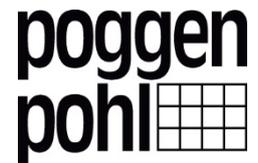


PRESS RELEASE



Milan/Herford, April 2013

Design Center Milan Celebrates Birthday

Parallel with this year's Salone Internazionale del Mobile, the Poggenpohl Design Center Milan celebrated its first birthday. From the 9th – 14th April 2013, the Design Center presented new models, fronts and innovations in the via Galileo Galilei 12.

Customers, architects and business partners were invited to an exclusive birthday celebration. They all admired the six show kitchens in fashionable colours such as polar white, terra, flint grey and core ash. "We are very happy that we have already achieved successes since the opening in 2012. We gained many new customers through cooperation events in different fields of business", said Managing Director Lars Völkel happily. "It is not only a sales studio with six exclusive show kitchens, but also a global test field for innovations", he added.

The 350m² exhibition exhibits a total of six kitchen models on two storeys. In addition to the several-time award-winning kitchen concepts +MODO and the Poggenpohl Porsche Design Kitchen P´7340, the exclusive kitchen studio in Milan is also presenting the recently developed kitchen concept +ARTESIO with white glass front.

A touch-screen configurator here forms one of the highlights of this studio. Using this, customers and others can try out the well-known kitchen concepts +ARTESIO and +MODO on their selection of fronts and worktops. Another highlight is the meeting room in the former vault. Here customers, designers and cooperation partners can exchange their ideas in an extraordinary ambience. This room can be booked for any occasion.

Particularly worth seeing is the "History Wall" in the basement. On a timeline, Poggenpohl represents its pioneering achievements, which the company has developed during its 120 years of existence in the kitchen furniture industry: from the reform kitchen in 1928 and the first fitted kitchen in 1950 to the +ARTESIO, a concept in which wall, floor and ceiling blend architecturally with each other.

With German quality, exclusive design and innovative product development, Poggenpohl is one of the top addresses in the kitchen market. For Poggenpohl the extraordinary counts as standard. Behind this claim is the intention to set standards for design, equipment and comfort as a trendsetter. So a kitchen from Poggenpohl offers far more than an attractive place to eat. In the interplay of advanced technology, cosy architecture and timeless design, Germany's oldest kitchen brand regards the kitchen as an important living space and expression of personality. In order to combine the elementary themes of living, cooking and communicating together in one whole, the company has introduced new elements in its range of shapes. Here, Poggenpohl is not only developing high-quality and exclusive kitchens for demanding requirements, but also very individual solutions.

This sophistication can be seen at the Milan Design Center. "We are not simply developing kitchens, but concepts", declared the Poggenpohl Interior Designer Osvaldo Lo Piano. "We regard the kitchen as a social, aesthetic and functional place that is at the same time a reflection of social and technical development. Kitchens from Poggenpohl therefore offer their users an ambience that combines all of this perfectly."

Contact:

Osvaldo Lo Piano

Poggenpohl Design Center Milan

Tel. +39 / 02 63 79 32 81

Osvaldo.LoPiano@poggenpohl.com