

Where Passion, Sensuality and Architecture Meet Berlin 2009

Aich, December 2009 – Our rational minds are overstretched and yet emotionally we lack impetus – for virtual worlds are redefining the real world. As a result, not only is the way we live changing its character, but our own homes are becoming more important, describing as they do a new form of longing. Arriving, recuperating and being ready for new horizons – all this needs a reinterpretation of a room's functions. The networking of living and working, sleeping and personal comfort as well as the kitchen and living space is what determines the changing values of living. Cooking has lost its everyday status as a means of preparing food and is increasingly becoming a symbol of social affluence – time for oneself and others.

Avoidance of excess, a focus on the essentials – an approach followed by bulthaup for many years in the design of living spaces where people cook, communicate and talk, and an approach in which people and their needs come first. Happiness in the 21st century means actually feeling the balance between activity and calm, being able to retreat and social conviviality, sensuality and spirituality. Modern happiness is the luxury of 'slowing down'. In line with this, bulthaup and Gaggenau together have developed a concept centered around wine, enjoyment and communication that takes up the desire for an oasis of calm, the human architecture associated with it and the perfection of the moment and redefines it. The result: a perfect framework for a multi-dimensional, sensual experience – one that can be custom-planned and implemented in virtually any location. After all, good architecture is created when the eye, the mind and the body feel good within a space.

bulthaup innovations

Consistent clarity and sharpness of detail thanks to laser technology

Contemporary architecture is becoming more and more rectilinear and minimalist. bulthaup is reflecting this development with objects that are reduced in form yet deliver the most superlative quality of detail. In architecture, perfection means clarity and precision in detail, not just in the room itself, but also in its interior fittings. bulthaup offers designers technologies that enable clear ideas to be translated into the greatest possible sharpness of detail. This innovative method allows surfaces and edges to be joined together without any visible seams. Fronts in laminate and stainless steel appear as though from a single mold – seamless structures that appear to emerge from the floor or the walls. The use of laser technology for producing laminate surfaces is a new, unique development. In this case, the laminate edges are heated and welded together. The advantage of this is that, with this type of bond, conventional adhesive is no longer needed. The result is seamless, sealed edges – a esthetically appealing and easy to care for.

The resulting architecture is the reverse of a dehumanized aesthetic. The seamless shells conceal the poetry of everyday living: perfectly organized storage space in oak, walnut, aluminum, linoleum and ceramic. Pocket doors powered by precision mechanics deliver clarity without compromise and ensure unwavering functionality. This is our way of pushing simplicity to its logical conclusion.

The bulthaup brand represents an architecture of the living space that goes beyond the kitchen – be it open living without walls or intimate, sensual living spaces. bulthaup is the perfect solution for those who accept no compromise, reinterpret conventional planning ideas and who want to redefine and redesign rooms.

You will be able to find bulthaup's new products at selected bulthaup partner stores worldwide.