

Milano 2010

## bulthaup in the Porta Nuova



Framed in a lava stone façade, the new bulthaup showroom in the Via Locatelli in Milan affirms clearly-structured room division and sensual surfaces.



bulthaup displays not only contemporary kitchens, but also provides the perfect setting for the hub of the communicative, sociable and familiar lives that we lead today - The kitchen and living space as a total living environment.



The new showroom will offer consumers, architects, developers, designers and guests a platform for communication and a meeting place. The new layout also demonstrates the bulthaup brand values through a systematic approach and obvious planning expertise, a tradition of craftsmanship, technical precision and unlimited possibilities for the kitchen living space.



The core of this new vision is the extension of the kitchen into an open living space – inspired by a comprehensive connection.



"The aim of this new showroom was to create a space in which customers feel like they're at home as soon as they walk in the door", explains architect John Pawson.



"For us, the most important thing was to create an overall experience through materiality and lighting that put the emphasis on a feeling of 'wanting to live like this' rather than the actual furniture itself. Here, architecture and bulthaup living spaces combine in their most beautiful form", explains John Pawson.



bulthaup is the perfect solution for those who accept no compromise, reinterpret conventional planning ideas and who want to redefine and redesign rooms.

## bulthaup in the Via Durini



The bulthaup brand represents architecture of the living space that goes beyond the kitchen – be it open living without walls or intimate, sensual living spaces.



This year, in the Via Durini showroom, bulthaup b3 and bulthaup b2 are presented in a dynamic interplay which combines successful design, individualism and sensuality that transcends all rooms.



On the search for the ideal source of light for working at the workbench, bulthaup came up with the idea of a horizontal, floating line of light. By combining it with a first-class recirculation system, the bulthaup b2 fan with light becomes a kitchen tool in its own right – and forms the backbone of a new category of products.



The reinterpretation of the bulthaup b2 workbench as a long table in walnut corresponds to the interior life of the bulthaup b3 design solution. This combination follows the innovative principle of an open kitchen that can be added to and put together to suit its owner's individual preferences.



Living fuses with cooking and dining without openly revealing what function lies behind which piece of furniture.

# bulthaup



The seamless shells conceal the poetry of everyday living: Pocket doors powered by precision mechanism disappear gently to one side when opened, providing clarity without compromise. This is bulthaup's way of taking simplicity to its logical conclusion.



The new bulthaup b3 design system now completes this connection – with its pure exterior and richly-equipped interior.