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+ARTESIO®
Room for a new thinking

POGGENPOHL



The philosophy behind the new kitchen concept ARTESIO® New thinking has a tradition at Poggenpohl. Always open when it came to breathing life into innovative design concepts, this was the basis for creating premium kitchens that have excited customers across the globe not only in terms of design but also through the high-quality materials used. So, what could now be more obvious than to think a step further, liberate the kitchen from its traditional, spatial barriers and integrate it into the overall

structure of the home? And who better could have been won over to create this concept than an architect and designer who's known for his "connecting architecture" and style of design with conceptual strength and a quality that appeals to the emotions?

When Hadi Teherani approaches a new project as an architect, his first step is always to scrutinise the surrounding area. This was how he designed his famous dockland office building that resembles a "ship" in the port of Hamburg. He has formulated this guiding principle for his firm of architects "BRT - Bothe Richter

Teherani": "Understanding our architecture means grasping the aspects that join everything together."

This fusion now provides the core for the new +ARTESIO® kitchen concept developed jointly by Hadi Teherani and Poggenpohl. It unites the hitherto customary divide between furniture design and room architecture, building a bridge to a completely new lifestyle feeling. Poggenpohl doesn't think in terms of kitchen units but in spaces. It's no longer a case of fitting kitchen furniture into an existing space in the best way possible but of redefining this space completely through the "kitchen" concept. Ideally while living space is still being

planned, with architect and kitchen planner coming together and coordinating. And while +ARTESIO® also cuts an outstanding figure in existing spaces, as a completely flexible concept it has the strength, even in its smallest possible form, to provide the kitchen with a space-creating function.

The arch design immediately demonstrates this fusion between kitchen and living environment in the form of an inwardly reaching gesture, lifting boundaries and uniting the two spaces in a way that says that's how they've always meant to be. Hence, the



+ARTESIO®

innovative kitchen concept is actively integrated into the building's architecture and, together with the design of furniture, creates a new feeling of space. Its overall concept and many details allow +ARTESIO® to create links: it embraces the design of wall, floor and ceiling. Forming a central element, it uses a design grid of 130 mm that's reflected in both the frontage as well as in the carcass sides and wall panels. Furniture and walls merge visually into one. The uniform style of the newly developed carcass that permits identical fronts and sides is a unique innovation in the world of kitchen design.

Evident throughout is Hadi Teherani's purist style that strictly harmonises with Poggenpohl's past kitchen concepts, resolutely continuing them. The familiar Bauhaus credo of "form follows function", seminal to Hadi Teherani's previous architectural and product designs, provides maximum practicability in conjunction with clarity of line.

At the same time, Poggenpohl also treads new paths in the choice of materials. In addition to matt melamine fronts in Sand, Terra or Alabaster, +ARTESIO® is also available with real wood fronts in

brushed pine or walnut as well as with lacquered glass fronts in Sand, Terra, Mallow or Alabaster. The design of the kitchen also forms a discernible liaison with the pale leather seating in the adjoining living area. Dining table, chairs, bench and corner bench create a look of aesthetic clarity with their architectural design that picks up on the style of the kitchen.

As a result, +ARTESIO® does not restrict the design of a kitchen merely to the way it's fitted out with furniture and appliances. Poggenpohl's kitchen concept creates innovative, liveable structures. The way a home opens

and closes to the outside, communicates with its surroundings and makes space an exciting experience to live in.

+ARTESIO® is geared towards design-focused individuals with an appreciation for aesthetic looks and the special things in life, individuals who every day re-discover the beauty of their kitchen, see, experience and feel its quality. A concept by an architect for architects, its space-creating function at the same time opens up new options in interior design. +ARTESIO® will be on the market worldwide from the beginning of 2011.

