

Press release

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GAGGENAU UNVEILS THE MINIMALISTIC SERIES

Gaggenau, the luxury brand for professional-grade kitchen appliances, unveils the Gaggenau Minimalistic series, an aesthetic contrast to the recently presented Expressive series. Sharing the same core engineering and commitment to craftsmanship, the Minimalistic series reinterprets Gaggenau's design philosophy through visual reduction, architectural integration, and essential form.

The Gaggenau Minimalistic series is defined by two linear ventilation profiles and a single, central control ring. The appliances are entirely handleless, with displays that remain concealed behind smoked glass until activated. The 'floating' control ring, milled from solid stainless steel, appears suspended, offering intuitive interaction while serving as the only visible functional element on an otherwise uninterrupted surface.

Designed to suit a diverse range of culinary needs the Gaggenau Minimalistic series includes ovens, combi-steam ovens, combi-microwave ovens, fully automatic coffee machines, culinary warming drawers and vacuuming drawers.

Internally, the oven appliance offers a high-performance bottom heat system capable of reaching 300°C, a high-performance full-surface grill behind Gaggenau's signature blue enamel interior, and a five-layer glass door engineered to withstand 485°C. The user interface includes a proximity-activated display and refined automatic programs that support a wide range of cooking methods.

The Minimalistic series is available in two material finishes: Gaggenau Sterling and Gaggenau Onyx. Both finishes use subtle metallic particles to create visual depth and respond to surrounding light. Sterling offers a slightly brighter surface that contrasts gently with cabinetry, while Onyx is more subdued, allowing the appliance to blend into darker environments.

Each appliance is shaped through a blend of industrial precision and human craftsmanship, with select elements hand-finished – including final

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inspections of materials and surfaces – and, like the Expressive series, invisible joins and exact alignments reflecting attention to every millimetre.

Sven Baacke, Head of Design at Gaggenau, explains, "Where the Expressive series draws the eye with sculptural framing, the Minimalistic series seeks clarity through absence. It is guided by the principle of "perfection through restraint" – a reduced geometry, allowing appliances to recede into their environment and support a seamless kitchen architecture. Every detail has been refined to become quieter, simpler, and more precise."

Industrial Designer Alexander Stuhler adds, "In this series, we removed everything unnecessary. What remains is a deliberate geometry and a strong architectural presence. The appliance doesn't compete with the kitchen – it becomes part of it."

S ren Strayle, User Interaction and User Interface Designer, notes, "The ring maintains a sense of tactility – a precise, crafted element that feels almost like a piece of jewellery. It was a conscious decision to preserve some physical interaction in a digital environment. The ring's circular shape is universally recognised, and people instinctively turn it. It's tangible, elegant, and enhanced by the golden ratio, making it familiar and harmonious across cultures."

Dr. Peter Goetz, Managing Director of Gaggenau, states, "The Minimalistic series reflects our continued pursuit of timeless design. It honours the principle that the most powerful forms are often the simplest. It is our most reduced series to date – crafted to remain relevant and refined over decades."

The Gaggenau Minimalistic series will be available for purchase in Europe and Asia-Pacific from Autumn 2025.

For more information about the Gaggenau Minimalistic series, please visit gaggenau.com/minimalistic-series

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Notes to editors

Gaggenau is a manufacturer of high-quality home appliances and is acknowledged as an innovation leader in design and technology "Made in Germany". The company, with a history dating back to 1683, has revolutionised the domestic kitchen with its internationally acclaimed products. Gaggenau's success is founded on technological innovation and a clear design language combined with high functionality. Gaggenau has been a subsidiary of BSH Hausgeräte GmbH in Munich since 1995 and is currently represented in more than 50 countries with over 60 flagships and showrooms in major cities around the world.

The difference is Gaggenau

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Headline for image captions:

01 The Gaggenau Minimalistic series.

Combi-steam oven, Oven and Vacuuming drawer in Gaggenau Onyx.

02 The Gaggenau Minimalistic series.

Combi-steam oven, Fully automatic coffee machine, Oven, Culinary warming drawer and Vacuuming drawer in Gaggenau Onyx.

03 The Gaggenau Minimalistic series.

Combi-steam oven, Oven and Culinary warming drawer in Gaggenau Onyx.

04 The Gaggenau Minimalistic series.

Oven in Gaggenau Onyx.

05 The Gaggenau Minimalistic series.

Combi-steam oven in Gaggenau Onyx.

06 The Gaggenau Minimalistic series.

Combi-microwave oven in Gaggenau Onyx.

07 The Gaggenau Minimalistic series.

Fully automatic coffee machine in Gaggenau Onyx

08 The Gaggenau Minimalistic series.

Floating control ring and user interface in Gaggenau Onyx.

09 The Gaggenau Minimalistic series.

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Combi-steam oven, Fully automatic coffee machine, Oven, Culinary warming drawer and Vacuuming drawer in Gaggenau Sterling.

10 The Gaggenau Minimalistic series.

Oven in Gaggenau Sterling.

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