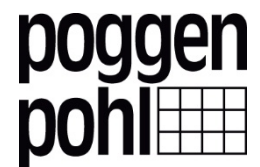


# PRESS RELEASE



Herford, 26th October 2015

## Further distinctions for Poggenpohl P'7350



German Design Award 2016, Focus Open 2015, Materialica Design + Technology Award 2015 – The innovative kitchen architecture P'7350 Design by Studio F. A. Porsche has now been honoured with three major design prizes almost simultaneously, thus continuing its remarkable success story.

The German Design Award is the international premium prize of the German Design Council. Based on a unique nomination procedure, only products that demonstrably excel by their creative quality are allowed to take part. Poggenpohl received the coveted **German Design Award 2016 Special Mention** in the Excellent Product Design category. The "Special Mention" title is awarded to works with a design that represents particularly accomplished solutions and details and therefore honours the major commitment of companies and designers.

As part of a ceremonial prize giving ceremony and exhibition opening in the MIK Museum - Information - Art in Ludwigsburg, Poggenpohl was honoured with the quality label **Focus Open 2015 Special Mention** for the design achievement of the P7350 Design by Studio F. A. Porsche. "Focus Open" is the international, non-commercial design prize of the Federal State of Baden-Württemberg. Companies and design agencies from all over the world submitted innovative product and concept solutions this year too. The "Focus Open" panel judged these in the different categories according to the criteria: design quality, functionality, innovative content, ergonomics, interface design, product typography, ecology, sustainability, value status, appearance, emotionality and brand conformity. Among all the submissions, a total of 64 prizewinners were designated.

The famous "Materialica Design + Technology Award" has been offered every year since 2002 to innovative products and materials that appeal by outstanding design and high technological competence. A panel of experts of the highest calibre judged this year's submissions in the categories of material, product, surface & technology and CO<sup>2</sup> efficiency and nominated them for the Materialica Award 2015. On the occasion of the Materialica trade fair in Munich, the best product innovations have now been rewarded. Poggenpohl received the **Materialica Silver Award 2015** for development of the P7350 in the "Product" category, thereby demonstrating once again its innovative potential.

The kitchen architecture P'7350 Design by Studio F. A. Porsche already received the PLUS X Award 2014, the prestigious design prizes the Red Dot Award 2015, Interior Innovation Award 2015 and the Good Design Award 2014 in addition to the German Stevie Award business prize 2015.

**Further information / press contact:**

Christiane Danielsmeyer, Marketing

Telephone: 0049 (0) 5221 / 381 317

Email: [Christiane.Danielsmeyer@poggenpohl.com](mailto:Christiane.Danielsmeyer@poggenpohl.com)

Internet: [www.poggenpohl.com](http://www.poggenpohl.com)