Interview with Elmar Duffner, Managing Director of premium kitchen manufacturer Poggenpohl, on the new +ARTESIO® kitchen concept and on working with Hamburg star architect as well as product and interior designer Hadi Teherani



“This symbiosis of architecture and kitchen design has never been seen before”

Mr. Duffner, what gave you the idea of developing your new kitchen with an architect?

Elmar Duffner: “Poggenpohl has always trodden new paths. And it was no different either with our new +ARTESIO® kitchen concept. Right from the very beginning, our vision was not only to create a kitchen but an all-embracing spatial concept that no longer draws a line between cooking and living. In other words, a kitchen design that enters a symbiosis with the room’s architecture, giving it a space-creating function. So, in searching for a designer, what was more obvious than to go a step further and find someone who thinks in terms of rooms rather than just furniture design.”

Why did you choose to work with Hadi Teherani?

Elmar Duffner: “We deliberately looked for an architect who harmonises with us as an old-established company and, above all, with our paradigms in relation to high quality, exceptional style, elegance and the sophisticated design of our kitchens. And so it wasn’t long before we came across Mr. Teherani. His architecture provides precisely those interconnecting, all-embracing solutions that are important for our +ARTESIO® kitchen and which always incorporate the surrounding field and make space somewhere that’s exciting to experience and live in.”

Was it possible to turn Mr. Teherani’s ideas into practice



straight away or did you have to make any major concessions in the course of the development process?

Elmar Duffner: “Following a briefing on our part, we received the initial sketches from Mr. Teherani at the end of 2008. There was something of today’s +ARTESIO® even in these first drawings. We then teamed up and took this design forward, discussed materials and shapes and finalised it in record time.”

When you see the result in front of you today: What makes +ARTESIO® so special?

Elmar Duffner: “In +ARTESIO®, Poggenpohl once again underscores its role as the industry’s driver of innovation.



For the first time, kitchen design and room architecture enter a liaison and together create new spaces. Doing so, the kitchen frees itself from the notion of being an addition. With +ARTESIO®, walls, floor and ceiling fuse with the kitchen. Something that's never been seen before in this way. We also developed a new carcass that permits identical front and sides."

Ideally, the architect includes your +ARTESIO® kitchen at the room-planning stage. Don't most of your customers have to go with the given architecture and integrate a kitchen into the rooms that already exist?

Elmar Duffner: "+ARTESIO® is the most flexible kitchen

concept that Poggenpohl has ever offered. Its space-creating function allows architects to take account of the kitchen's design as early as the room-planning stage. Yet at the same time, it also provides a minor amount of scope for planning kitchens in room situations that already exist. Doing so, its integrative, all-embracing concept enables it to merge with the given room architecture in a unique way even without the characteristic ceiling and without floors."

How would you define the target group for your +ARTESIO® kitchen?

Elmar Duffner: "Our customers have a pronounced appreciation for aesthetics, elegance and the beautiful things in life.

They re-discover the beauty of their kitchen with every day that passes because they can feel, see and experience its particular quality. As a result of its space-creating concept, +ARTESIO® is aimed at architects in particular. On top of this, +ARTESIO® is also a design alternative to our other concepts."

Can you imagine working with Hadi Teherani beyond +ARTESIO®?

Elmar Duffner: "Working with Hadi Teherani was a lot of fun and a joy for us all here at Poggenpohl and opened our eyes to a new thinking. This is why I will answer this question with the old saying: Never say never."

The trend is clear: Kitchen and living space are merging into one. Is Poggenpohl also planning to enter the domain of classic living-room furniture? Elmar Duffner: "For years now, Poggenpohl has been offering solutions that extend beyond classic kitchen design - our elegant highboards or the multifunctional dining-desk, for instance, that can be used as a kitchen and dining table as well as a desk. Last year, these were joined by a shelf system that carries the style of our kitchens over into the living area. Cooking and eating belong together. This is why there will also be a dining table with chairs and a corner bench in dark pine, pale leather and sumptuous sitting comfort for the +ARTESIO® kitchen."