

bulthaup innovations: Consistent clarity and sharpness of detail Milan 2010

Aich, April 2010 - Good architecture is created when the eye, the mind and the body feel good within a space. This perfection in architecture means clarity and precision to details, not just within the space itself, but also in terms of how it is furnished. bulthaup therefore offers designers technologies that enable clear thoughts to be translated into superlative sharpness of detail. Thanks to the innovative laser edge technology, surfaces and edges in Alpine white and in new colors can be combined without visible joins. The new bulthaup b3 design system now completes this connection – with its pure exterior and richly-equipped interior. Living fuses with cooking and dining without openly revealing what function lies behind which piece of furniture.

bulthaup b3: The art of seamlessly concealing function

The new bulthaup b3 design system responds perfectly to its surrounding architecture and opens up storage space that can be used for absolutely any purpose – whether as a continuous functional wall or as a seamlessly-enveloped monolith. The surfaces of the units in colored matt lacquer provide a seamless projection surface for the fascinating interplay of light and shadow. The resulting architecture is the reverse of cool aesthetics. 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 our way of taking simplicity to its logical conclusion.

bulthaup b3 and b2 in a dynamic interplay

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. bulthaup is the perfect solution for those who accept no compromise, reinterpret conventional planning ideas and who want to redefine and redesign rooms. 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. 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. The result: A new type of flexibility, mobility and spontaneity that responds to the user's individual needs.

bulthaup b2

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 fan with light becomes a kitchen tool in its own right – and forms the backbone of a new category of products. When the air recirculation function is switched on, the two slats that run along the bar of light open to the side and expose the entire intake surface. The aerodynamic side view gives the impression of the movement and compaction of the rising air. Since mobility is at the forefront of the flexible elements in the bulthaup b2 kitchen, the mobility of the fan with light is also of vital importance. If the position or configuration of the workbench is changed, the position of the fan with light, hanging from two steel cables, can be adapted with very little effort. The fan with light can also be suspended directly over the dining table, responding to the individual needs of its user.

New bulthaup showroom in Milan – designed by John Pawson

When simplicity is taken to its logical conclusion, the result is perfect architecture – a product of stringency and poetry that offers plenty of scope for charm. Framed in a lava stone façade, the new bulthaup showroom in the Via Locatelli in Milan affirms clearly-structured room division and sensual surfaces. "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."

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 new showroom not only displays 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.

bulthaup and John Pawson: A collaboration of a very special kind

bulthaup and John Pawson are both inspired by purism – and that in an uncommonly contemporary way. bulthaup and John Pawson have been working together for more than a decade, and repeatedly demonstrate how individual purism can be lived and interpreted. This enduring partnership also signifies its particular aptitude for combining the kitchen and the living space at this year's Salone del Mobile. The core of this new vision is the extension of the kitchen into an open living space – inspired by a comprehensive connection.

Discover the fascination of living spaces starting April 14 2010 in the Via Locatelli.

You will find bulthaup's new products for 2010 at selected bulthaup partner stores worldwide.