

PRESS RELEASE



NEFF's Inspiration Market at EuroCucina, Salone de Mobile



German Design Award – Winner Logo 2019



View towards the 'Bread' area of the NEFF stand

NEFF EUROCUCINA STAND WINS GERMAN DESIGN AWARD

Frankfurt am Main, 23 November 2018. German home appliance manufacturer NEFF announces their win in the 'Fair and Exhibition' category of the German Design Award.

At EuroCucina, part of the Salone de Mobile fair in Milan, NEFF stopped visitors in their tracks with a booth inspired by a colourful Art Nouveau market, complete with aged iron columns, fragrant herbs and spices, and fittingly positioned home appliances.

The Inspiration Market by NEFF was the next step in the brand's venture to get closer to ingredients and the inspiration they bring, something NEFF is passionate about. Visitors could step into separate areas dedicated to fish, meat, bread, spices and wine, where different product categories were aptly integrated, showing that NEFF home appliances are equipped to take on any culinary curiosities and ideas. NEFF's unique Slide&Hide® ovens for example, were positioned in the bread-themed section. A large show cooking area and a carefully decorated table at the center of the booth completed NEFF's presentation at EuroCucina.

The stand was built by [Solutions2](#), a British firm from Birmingham, specialising in quality bespoke stand design.

The Germany Design Award Jury said, "The marketplace theme was implemented in the trade show stand with plenty of loving attention to detail. The result is a lively, emotional and communicative meeting place that integrates the products perfectly and creates a holistic user experience."

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COOKING PASSION SINCE 1877

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Klaus Karl, Global Brand Owner NEFF, said, "Our EuroCucina stand is representing the next level of the NEFF strategy, ensuring our appliances are an integral part of an emotive cooking experience. A lot of hard work went into our stand, so we are proud to have won the prestigious German Design Award."

The awards ceremony will be held on 8 February 2019.

-Ends-

About NEFF

NEFF develops and produces home appliances for people with a passion for cooking who appreciate functionality, design and ease of use. Founded in 1877 in Bretten in Germany, today the company is one of Europe's leading manufacturers of built-in appliances. The product range covers all the modern kitchen appliances, including ovens, hobs, extractor hoods, refrigerators and freezers, dishwashers and automatic coffee makers. For 140 years NEFF has seen the user as the most important part of the kitchen. The brand continues to set new standards with inspired ideas, especially in its core competence areas of cooking and baking. The CircoTherm® hot air system, Slide&Hide® as the only fully retracting oven door and the effortless TwistPad® single-knob controls. Since 1982 NEFF has been part of BSH Hausgeräte GmbH with headquarters in Munich. For more information see www.neff-home.com/press.

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About the German Design Awards

The German Design Awards are the international premier prize awarded by the German Design Council. Its goal: to discover, present, and honour unique trends in design. Every year, high-calibre entries in the fields of product and communication design are honoured, each of which blazes new trails in the international design landscape. The German Design Awards, launched in 2012, are among the most prestigious design competitions worldwide and have an excellent reputation far beyond specialist circles. The German Design Awards apply the highest standards in selecting the award winners. In an elaborate nomination process, panels of experts of the German Design Council nominate only products and communications design projects that demonstrably distinguish themselves by their design quality to participate in the competition. All winners are selected during a two-day jury meeting. To find out more, please visit www.german-design-award.com.

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