

bulthaup opens new showroom in London

Aich, December 2010 – Scarcely any other name combines the concepts of German quality, craftsmanship, international design reputation 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.

On December 1st, bulthaup celebrated the opening of its new showroom in London with an event for invited guests. Ideally located in Holland Park, the new designed bulthaup showroom covers around 250 square meters of space – perfect for showcasing kitchen designs, living space concepts and innovations. As well as the core product bulthaup b3, the bulthaup b2 and bulthaup b1 product lines form the focus of the display and provide space for cooking and communicating.

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. 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.

"Flawless service and personal attention are paramount for us," explains Alex Wrighton, Managing Director of bulthaup Holland Park, "because we focus on the needs and wishes of our customers with every plan we create."

The new showroom will offer consumers, architects, project developers, designers and guests a platform for communication and a meeting place. The newly designed bulthaup showroom not only showcases modern living spaces, but also provides the perfect hub for the modern communicative, sociable and familiar lives that we lead today: namely the kitchen living space.