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#livingkitchen

Alfredo Häberli presents “the kitchen of the future”

For Swiss star designer Alfredo Häberli, the kitchen is the soul of the home. He has worked with contemporary forms of the kitchen on many projects. Now Koelnmesse has invited him to design a kitchen of the future for the Future Design format as part of the new event programme at LivingKitchen. An exhibition space covering 160 square metres will be transformed into a complete living situation with the kitchen as its focus. Striking clarity and strong lines are the defining features of Alfredo Häberli’s vision of tomorrow’s kitchen. The internationally renowned designer takes the history of the kitchen, abstracting the idea from its form, and offers visitors a projection of architectural possibilities. In this future everything seems possible: there’s space for technological innovations, contemporary product design and materials that speak to the senses, but also scope for social interaction and room for individual needs - this is the context in which the kitchen of the future takes on its shape. Filled with life and appealing to the senses, the kitchen of the future will be on display from 14 to 20 January 2019 at LivingKitchen in Cologne.

Häberli’s design for LivingKitchen will give visitors a glimpse of kitchen life tomorrow

Born in Argentina and raised in Switzerland, Häberli sees the kitchen as the room that reflects civilisation’s evolution most clearly. It is a place of existential and deeply rooted needs - preparing and consuming food, fire and company. These functions will continue to be crucial, but they will have to adapt to modern life. And this, in Häberli’s view, will be considerably influenced by sharing concepts and degrowth. “Reducing growth is becoming a very important issue that touches not just mobility and space utilisation concepts, but also the kitchen,” says Häberli, who designs products for brands such as Alias, Baufriz, BD Barcelona, BMW, De Sede, Georg Jensen, Iittala, Kvadrat, Luceplan, Moroso, Ruckstuhl and Vitra in his Zurich studio.

He sees his open design less as a personal vision and more as a source of inspiration for everyone. Here visitors will really be able to get a glimpse of tomorrow’s kitchen. “I deliberately want to elevate my design for a future kitchen to a certain level of abstraction because the times in which we are living are moving incredibly fast. My kitchen at LivingKitchen addresses the near future.”

LivingKitchen strengthens its event side with three new attractive formats



LivingKitchen 2019
14.01. - 20.01.2019
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Future Design in Hall 4.2 serves as an experimental space at LivingKitchen for the most varied ideas of future kitchen design. Alongside the holistic vision of the kitchen designed by Alfredo Häberli and located within the structure of the private home, the nominated designers from the Pure Talents Contest will present their designs in the Kitchen Selection in a dedicated exhibition.

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The second new format is Future Food Styles in Hall 5.2, where 350 square metres will be devoted to lifestyle and food trends. Meanwhile Future Technology will occupy approximately 600 square metres in Hall 4.1. Taking the technologies available today as its starting point, the showcase will focus on the smart home and look ahead to the developments that can be expected in the near future.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/
Further information about ambista: www.ambista.com/

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 20.09. - 23.09.2018
CIKB - The platform for the Kitchen Industry in China, Shanghai 10.10. - 12.10.2018
China Kids Expo - China International Baby Articles Fair, Shanghai
16.10. - 18.10.2018

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