



BLACK ARTISTS + DESIGNERS GUILD ANNOUNCES THERMADOR as EXCLUSIVE MAJOR APPLIANCES SPONSOR for OBSIDIAN VIRTUAL CONCEPT HOUSE

FOR IMMEDIATE RELEASE

(January 2021) New York, NY – [Black Artist + Designers Guild \(BADG\)](#) announces Thermador as their exclusive major appliance sponsor for [Obsidian](#) Virtual Concept House, their inaugural initiative to celebrate Shared Dreams, Ancestral Futures: Creative Expressions of Black Family Life.

Obsidian will launch on January 29, 2021, as a partnership between BADG and *ELLE Decor*, *House Beautiful*, *Town & Country* and VERANDA, Hearst Magazines' Luxury & Design Collection, with generous support from Thermador at the GROUNDBREAKER level.

Designed by twenty-three BADG-Creators and two BADG Rising Stars, the dwelling celebrates Black creativity and culture, illustrated through state-of-the-art renderings and visuals. This futuristic project envisions a home set in 2025, focusing on the principles of innovation, technology, sustainability, and futurism while highlighting the multiplicity of Black family identities. Supporting Obsidian was a natural alignment for Thermador based on the brand's shared principles of innovation, performance, and design.

"Personally, I believe that design is fluid: it can be made up of art, Technology and culture, or be inspired by family and traditions. The alliance between the Black Artists + Designers Guild and Thermador, the most connected brand in the luxury appliance segment, creates the perfect partnership to tell the modern & multi-generational family home story through this visionary virtual concept house project," says **Beatriz Sandoval, Director of Thermador Brand Marketing**. *"Thermador enables consumers to make memories even more meaningful, whether they are gathering in the kitchen to cook and share recipes, or sharing coffee or wine while telling stories from one generation to the next. With hand-crafted products that reflect clients' unique lifestyles, Thermador allows for individual and completely personalized spaces. We are proud to be integrated throughout the fabric of the Obsidian House by these prodigious designers."*

Thermador appliances play a role in the house's Soul Center—designed by Kelly Finley—where food brings people together, expressing heritage and identity, feeding mind, body, and soul. *"Technology allows us all the functionality we need, hidden in plain sight. Built-in appliances that are seamlessly integrated into the cabinetry contribute to the harmony of the space,"* Finley says. *"The versatility of the Thermador refrigeration collection allowed us to create a configuration that made sense for this modern Black family with a large refrigerator to preserve fresh food and a smaller freezer. And with the wall ovens, we can cook multiple dishes for a typical Sunday meal of roasted chicken and red beans-*

and-rice. These appliances encourage me to reimagine healthy versions of my family's traditional recipes."

While enabling consumers to create an enhanced culinary experience with its design and product customization options, Thermador also allows for inclusion throughout the home. Thermador products are woven through the house, supporting communal gathering spaces as a multi-generational family and allowing for private moments of nourishment. Thermador products appear in the Soul Center designed by Kelly Finley; the Royal Suite designed by Erin Shakoor; the Artist Studio and Gardens designed by Linda Allen; and the Moon House, designed by Me and General Judd.

"Conceived as a nourishing place for self-reflection, healing, and creativity, the artist studio offers areas for jewelry display and jewelry making, as well as space for a coffee break," explains designer Linda Allen. "The Thermador column refrigerator was narrow enough to meet the tight dimensions and blended perfectly into the library wall. I added the plumbed coffee maker in the same area so the artist can stay in 'the zone,' drinking her favorite coffees and cappuccinos without leaving the studio!"

Innovative to the core, Thermador establishes a true connection with its consumers via The Thermador Connected Experience by Home Connect™. Enabled across every product category, the Home Connect™ app enables seamless connection throughout the home - offering hands-free control, product discovery, as well as the ability to integrate with existing Wi-Fi home systems.

Thermador Product Highlights at Obsidian:

Freedom® Refrigeration // Soul Center

- The heart of the home starts with fresh food preservation & the [Freedom® Refrigeration Collection](#) takes personalization to the next level. The Fresh Food, Freezer, Wine, and Under Counter collection introduces meticulously crafted custom exterior and interior features, and a portfolio of custom panel models enabling you to configure your own unique combinations with options for stainless steel or custom design.
- Refrigeration & Freezer columns offer NEW Stainless Steel Interiors and innovative features including Open Door Assist which uses Auto Door Opening technology to open the refrigerator door with either a push or a pull, adding a luxurious touch and the option for a sleek, handle-less design.
- Wireless connection via the Thermador Home Connect App enables capabilities to remotely change temperature settings or set to energy efficient vacation mode when away from home.

Triple Combination Speed Oven // Soul Center

- Thermador offers a collection of [convection, steam, microwave, and speed ovens](#) that cater to a variety of culinary endeavors, from roasts to soufflés - serving as the perfect sous chefs for perfecting family recipes.

