grey waste bin with a 15 litre capacity is the perfect solution for keeping your waste and bin hidden.



# Finishings



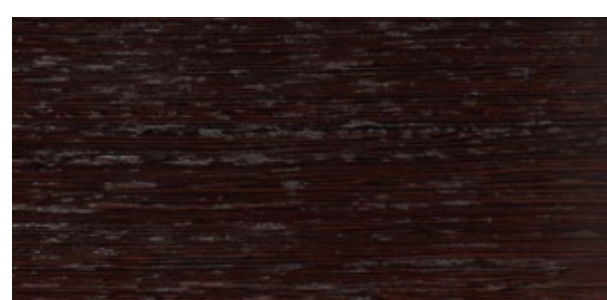


Veneer



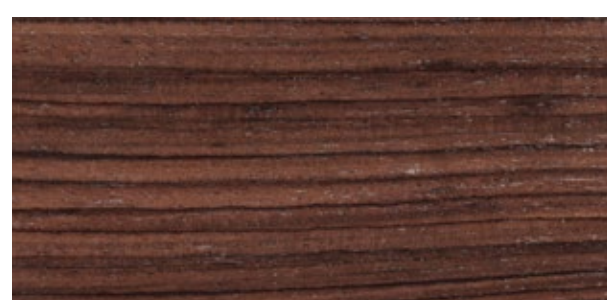
Veneer #01

**Amara Ebony**



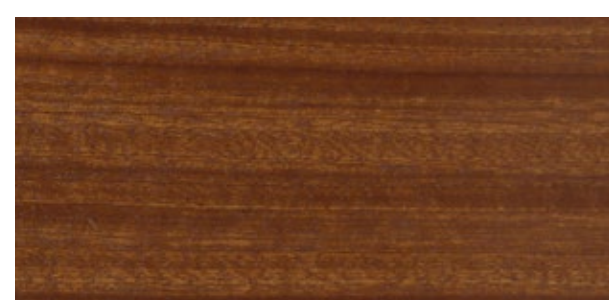
Veneer #02

**Dark Wenge**



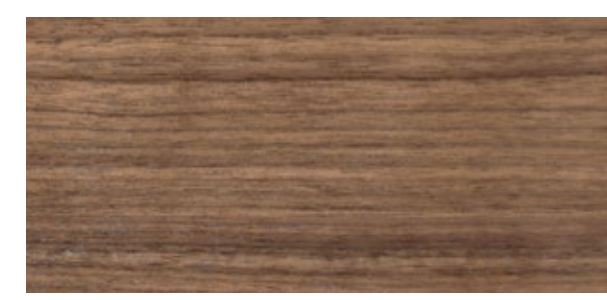
Veneer #03

**Dark Walnut**



Veneer #04

**Sapele**



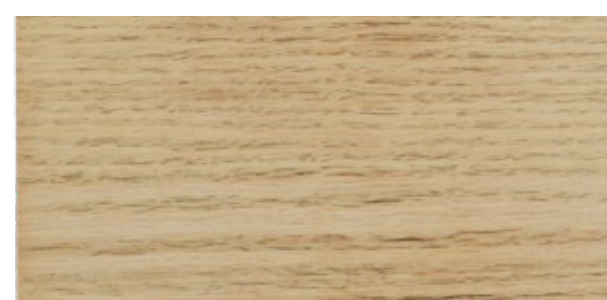
Veneer #05

**Walnut**



Veneer #06

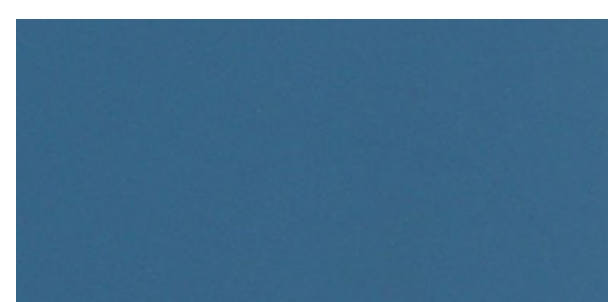
**Maple**



Veneer #07

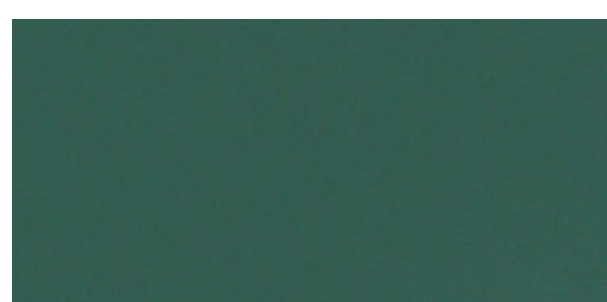
**White Oak**

Duco



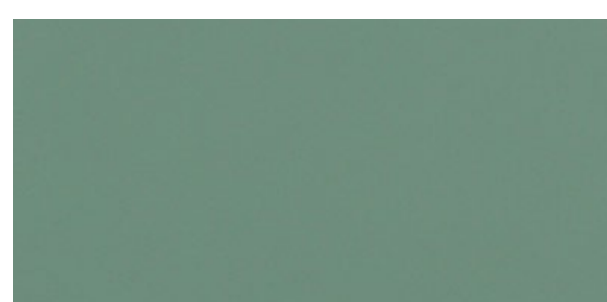
Duco #01

**Deep Blue**



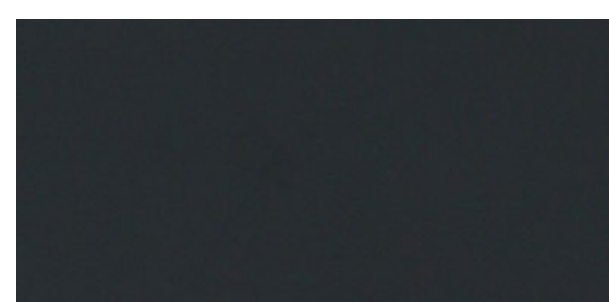
Duco #02

**Deep Green**



Duco #03

**Soft Green**



Duco #04

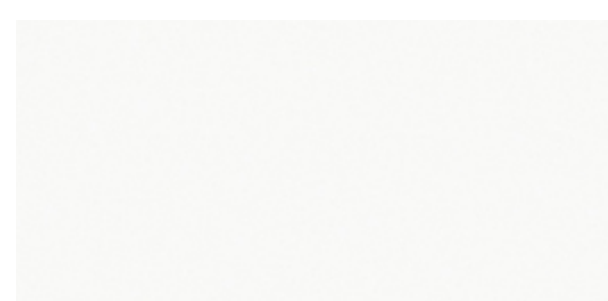
**Grey**



Duco #05

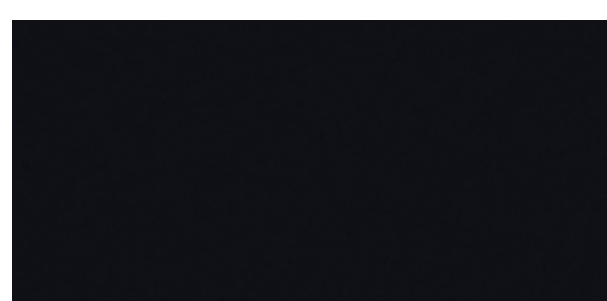
**White**

HPL



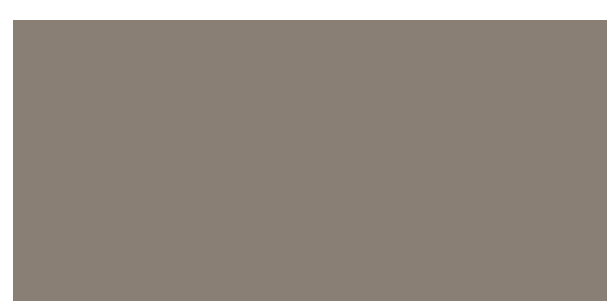
HPL #01

**Crystal White**



HPL #02

**Black**



HPL #03

**Mocha Brown**



HPL #04

