

PRESS RELEASE



NEFF's Inspiration Market at EuroCucina, Salone de Mobile



The sociable dining table on the NEFF stand



View towards the 'Bread' area of the NEFF stand

NEFF EUROCUCINA STAND WINS ICONIC AWARD FOR INNOVATIVE ARCHITECTURE

Frankfurt am Main, 7 August 2019. German home appliance manufacturer NEFF is thrilled to announce their win for Innovative Architecture, making this the third award for its EuroCucina stand at the 2018 Salone de Mobile fair in Milan.



NEFF inspired EuroCucina visitors with a colourful Art Nouveau market, complete with aged iron columns, fragrant herbs and spices, and fittingly positioned home appliances. The stand has proven popular with critics, too, winning a German Design Award, an Association of Event Organisers (AEO) award and now a coveted ICONIC award.

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.

Press Contact
Vicky Hauer-Bain
PR & Social Media
Manager Region
Europe /Global

Phone: + 0044 1908
32 8586
Mobile: + 0044 7817
124154
Vicky.Hauer-
Bain@bshg.com

www.neff-home.com



COOKING PASSION SINCE 1877

PRESS RELEASE

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. We are of course very proud to have won the ICONIC award, it is a great validation for all the hard work that went into our stand."

The awards ceremony will be held on 7 October 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.

Search NEFF Home on Social Media.



Press Contact
Vicky Hauer-Bain
PR & Social Media
Manager Region
Europe /Global

Phone: + 0044 1908
32 8586
Mobile: + 0044 7817
124154
Vicky.Hauer-
Bain@bshg.com

www.neff-home.com