

Press information

Gaggenau unveils flagship showroom in Chicago.

New Chicago showroom proudly reflects the architectural heritage of the “Heart of America”.

Chicago/Munich, June 2017: The latest Gaggenau flagship showroom opens its doors in the iconic Merchandise Mart, one of Chicago’s premier international business locations and a historic landmark within the cityscape. The design by architects einszu33 draws inspiration from Mies van der Rohe’s architectural philosophy, with free flowing spaces created amidst structural order. Van der Rohe’s principles are reflected in an open plan design that acts as a framework for dedicated areas where cultural events like wine tastings, culinary evenings or professional training sessions can be held.

The new space offers an extraordinary blueprint for a showroom, its 6 metre ceiling height creating a cube-like dynamic with a 3D feel. Natural light flows into the showroom through a vast expanse of glass that forms one entire wall of the space, overlooking the panorama of the Chicago River beyond. On entering the space, visitors are met with a marble heritage wall that presents the history of the brand’s origins dating back to 1683. This affirmation of tradition is juxtaposed with the avant-garde grid design, where boldly carved out blocks and slices provide the perfect setting for presenting the latest Gaggenau appliances.

More than simply a showcase for “objets d’art”, the space aims to inspire people with a passion for all things culinary and social. The creation of individual areas dedicated to culinary expertise, fine wines, and coffee culture – including live cooking zones – will draw visitors into the space and exemplify the sophisticated lifestyle that is central to the brand’s ethos.

What holds true for the design of Gaggenau appliances applies equally to the showroom and building it is located in – bold, minimalist structures demand exceptional materials, lavish surfaces and textures, and clean contours.

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Smooth white marble, white oiled oak, travertine stone and ceramic tiles are combined with Gaggenau's signature grey, dark anthracite and metal accents throughout, creating a truly tactile and immersive experience.

Sven Schnee, Head of Global Brand Gaggenau, says: "Our international showrooms present the history and heritage of Gaggenau, with the very latest innovations and products. They provide the stage from which we celebrate our brand philosophy and culture, through the finest in culinary and epicurean enjoyment. This latest showroom was carefully chosen for its exceptional location within the iconic Merchandise Mart. It will provide the opportunity for visitors to immerse themselves in the brand, as well as strengthening our position in the North American market in 2017."

Gaggenau's long-standing relationship with Munich architects einszu33 – responsible for the brand's international showrooms – ensures the designers have an in-depth understanding of Gaggenau's aims and the constraints of any given location. Under the direction of Hendrik Müller, the firm's latest project with Gaggenau retains the brand's ethos at the core of its design, drawing inspiration from the setting and integrating the project seamlessly into existing local culture and the surrounding architecture.

Notes to editors

Gaggenau is a manufacturer of high-quality home appliances and 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 21 flagship showrooms in major cities around the world.

The difference is Gaggenau.

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Gaggenau unveils flagship showroom in Chicago – captions.

01 Gaggenau Chicago flagship showroom – a truly immersive brand experience.

The open plan design offers dedicated areas within its framework that will celebrate culinary expertise, fine wines and coffee culture – including live cooking zones.

02 Gaggenau Chicago flagship showroom – a harmonious balance of heritage and innovation.

Visitors entering the space are met with a marble heritage wall that presents the brand's history, dating back to 1683.

03/04 Gaggenau Chicago flagship showroom – a unique blueprint with lofty ceilings, bathed in natural light.

The showroom has an extraordinary 6 metre high ceiling and an entire wall of glass, overlooking the panorama of the Chicago River beyond.

05 Gaggenau Chicago flagship showroom – culinary culture and sophisticated lifestyle.

Individual areas dedicated to culinary expertise, fine wines and coffee culture.