

Miele hosts The Invisible Kitchen at the Eurocucina

A double presence in Milan



See Miele twice at the world's most important kitchen trade fair, the Eurocucina in Milan. The classic version with new products at the tradeshow site and a spectacular event on the Zona Tortona Designer Mile.

This year's Eurocucina sees Miele (stand A14/A20 in the FTK hall 11) premiere a whole range of product between April 12 and 17, including a new designer line of built-in appliances; a new generation of dishwashers; innovative cooker hoods; and a number of attractive programme additions for cooking and refrigeration. Exhibiting under the slogan "Best solutions for a better life", the presence incorporates eye-catching design elements from the stands at the LivingKitchen and IFA. Polygon shapes and angled surfaces underscore the dynamism of the product presentation. At the centre of the 760 m² exhibition is a generously dimensioned café with some 80 seats. Live cooking displays will be staged in two active kitchens.

Far from being a product display, the Miele event "The Invisible Kitchen" held at the Zona Tortona promises to appeal to the emotions. Visitors will be taken on an exciting journey to the kitchen of the future: networked and convenient, providing inconceivable cooking and culinary experiences, which could soon become reality. "The long-term success of a brand such as Miele depends not on its product characteristics; it needs to fascinate and inspire. This is what we are looking to do in Milan with our 'Invisible Kitchen'", says Dr Axel Kniehl, Managing Director of Marketing and Sales. Visitors are welcome to the presentation, hosted in the Zona Tortona in parallel to the trade fair, in "Emporio 31" (Via Tortona 31) between 10.00 a.m. and 5.00 p.m.

Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2014/15 turnover amounted to approx. EUR 3.5 bn with sales outside Germany accounting for around 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 17,740, 10,350 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.