press  
release

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Official Inauguration of Franke Home Solutions Showroom at Franke Headquarter in Aarburg

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Franke unveils its newly renovated showroom in Switzerland, the birthplace and *home* of the Swiss multinational, marking the latest milestone in its exciting journey, now spanning over 100 years. The new design of the showroom perfectly represents Franke’s new look brand image and evokes the Franke brand promise of transforming change into opportunities for a better living. Franke Home Solutions, the division of Franke Group that is dedicated to all things in the home, and the world's leading provider of intelligent systems and solutions for the residential kitchen, the showroom symbolises the story unfolding at the Franke headquarter in Aarburg and around the world.

**The only constant is change**

The brand philosophy and the new appearance stand for finding new ways to face constant change in an intelligent way. As an integrated system provider, Franke Home Solutions combines exclusive design with full functionality, Swiss quality and sustainable innovations for a better life.

In the newly opened showroom, these aspects come together in perfection. The “Great Stage" campaign launched by Franke Home Solutions a year ago unveiled in a creative, visually impactful way how Franke’s intelligent home solutions and design empower a kitchen that fits all home-lovers’ desires and fulfils their evolving life ambitions.

Immagine che contiene interno, muro, soffitto, pavimento

Descrizione generata automaticamente

The entrance to the newly designed showroom in Aarburg

“The resurgence of home cooking has elevated the importance of the kitchen territory to new heights: it assumes the role of a key space for sharing, coexisting, and expressing one’s personality – and this outlook is here to stay”, comments Barbara Borra, President and CEO of Franke Home Solutions. “Residential kitchens have become fascinating stages for domestic “cooking shows”, and as an industry innovator Franke Home Solutions addresses this trend with an integrated system that unleashes the creativity in cooking”.

Franke Home Solutions offers this experience at its newly opened showroom, where design lovers can experience the products first-hand.

***The new showroom: a vibrant, fresh, and contemporary design***

In more than 350 m2 of space, visitors can immerse themselves in the world of Franke kitchen technology, discover the product families and materials, and be inspired by unique combinations. The new colors range from primary to a wide selection of modern secondary colors, all consistent with Franke’s new look and feel, and have been applied to creating a vibrant, fresh, and contemporary design combination. A highlight is the new Franke lamella wall which will be a distinctive and unique design element that, together with the new Franke logo, will be the new spatial brand signature. Everything is held together by a unique and modular new Franke brand architecture which is fully flexible for different applications. The new showroom underlines Franke's leading position across all product categories for residential kitchens, including sinks, taps, hoods, hobs, ovens, accessories, and food management systems.

"The new showroom in Aarburg represents Franke's constant change and pioneering spirit: a modern yet recognizable place that combines quality and excellence, thus continuing the company's values and brand identity in all its facets. The brand's new strategy and philosophy are evident in all areas and serve as an inspiration to design the kitchen as the epicentre of living," says Gregory Oswald, Managing Director DACH at Franke Home Solutions. Barbara Borra, CEO and President of Franke Home Solutions adds, "Franke is a traditional Swiss company with a long, successful history. We are delighted to open the new showroom at our headquarters in Aarburg, right next to the production facilities and the small but beautiful Franke Museum. Lovers of high-quality design and functionality will find inspiration for their kitchens here."

**More space for product families**

In Franke's new showroom on the second floor, both the different product families Smart, Maris and Mythos immediately catch the eye, with a dedicated area of the showroom for each of them.

The high-quality and prestigious Mythos product family combines the interplay of technology and aesthetics. Even the smallest details are carefully selected, making this family an absolute must-have for design lovers: Mythos sets its highest goals by combining the essence of functionality with beauty. Elegant, refined, unique and purpose-driven, the Mythos family never fails to impress, with design and performance setting new standards. The Mythos family is designed to enrich everyday life and transform every moment into a source of pleasure. It helps to express yourself culinary thanks to sinks, faucets, hob hoods and extractor hoods.

