

Press Release

BERLIN / NEUSS (Germany), 03 September 2018

Reduced, Noble and Clear IFA 2018: SIGNATURE KITCHEN SUITE Pavilion

Exclusivity, elegance and uniqueness – that is what the brand SIGNATURE KITCHEN SUITE stands for. With the "SIGNATURE KITCHEN SUITE Pavilion", which will be on display at IFA 2018 in Berlin from 31 August to 5 September, the D'art Design Gruppe will make the values of the new premium brand come to life. The European kitchen series is presented to the public for the first time.

From the outside, the 23 x 29-metre free-standing architecture with its white and transparent façades on the grounds of Messe Berlin is open and inviting. The "Villa di SIGNATURE KITCHEN SUITE" is a reminder of the exuberant attitude to life in a stately country house in Italy surrounded by lush greenery. Enjoyment, relaxation and well-being – the Dolce Vita – are the focus here. The white façade is contrasted by dark grey, slightly offset frames that form the entrance. A wide, three-stairs staircase opens up into the interior of the 667 square metre pavilion. The room, in whose walls the high-quality fitted kitchens and screens are integrated, presents itself bright and open. The interior design, reduced to the essentials, brings to the fore the elegant kitchen elements which are characterised by elegance and simplicity for ideal user-friendliness. Products and space form a harmonious unit. Free-standing kitchen elements, a kitchen block used for show cooking and extravagant OLED lights let the eyes wander and occasionally set design accents in the clear room atmosphere.

In the heart of the "Villa", the exclusive pavilion opens out onto a green patio with seating areas, which invite visitors to come together and pause in the outdoor space. Here, visitors can experience the aesthetics and functionality of the minimalist premium kitchens and the authentic, exclusive attitude to life that they convey. If required, the patio area can be closed with a

transparent glass folding door system. On the sides there are three separate meeting rooms, which open up to the surroundings with their glass façades. With its timeless, purist aesthetics, the brand positions itself in the luxury segment and in deep appreciation for nature. "The essentials lead to magnificence" is one of the brand's statements – and that can be experienced in the SIGNATURE KITCHEN SUITE Pavilion with all senses.

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IMG_0405: From the outside, the free-standing architecture with its white and transparent façades is open and inviting.



IMG_0409: A wide, three-stairs staircase opens up into the interior of the 667 square metre pavilion.



IMG_0414: The room, in whose walls the high-quality fitted kitchens and screens are integrated, presents itself bright and open.



IMG_0420: In the heart of the "Villa", the exclusive pavilion opens out onto a green patio with seating areas.



IMG_0456: The white façade is contrasted by dark grey, slightly offset frames that form the entrance.

Facts and figures

Project:	SIGNATURE KITCHEN SUITE Pavilion IFA 2018
Customer:	SIGNATURE KITCHEN SUITE
Design:	D'art Design Gruppe GmbH
Realisation:	Display International Schwendinger GmbH & Co. KG
Location:	Berlin
Size:	667 m ²
Photography:	Lukas Palik Fotografie

Image material

We will be happy to provide you with high resolution image material for the purpose of topic-related reporting. Please send your enquiry to: pr@d-art-design.de.

About the D'art Design Gruppe

D'art Design Gruppe is one of the leading spatial communication agencies in Germany and has been an expert for multi-sensual brand experience for over 25 years. The holder of numerous international design awards, D'art Design Gruppe designs brand and experience spaces for customers such as 3M, adidas, Amtico, Britax, C.H. Beck, Deutsche Telekom, Electrolux, Gabor, Gräfe und Unzer, Grundig, Henkel, innogy, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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