

Press release

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**Under embargo until 12<sup>th</sup> March 2018.**

**Gaggenau wins iF product design award in Gold for its Vario cooling 400 series.**

**Munich, March 2018: Gaggenau, the luxury professional-grade kitchen appliance manufacturer, is delighted to announce that the newly launched Vario cooling 400 series has been awarded the coveted iF 2018 product design award in Gold. The iF design award\* is among the most prestigious and largest design competitions in the world and from over 6,400 submissions, only 75 were awarded Gold by the independent expert iF jury.**

The iF jury commented: "Gaggenau has created a range of professional cooling appliances that celebrate the quality of food. An honest use of materials is paired with generous proportions and excellent spatial organisation for best-possible user experience. This series fits perfectly into contemporary handle-less interior architecture."

Each year, the world's oldest independent design organisation, Hannover-based iF International Forum Design GmbH, bestows the iF design award on the best submissions. The list of evaluation criteria includes: Innovation and Elaboration, Functionality, Aesthetics, Responsibility and Positioning. The 75 iF Gold awards for outstanding design were selected from a total of 6,402 entries from 2,955 participants from 54 countries.

#### **Notes to editors**

\*About the iF design award

For 65 years, the iF design award has been recognised as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF design award is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture, as well as

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Professional Concepts. All awarded entries are featured on the iF world design guide, in the iF design app and are displayed at the iF design exhibition, Hamburg.

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 22 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 wins iF product design award in Gold – captions.**

**01 Gaggenau wins iF product design award in Gold.**

Gold award for the product design of the Vario cooling 400 series.

**02 Logo iF Gold award 2018.**

**For more information, imagery or interview opportunities, contact:**

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