



Press information

Creative ideas for the kitchen of tomorrow

Awarding of the foundation prize 2017 to universities in Furtwangen and Wismar and their participating students

Leonberg/Cologne, 17 January 2017. There was a positive response to this year's DER KREIS ANJA SCHAIBLE STIFTUNG (Foundation) prize which by tradition was awarded on the Tuesday of the LivingKitchen 2017 show, attended by numerous visitors from industry, business, politics and the media. As part of the latest foundation project, students from the Wismar and Furtwangen universities of applied sciences developed ideas for the kitchen of tomorrow, the results of which were exhibited at the Leonberg group's and foundation's exhibition stand.

Questionnaire as basis for the project

Students of Applied Health Sciences from Furtwangen based the development of their kitchen ideas on a survey of young people aged 19 to 29, which looked into their eating habits and the importance of the kitchen currently and in the future, the results of which were statistically evaluated. Interesting results were revealed: 88% of those surveyed go into the kitchen several times a day; the kitchen is very important to this age group. Correspondingly, just over half would pay €15,000 to €20,000 for a kitchen. When asked where these young people would invest most money over the next 10 years, a new kitchen emerged in fifth place on the wish list, after owning a home, holidays, a car and hobbies. In terms of investing in a property, the kitchen ranked in 1st place, a long way ahead of the lounge, bedroom and bathroom. In the ranking of the different kitchen types, the family kitchen comes in first with 34 per cent, followed by the high-tech kitchen and the farmhouse kitchen. Fresh fruit and vegetables, quality, and community are important terms in cooking to those surveyed.



The students from Furtwangen said that individuality is nowhere more important than in personal kitchen design. There is no such thing as THE kitchen of tomorrow, rather there are many – depending on the personal and current life circumstances. The results of the survey were evaluated together with design students from the Wismar university of applied sciences. The result was four types of cook, and correspondingly suitable kitchen concepts, which were then further developed in collaboration with industrial partners (AEG, Ballerina, Hettich, Kesseböhmer and others) and the universities of applied sciences.

The four types of cook and the four individual concepts:

BIO COOKS: Friends and family are more important than status and stress. The kitchen and cooking are something special. Bio cooks value quality and aesthetics. Why don't you bake your own bread? Fresh vegetables are sourced from local organic farmers. The motto: Eat less, but make it fresh and healthy.

Ecological kitchen furniture, solid maple wood worktops, preferably from sustainable cultivation. Front, units or frame in conservative colours. The overall look should be plain and attractive, easy to live in an in line with the existing kitchen. A strong and high quality connection between nature and aesthetics, with high-quality workmanship, attractive detailed solutions and durability – in the sense of an heirloom.

CAUSAL COOKS do not stick to meal times, but rather the activity – be it professional or private. They eat when it suits – seldom at home. The casual cook doesn't necessarily need their own kitchen. The casual cook's concept turn traditional kitchen unit design on its head. The design strategy connects aspirations for innovative kitchen furniture with the flexibility of the world of work today. This results in the striking concept of mobile serving units and counter-top islands. The ultra-modern technology of the serving unit offers versatility in use,



food is eaten while the user sits comfortably in a seat and serves from the mobile unit.

GOURMET COOK: Cooking is fun and a way of escaping the everyday. The capacity to enjoy is a gift. The freshness and quality of the products are the be and end all of fine cuisine, genuine materials are a given, and the feel of real wood an inspiration. Gourmet cooks are individuals, perfectionists, technology freaks, they love design and like people looking over their shoulder.

Fun cooks celebrate cooking for themselves and other people. Cooking and good food are very important to them, but they also like to show off their cooking equipment. They will have an illuminated knives display cabinet in their large and sophisticated wall of utensils. Right next to it is the heart of good meat preparation – the dry ager fridge – which stands out among traditional electrical appliances such as the wine fridge, steamer, or the kitchen utensils storage rack. At the heart of their large kitchen is the unusually-designed granite kitchen block – the gourmet cook's stage and where they prepare and present their food.

CLEVER COOKS are naturally organised, have things in perspective and think in a structured way. A family household is an organisation that requires smart management. The processes of buying, preparation and eating need to be coordinated. That needs a kitchen with short routes, perfect organisation of the appliances and worktops that are easy to look after.

The kitchen impresses with its clever ways of allowing food to be prepared and stored. Its highlights include the muesli dispenser that serves at use height from a tall cupboard, and the dishwasher with Comfortlift that supports easy and ergonomic loading. It will also have a fridge and freezer drawer with different cool zones and offer transparent and quick access as well as optimum storage of frozen foods, a pet food drawer in the base board to keep four-legged friends' food hygienically, and, and ...



The 2017 'Kitchen of Tomorrow' award in particular acknowledges interdisciplinary collaboration between the specialist areas of design, interior architecture and applied health science, and is awarded equally by unanimous decision of the expert jury to all three disciplines at the universities. Four exceptional student ideas were implemented in collaboration with the industry, trade and the universities.

Ensuring and encouraging new entrants as a key task

"The kitchens industry and the kitchens trade are among the most innovative sector in Germany," said group director Ernst-Martin Schaible at the start of the awards. "To maintain this," cautioned Schaible, "we need to join forces to make every effort to encourage more people to join the trade, and give them as much training as possible. Encouraging new people to join the industry is thus one of the most important tasks. This will also provide long-term assurance that Germany's globally leading reputation in kitchens can be further extended over the decades ahead."

The foundation is working with trade and industry in interdisciplinary forums to initiate industry-specific study programmes for students, and supports theses with practical knowledge in the context of lectures, outings to manufacturing plants and exhibitions by leading kitchen specialists. In particular, Ernst-Martin Schaible thanked industry partners, traders, the universities and students for their commitment, without which the ideas could not have been developed and implemented.

In his opening speech, Gerald Böse, Chairman of the Executive Board of the Cologne exhibition centre, praised in particular the achievements DER KREIS ANJA SCHAIBLE STIFTUNG and the foundation director Ernst-Martin Schaible on behalf of the entire kitchen industry. "The lack of new entrants is a problem in a lot of trades. Fortunately, things look a little different in the kitchen industry, because thanks to Mr Schaible and the group he founded with great



DER KREIS
ANJA SCHAIBLE
STIFTUNG

commitment and passion, a lot of work has been done to attract new people to the kitchens industry, and get them excited about it. His work is exemplary and is much copied," according to Gerald Böse.

Next project in the planning

The details of the group's 2017-2019 project will be developed and communicated in the spring of 2017, and the prize awarded as part of LivingKitchen 2019.

DER KREIS ANJA SCHAIBLE STIFTUNG

Mollenbachstrasse 2 • 71229 Leonberg

Telephone: 0 71 52 / 60 97-165 • Telefax: 0 71 52 / 60 97-500

info@anja-schaible-stiftung.de • www.anja-schaible-stiftung.de

The foundation:

The DER KREIS ANJA SCHAIBLE STIFTUNG was founded in 2009 by Ernst-Martin Schaible, Managing Partner of DER KREIS, to make kitchens part of the interior architecture course - a subject that had previously been neglected. The foundation's commitment generates well-educated new entrants to the kitchen industry, and overall helps to implement young people's innovative ideas about the kitchen of the future.