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LuxeHome Celebrates BSH Experience and Design Center Expansion at theMART

Newly designed interactive cooking lab and one-of-a-kind event space offer visitors new ways to experience the latest innovations from Gaggenau, Thermador and Bosch

CHICAGO, IL (April 27, 2021) – LuxeHome, the world's largest collection of premier boutiques for home building and renovation, is excited to announce that the BSH Experience and Design Center, which features the well-known and respected brands of Gaggenau, Thermador and Bosch, has expanded its Chicago boutique located in the iconic Merchandise Mart. Driving the decision to expand by an additional 2,000 square feet was the continued demand for interactive cooking sessions and product training, as well as utilizing a truly unique and historic Chicago space for events, meetings and other activities.

"Our newly expanded space offers visitors more ways to experience innovations from Gaggenau, Thermador and Bosch at LuxeHome and theMART," said Larry Santello, Showroom Manager, BSH Home Appliances Corporation Experience and Design Center. "From our new, interactive cooking lab to an unexpected, one-of-a-kind event space, the BSH Experience and Design Center is a destination where the design community, architects, builders, partners and consumers can find best-in-class appliances and kitchen design inspiration in a more personal, interactive setting."

Touring What's New

To meet the increased demand for interactive cooking demonstrations and product trainings, the BSH Experience and Design Center was expanded and redesigned to include a cooking lab at the back of the facility. The cooking lab is designed to highlight various product categories, featuring the newest Thermador and Bosch cooking products, dishwashers and refrigeration. Inside the lab, a 22-foot central island hosts seating for 10 and offers across-the-counter prep areas to keep guests directly engaged.



A new private event space built within theMART's original bank vault (circa 1930) also makes its debut. This multi-purpose space is perfect for special events, meetings and dining. The intimate area features a table for 12 and walls lined with built-in wine storage units. The thoughtfully designed space captures the essence of Art Deco sophistication, evident in the smallest details, from the ceiling trim to the inner workings of the vault's massive doors. Additionally, shadowbox alcoves were created by strategically removing safety deposit boxes, then lined in walnut to display historic memorabilia.



“The exquisitely designed expansion of the BSH Experience and Design Center demonstrates the company’s commitment to the trade professionals and discerning homeowners who shop theMART,” said Blair Loftspring, Managing Director, Leasing and Marketing for LuxeHome. “This beautiful space is a fantastic addition to the building, further establishing that there is no better destination than LuxeHome at theMART to see and source products from all the top brands in kitchen, bath and building products for your next home building or renovation project.”

The BSH Experience and Design Center in theMART at LuxeHome is located on the first floor at 222 Merchandise Mart Plaza, Suite 108. Visitors are welcome by appointment: [Gaggenau appointments](#), [Thermador appointments](#), [Bosch appointments](#).

For more information on the three BSH Home Appliances brands, visit www.gaggenau.com/us/, www.thermador.com and www.bosch-home.com/us/.

About BSH Home Appliances Corporation

BSH Home Appliances Corporation produces and markets small and major home appliances that are known across North America for their high-quality and superior innovation. BSH sells its Gaggenau, Thermador and Bosch branded products throughout North America, through distributors, independent appliance dealers, national and regional retailers, builders and large buying groups. BSH Home Appliances Corporation is a wholly owned subsidiary of BSH Home Appliances Group, headquartered in Munich, Germany, the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide. Manufacturing facilities are located in New Bern, North Carolina, and LaFollette, Tennessee. BSH Technology and Development Centers are located in Oak Ridge and Caryville, Tennessee and New Bern, North Carolina. www.bsh-group.com/us/

About LuxeHome®

LuxeHome is the world's largest collection of premier boutiques for home building and renovation located on the first floor of the Merchandise Mart in Chicago. With more than 125,000 square feet of showroom space featured in over 45 boutiques, LuxeHome is host to the finest products for home building and renovation from the most recognized and respected manufacturers worldwide.

LuxeHome offers discerning homeowners and trade professionals one-stop shopping convenience with access to the finest kitchen, bath, tile, lighting, cabinetry, appliances, countertops and much more. LuxeHome displays the widest selection of products to suit all upscale design styles, from modern European to classic American to traditional English. In addition to the extensive lineup of premier brands, each boutique offers knowledgeable designers who are available to assist with all phases of each design project. For more information, visit luxehome.com. Follow LuxeHome on [Facebook](#), [Houzz](#), [Instagram](#) or [Twitter](#).

About theMART

theMART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in culture, art, business, fashion, media and more. As the largest privately held commercial building in the United States, it is one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago.

Encompassing 4.2 million gross square feet, theMART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and showrooms, theMART serves as a business hub for interior designers, architects, contractors, business owners and buyers, and recently has become home to Chicago's most creative and technologically innovative companies including Motorola Mobility, 1871, Yelp, PayPal and MATTER, as well as Fortune 500 companies Conagra, Allstate, Kellogg, Beam Suntory, and Grainger.

theMART was awarded LEED Silver Certification in 2007 and LEED Gold Certification in 2013 and in 2018.

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