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Radically thought out, implemented in complete forms

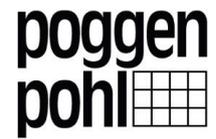
The standalone kitchen +VENOVO wins as “Best of Best” at the **ICONIC AWARDS: Innovative Interior 2019**. The neongrün design team, led by Sören Jungclaus, committed itself to the idea of giving the room less kitchen but the kitchen more room.



Herford, Germany, 13 January 2019. The **ICONIC AWARDS** as well as the **German Design Awards** continue to be among the internationally most important awards for top design. Not for the first time, Poggenpohl has won both awards, thus confirming its long-term tradition of being a developer of sustainable and evolutionary designs. “We see +VENOVO as an iconic product that is to inspire our demanding customers to think innovatively when it comes to their living rooms, kitchens and dreams,” says Gernot Mang, Managing Director of Poggenpohl. “No other, almost mobile kitchen integrates all functions in one unit with this consistency. We are very proud of this.”

Each year, the **ICONIC AWARDS Innovative Interior** panel recognises products from nine categories, from bathroom and wellness to kitchen and household to furniture, textiles and outdoor products. In 2019, +VENOVO is being selected from hundreds of international applicants as the “Best of Best” winner in the kitchen and household category. “With its clear, linear design, the kitchen unit appears

PRESS RELEASE



timelessly elegant. Placing it on two frames like living room furniture and thus practically causing it to float makes it something special,” is the panel’s assessment. Overall, it praises a “stylish design that convinces formally as well as functionally right into the detail and that develops a unique effect, especially in open spaces.”

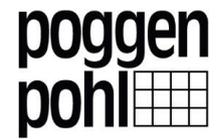
This conclusion reached by the panel corresponds to the aim of the designers Sören Jungclaus and Mathias Knigge to understand +VENOVO consistently as a freestanding piece of furniture that should be aesthetic from all sides – in line with current trends such as urbanity and mobility. At the same time, the efficiency talent designed by them organises all functions with elegance and sophistication, from the worktop and the oven to the fridge and the sink. In a large number of elegant versions, +VENOVO fits inconspicuously into the existing architecture (in minimalist fashion as here in the image) or assumes the stylistically leading role, for example in the exclusive wood version Makassar structure in combination with fittings and handles in black matt and worktops in satinised Nero Assoluto. Tall cupboards and lowboards complement the individual piece of furniture to produce a full-scale kitchen ensemble. Goodbye fitted kitchen.

It was not just at the ICONIC AWARDS: Innovative Interior 2019 that +VENOVO was recognised. The furniture was also chosen as the winner in the “Kitchen” category at the German Design Award 2019, with the panel describing it as “fitting into any life and yet standing out due to its uniqueness” and as a “strong design”. Further awards are to be expected.

<https://www.iconic-world.com/directory/venovo>

<https://www.innovative-interior.de/design-im-kunstverein>

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About Poggenpohl

Poggenpohl was and is a pioneer: we have been developing, designing and producing luxury kitchens at our premises in Herford for more than 125 years. The benchmarks for us are always people and their needs, social change and looking towards the future. Nationally and internationally. 400 Poggenpohl Studios all over the world offer first-class consulting and design expertise with the aim of turning customers' ideas into "their" perfect kitchen.

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