Immagine che contiene interno, arredo, pavimento, muro

Descrizione generata automaticamente

The Mythos family area within the Aarburg showroom

The Maris family of products is fully dedicated to the family - cozy and functional to enjoy the heart-warming experience of a family gathering. The Maris philosophy is simple: welcome everyone, all the time, with the pride and joy of a home-cooked meal. Elegance, practicality, and smart features are combined in the Maris family. Thanks to beautifully arranged areas that offer endless possibilities, cooking together has never been so much fun. Whether it's sinks, faucets, cooktop extractors or range hoods, the Maris family of products makes every meal a success.

The simplest things usually work best. The Smart product family skilfully combines styles, materials and multifunctional components - indispensable in its perfection to focus on the essentials. Smart is the product family for beginners who nevertheless value beautiful design and robust materials. With sinks, taps and cooker hoods, unique kitchens can be designed.

Within the showroom there is also an attention to people and their *well-being* with open and clearly understandable demonstration corners in a delightful natural material surrounding. The showroom clearly presents this direction Franke is beginning to take through the areas dedicated to water and air. Some of our latest innovations have been developed with people’s health and well-being in mind, and some of the product designs, such as the Vital taps and the Air Hub range of hoods, have at their core these concepts.

Franke succeeds in combining functional details with exceptional aesthetics and creating products that are appreciated by design lovers and experts alike. Having received many prestigious design awards in recent years, such as the Red Dot Award, the iF Design Award, and the Kitchen Innovation Award, Franke’s recognised products include Mythos Masterpiece, Icon Semi-Pro, and the Mythos Oven to name just a few.

***A glimpse towards the future of design: insights from atelier oï***

In addition to the official opening of the showroom, there is also the show-cooking area, a space dedicated to live cooking experiences and, where for this occasion a live performance by Thomas Bissegger, lecturer Kitchen Campus Passug of the renowned École hôtelière de Lausanne, will happen. Before the cooking performance, a special guest will give guests a glimpse of future design trends. Aurel Aebi, from the famed Swiss design studio *atelier oï*, will give a keynote speech on how the design world and Franke coexist.

atelier oï was founded in 1991 in La Neuveville, Switzerland, by Aurel Aebi, Armand Louis and Patrick Reymond. The name oï, derived from the word “troïka”, a team of three, conveys the dynamism and holistic energy generated by a trio. atelier oï is the result of an alliance rooted in humanity and art alike. It is about sharing values and ideals. The trio has been linked for over than 30 years through the intangible bond of the desire to grow and venture together on a journey that never denies their individual paths. The founders’ deep involvement with architecture, design and scenography have shaped atelier oï’s transdisciplinary philosophy. The trio is well-known in Switzerland and internationally for its designs and unique “Storytexture” approach. A design approach, which combines the art of storytelling with the textures of materials.

Their vision about design, material and the constant journey match perfectly with Franke’s strategy and positioning in the market. “Materials and textures are essential in our ‘Storytexture’ approach. The playful handling of different materials makes it possible to understand shapes down to the smallest detail. At atelier oï, we are convinced that the only permanence is change”, says Aurel Aebi and continues: “The design of the kitchen has changed over the last years from a pure workspace to a room for socializing and meeting. The kitchen is the epicentre of a house, where you love to spend time together or alone and where creativity sparkles”. This is also the reason why atelier oï and Franke collaborated for the opening of the new showroom in Aarburg. Their visions about materials, textures and designs align perfectly. One of atelier oï’s key perspectives is to design moments of joy while playing with forms, materials and colours as design tools. “We think there are different ways to create a form, as form follows emotion, context, content, material truth, time, nature and space. All these aspects are essential in creating emotions, atmospheres and high quality products, that are aesthetic and functional at the same time”, explains Aurel Aebi.

**Franke Home Solutions** is a division of the **Franke Group** and the world's leading provider of intelligent systems and solutions for the private kitchen. The division is active worldwide and employs around 4,500 people in over 30 countries, generating sales of more than CHF 1 billion. The product range covers all areas in the kitchen – from food preparation and cooking to disposal, cleaning and air treatment, expanding towards the entire home. Franke Home Solutions offers the consumer an unlimited home experience – simple, hygienic and environmentally friendly. Find out more at **franke.com**.

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