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A grand architectural statement.

The 'Gaggenau Home' at EuroCucina 2018.

Milan/Munich, April 2018: Gaggenau, the luxury brand for professional-grade home appliances, is delighted to announce its 5th participation at EuroCucina, Salone del Mobile. This year, Gaggenau will be taking its appliances beyond the kitchen with the unveiling of the award winning* Vario cooling 400 series. Inspired by the distinct, imposing design of these appliances, Gaggenau opens the door to its very own architectural statement: the 'Gaggenau Home'.

The new, Vario cooling 400 series, inspired by grand architectural statements, has been designed for those who appreciate the aesthetically advanced; setting a precedence for a booth concept synonymous with these design principles. The new range comprises of a portfolio of refrigerator, freezers, fridge-freezers and wine climate cabinets. Combining modularity with the smooth lines of seamless integration, these sculpted appliances redefine the landscape of the modern kitchen.

The brief was to create a design concept that would place a spotlight on the new cooling range. Therefore, long-standing partners, architectural firm einszu33 led by Hendrik Müller and Georg Thiersch, deconstructed elements of grand architectural statements. The result of this process is the 'Gaggenau Home': a sequence of architectural gestures that correspond with the rituals of domestic culture.

A full-scale representation of an aspirational domestic space: the 'Gaggenau Home' is focused around an open-plan kitchen. The home includes an entrance area, garage, living space and garden, all united and interconnected with authentic materials, light and details. Visitors to the booth will experience the true nature of Gaggenau; where appliances, consideration for the culture of living and contemporary architecture coalesce, to create the ultimate architectural statement.

The distinctly designed home creates a powerful statement: perfectly mirroring the functional and imposing aesthetics of the new Vario cooling 400 series. Furthermore,

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the interior pieces and decor have all been carefully selected, to reflect the brand's association with functionalism, natural materials and intellectual luxury.

EuroCucina 2018 marks the first occasion Gaggenau has created a booth concept of this magnitude. This full-scale architectural statement, inspired by the new range and its award winning progressive design, embodies the brand's cultural affiliations and presents an immersive stage to showcase the appliances' ability to go beyond the kitchen.

Hendrik Müller, Founder of einszu33, commented: "The concept puts a spotlight on the role of Gaggenau's appliances and their significance within domestic culture. Food preparation and the social ritual of sharing a meal have been deeply rooted in our culture for more than 10,000 years and their importance today is higher than ever."

Sven Schnee, Head of Global Brand Gaggenau, commented: "Our Home concept grew out of a desire to showcase our brand as more than just a kitchen appliance manufacturer. We wanted to create an exhibition space that commemorated Gaggenau's vision of the culture of living, and celebrated what it is to live in today's contemporary world.

"We carefully considered and selected everything, from the soft furnishings and the art hanging on the wall, to the inner and outershell constructs of the building. We have created from the ground up, a true architectural statement that perfectly reflects our appliances' ability to go far beyond the kitchen; personifying their role in the daily rituals of domestic culture."

To complement the 'Gaggenau Home', Gaggenau collaborated with a series of likeminded, highly respected brands. Curated pieces featured as part of the home include: the Aston Martin DB11; interior wood fittings from Schotten & Hansen; modern furniture from Walter Knoll; lighting installations from Occhio; a bespoke piece of art from Eduard Micus; one decorative shelf from Porro; porecelain sculptures from

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Porzellan Manufaktur Nymphenburg and a selection of fine wines from Sotheby's Wine.

Notes to editors

*The Gaggenau Vario cooling 400 series, iF 2018 product design award in Gold. 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.

Gaggenau and einszu33 have built their successful partnership for more than 10 years with a close cooperation for the design of global showrooms, trade fair exhibitions and exclusive events. einszu33 creates unique spatial experiences that connect people with international brands. Under the leadership of Hendrik Müller and Georg Thiersch, the Munich-based studio is ranked in the top 50 of the most considered agencies of the German creative industry.

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.

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Vimeo (/gaggenauofficial)

Gaggenau at EuroCucina 2018 – caption.

A grand architectural statement – The ‘Gaggenau Home’ at EuroCucina 2018.

Inspired by the distinct, imposing design of the Vario cooling 400 series, Gaggenau opens the door to its very own architectural statement: the ‘Gaggenau Home’.

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