

## Press information

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### **LivingKitchen 2017.**

#### **Gaggenau concludes the celebrations of its 333-year anniversary.**

**Cologne/Munich, January 2017: At the fourth LivingKitchen, visitors commemorated Gaggenau's conclusion of its 333-year anniversary as the brand's heritage, evolution and innovation were brought to life through a curated exhibition. They were taken on a journey through past, present and future, culminating with a modernist style glass cube displaying the brand's innovative product portfolio for 2017.**

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Alongside the EB 333 – the remodelled version of the renowned 90 cm wide oven – other Gaggenau highlights included the fully automated espresso machine with fixed inlet and outlet water connection, the wall-mounted hoods 200 series with both vertical and angled designs, the new flex induction cooktop with integrated ventilation system and the dishwasher 400 series with its groundbreaking backlighting concept.

Sven Schnee, Head of Global Brand Gaggenau, reflected: "LivingKitchen heralded the end of a momentous 12 months, where we had celebrated Gaggenau's 333-year landmark anniversary. No other manufacturer of home appliances has such long-lasting tradition and heritage and we took this opportunity in Cologne to give visitors an exclusive journey through our brand's history, experience and innovative spirit – which has been in the making since 1683."

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### **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.

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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.

[www.gaggenau.com](http://www.gaggenau.com)

Instagram (@gaggenauofficial)

Pinterest (/gaggenau\_)

Vimeo (/gaggenauofficial)

### **Gaggenau at LivingKitchen 2017 – captions.**

#### **01 Gaggenau at LivingKitchen 2017 – an impressive trade fair presentation.**

Gaggenau's conclusion of its 333-year anniversary was evoked through a booth design reminiscent of a curated art exhibition, with a display of the brand's rich heritage and culture.

#### **02 Gaggenau at LivingKitchen 2017 – the heritage wall.**

Visitors were taken on a historical journey along the brand's heritage wall, starting from its founding year in 1683 in the 17<sup>th</sup> century, through to the 21<sup>st</sup> century set in context of world history milestones.

#### **03 Gaggenau at LivingKitchen 2017 – an innovative product portfolio.**

Gaggenau presented its innovative product portfolio within a glass cube, reminiscent of a curated art exhibition.

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### **04 Gaggenau at LivingKitchen 2017 – the oven EB 333.**

Gaggenau presented its future icon, the EB 333 – a remodelled version of the 90 cm wide oven that offers modernised design and functionality for the next generation while staying true to its origins.

### **05 Gaggenau at LivingKitchen 2017 – the EB 333 showcasing the highest material and craftsmanship standards.**

Select materials, precision craftsmanship and progressive design – all came to life at Gaggenau's trade fair booth.

### **06 Gaggenau at LivingKitchen 2017 – the fully automatic espresso machine 400 series.**

The new fully automatic espresso machine. Now also available with fixed inlet and outlet water connection and offering an individual coffee experience with professional results.

### **07 Gaggenau at LivingKitchen 2017 – the flex induction cooktops with integrated ventilation system.**

The flex induction cooktops with integrated ventilation system can be set to automatically vent air whenever in use freeing up individual culinary creativity.

### **08 Gaggenau at LivingKitchen 2017 – the wall-mounted hoods 200 series.**

The extremely quiet, highly efficient wall-mounted hoods 200 series, available as a vertical or angled design.

### **09 Gaggenau at LivingKitchen 2017 – the new dishwasher 400 series.**

The new dishwasher 400 series showcases its pioneering backlighting concept, a world first innovation.

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### **10 Gaggenau at LivingKitchen 2017 – visitors exploring evolution.**

International retailers, architects, designers, media and consumers walked through the booth and experienced Gaggenau's historical journey from its 1683 origins to present day.