**Dark Grey**



HPL #05

**Beige**



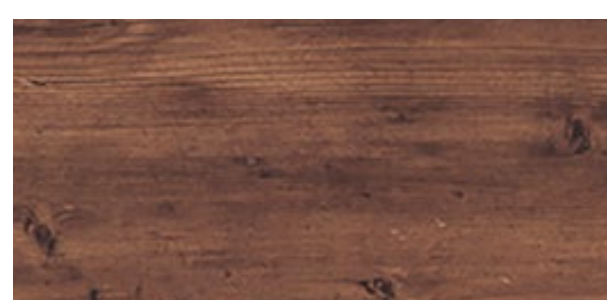
HPL #06

**Provence Oak**



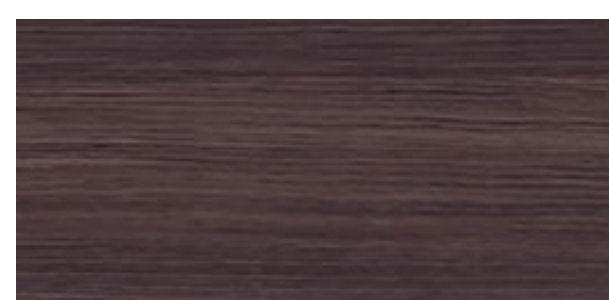
HPL #07

**Deep Field Oak**



HPL #08

**Deep Wither Pine**



HPL #09

**Dark Master Oak**



HPL #10

**Medium  
Manhattan  
Walnut**



## Why PRIVÉ



### Tailor-Made Design

Work together with our experts to visualize the kitchen of your dreams. Your perfect kitchen is just one drawing board away from perfection!

### High Quality Build

Our production facility uses the latest technology to achieve consistent, high quality for every product.

### Professional Installation

After the design is finalized and approved by you, the kitchen installation will be handled with utmost care and efficiency by our team of professionals.

## Locations

### ① Senopati

Jl. Senopati No.70, Kebayoran Baru,  
Jakarta 12110  
+62 21 725 5637

### ② Kemang

Jl. Kemang Selatan Raya No.150,  
Pasar Minggu, Jakarta 12560  
+62 21 227 898 85

### ③ Surabaya

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