

bulthaup opens new showroom in Beijing

Aich, September 9, 2010 – Scarcely any other name combines the concepts of German quality craftsmanship, international design renown and entrepreneurial values the way bulthaup's does. Consequently, bulthaup is synonymous with the architecture of the living space that extends beyond the kitchen and creates an architecture in which the eye, mind and body feel good within the space around them. At an event for around 250 invited guests, bulthaup celebrated the "Grand Opening" of the new bulthaup showroom, located on the ground floor of the World Financial Center in the heart of Beijing. The WFC, designed by Cesar Pelli (Pelli Clarke Pelli Architects) was only completed in 2009 and has since been one of Beijing's most exclusive addresses.

bulthaup's successful Beijing showroom features clear architecture which conveys the world of bulthaup beautifully. At the front of the showroom, the architectural picture is shaped by two white laminate monoblocks. These serve as an eye-catching example of the consistently minimalist design for which bulthaup is renowned. Precise, high-quality manufacturing, seamless transitions between rear wall, side panels and worktop, and handle-free design make the bulthaup monoblocks appear puristic, revealing the perfect functionality of seamless edges.

The new showroom will give the city's consumers, architects, project developers, designers and international guests a platform for communication and a place to meet. Each visitor immediately senses what bulthaup represents, and what sets us apart from other kitchen manufacturers. "In Beijing too, we've implemented the bulthaup brand in an architecturally perfect manner and we are presenting the philosophy of the bulthaup living space in an impressive way," explains Marc O. Eckert, CEO of Bulthaup GmbH & Co KG.

The international success story continues

Since the 1970s, bulthaup has operated on an international scale and is now represented in over 50 countries worldwide. "We're absolutely delighted to have opened a store in Beijing," continues Marc O. Eckert. "This step is of great importance for us, since we regard Asia - alongside the USA and Europe - as a key growth market for our brand. In Madison, we have found a competent partner for Asia, with whom the marketing of our products in Asia is in safe hands."