- The [Triple Combination Speed Oven](#) offers vibrant color displays, stunning metallic gray glass, with luxurious stainless steel, and is available in two styles: Masterpiece® with contemporary handles for a sleek, modern look, and Professional with bold handles and rotating knobs.
- Wi-Fi connectivity enables remote start and preheat ability to send recipe parameters to the oven, and share your favorite recipes with others.
- Convection oven is complete with heavy-duty, removable rotisserie that cooks up to 12-pound roasts and poultry evenly on all sides, and 16 cooking modes – including Dehydrate, Slow Roast, and Rotisserie.
- Thermador Speed Ovens combine convection baking, broiling and microwaving into one powerful, ultra-convenient unit. With 10 power levels and a 1.6 cubic foot capacity, Speed Ovens can heat and reheat prepared meals from Margherita pizza to fluffy breads with a crisp finish.

Built-in Coffee // Artist Studio

- Whether making a double espresso for one or customizing lattes for your family, the [Thermador Built-in Coffee Machine](#) is available plumbed or unplumbed, Wi-Fi enabled and ready to take your order.
- Taking orders for everyone in the home? The Home Connect App allows you to create a beverage playlist remotely by using your mobile device to set your machine to make different coffee orders.
- Coffee customization settings store up to 8 personalized beverages by name so family members and houseguests can program their favorite drinks— from a single shot espresso, to tea, to extra-large cappuccinos.

Under Counter Refrigerator Drawers // Royal Guest Suite

- More than a place to sleep, a bedroom suite is a private sanctuary with opportunities for personalization and added touches like [Under Counter Refrigeration](#) help make guests feel welcome as they retreat. Select from our expansive collection of under counter refrigeration & freezer drawers, wine reserve, or glass door, all with options for custom panel or stainless steel.
- Customizable drawer dividers and shelving allow for plenty of space to personalize the perfect welcome for guests. Arrange favorite bottles of wine or artisan waters, a platter of cheese and crackers, or sweet treat to end the day.
- The beauty conscious guest is free to store temperature-sensitive organic lotion, face masks, and premium jade rollers for a refreshing skin care routine right at their fingertips. Adjustable shelf separators ensure total customization for any and all masks, creams, and beauty accessories.

Freedom® Induction Cooktop // Moon House

- Featuring the largest fully usable cooking surface area on the market within its class—26% larger than the nearest competitor—the [36" Freedom® Induction](#) cooking surface boasts 56 Induction elements, allowing you to heat up to 6 pots anywhere on the cooktop.
- Enjoy unparalleled freedom of movement with the cooktop that automatically detects the presence of your cookware and transfers all programmed settings to the next location whenever it's shifted.
- Wi-Fi Connection allows the Freedom® Induction Cooktop and matching hood to communicate with one another to synchronize turning on task lighting and ventilation. When activity is detected on the cooktop surface, the range hood has the ability to automatically activate lighting and ventilation.

Home Connect™

- All Thermador product categories are Wi-Fi enabled via the [Home Connect™ App](#).
- Through its powerful open platform, Home Connect leads the home appliance industry by providing the consumer an infinitely growing network of partners, products and services to enhance their experience.
- [The ever-growing Home Connect ecosystem](#) enables users to control the full kitchen suite and products throughout the home with ease using voice commands, create routines and alerts that interact with other smart devices in the home for added convenience, and offering a simplified smart home solution – through professional whole-home integrations, voice assistants, and connected devices and services.
- Home Connect is now a leader in offering luxury consumers connected appliance integration with leading professional smart home systems – providing greater choice and customization options for the highly personalized smart home.

#OBSIDIANbyBADG #BuildwithBADG #WeAreBADG
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About BADG

The Black Artists + Designers Guild (BADG) was founded in 2018 by [Malene Barnett](#), an artist based in Brooklyn, NY, to combat the lack of representation of Black talent and culture in the design industry. BADG is a global platform representing a curated collective of independent Black artists, makers, and designers across various art and design disciplines who are at the top of their respective fields.

About BADG Mission

BADG is building a more equitable and inclusive creative culture by advancing a community of independent Black artists, makers and designers in creative industries. We are committed to honoring our ancestral legacy in design, by taking ownership of our narrative, and by creating spaces to celebrate Black Creativity and culture in design.

The Black Artists + Designers Guild Inc is a 501(c)(3) nonprofit organization

About THERMADOR

Since 1916, Thermador luxury appliances have been synonymous with exceptional. Pushing boundaries is part of our very nature: we introduced America to the cooktop, rolled out steam and convection ovens, and opened the door to personalization with column refrigeration.

Our passion for delivering more innovative products that feature outstanding performance, extraordinary design and quality craftsmanship for an exceptional culinary experience is what inspires us, ignites the flame of imagination, and transcends the ordinary—so you're empowered to create unforgettable experiences in the kitchen and beyond.

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