

## **Poggenpohl sets trends for the most important room in the home**

**Premium kitchens from Germany for over 70 countries across the globe**

**Poggenpohl doesn't think in terms of kitchen units but in spaces. This is something Elmar Duffner, Managing Director of Herford-based Poggenpohl Möbelwerke GmbH has been convinced of for some time and explains his approach to the future like this: "Our intention in the future is not just to limit ourselves to spaces that are defined by architecture. Teaming up with architects, we want to develop solutions taken from architecture."**

As so often over the past decades, an entire industry is once again looking with interest to the latest trend definition from Westphalia's old-established company. After all, Poggenpohl has proven throughout its history of almost 120 years that innovations from the kitchen forge have frequently coined the market for years on end. This also includes its collaboration with prominent designers and design studios, such as with Spanish designer Jorge Pensi, the Porsche Design Studio from Zell am See or with Hamburg architect and designer Hadi Teherani.

It was back in 1892 that company founder Friedemir Poggenpohl formulated a slogan that continues to define the brand's philosophy to this very day: "We want to make the kitchen better!" What was to follow is still inextricably linked with the development of the kitchen because wherever importance is attached to design, exclusivity and quality, Poggenpohl is regarded as the archetype.

Whether the world's first mass-produced unit kitchen (1950), the first fitted kitchen (1962) or the first solid-wood kitchen (1968) with which Poggenpohl initiated the trend towards the wooden kitchen – the ideas and innovations from Herford continue to define whole generations of kitchen design.

For some years now, Poggenpohl is once again being seen as the trendsetter of the paradigm shift currently taking place in all aspects of the kitchen. After all, the more or less functional room of the "kitchen" is rapidly turning into a lifestyle object. The once isolated workroom of the housewife has become a social, communications and prestigious centre of the home. This is where major trends have been set by the purist design concepts of the **+SEGMENTO®**, **+INTEGRATION®**, **PLUSMODO®** kitchens or the exclusive Poggenpohl Porsche Design Kitchen **P'7340**.

And it is also thanks to Poggenpohl that the kitchen has rapidly spread into the home's living space: not only through integrative overall concepts, but also, for example, with a multifunctional "Dining Desk" that can be used as a kitchen and dining table as well as a desk. Or through a shelf system that picks up on the style of Poggenpohl kitchens, creating a visual link with living space.

Resolutely continuing this philosophy, Poggenpohl was able to win over star architect Hadi Teherani for designing its new kitchen concept. This cooperation produced the innovative **+ARTESIO®** kitchen. The groundbreaking, all-embracing line extends a gesture into the room and for the first time not only integrates floor and walls into kitchen planning but also the ceiling, producing a liaison between living space and kitchen.

Today, Poggenpohl is the world's most famous kitchen brand. The company employs 550 members of staff worldwide and exports its kitchens to over 70 countries across the globe. All products are developed and manufactured without exception at the company's operation in Herford, Westphalia. Since 2000, Poggenpohl Möbelwerke GmbH has been part of Sweden's Nobia Group, Europe's largest manufacturer of kitchens.

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