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Porsche Design creates "bling" kitchen with Poggenpohl

More than "just a nice looking kitchen"

by Stuart Miles published on 8 February 2008

Porsche Design, the company that adds its design spin to virtually everything from mobile phones to radios has turned its attention to kitchens for its latest offering.

Teaming up with German kitchen company Poggenpohl, the Poggenpohl Porsche Design P'7340 kitchen has, according to the company, been designed specifically with men in mind.

Available in the UK from spring 2008, the Poggenpohl Porsche is a modular system that is made from aluminium.

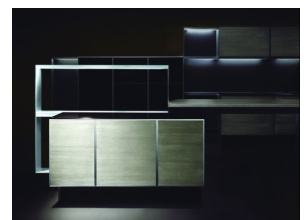
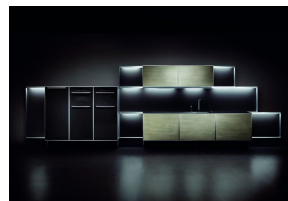
Kitchen gadget fans keen to show off their kitchen will according to the company "love" the inset handle-less fronts with touch-opening mechanism.

According to Poggenpohl a gentle push opens doors, pull-out elements, drawers or flaps by activating a dynamic piston that silently moves the front a few centimetres forward allowing it to be opened fully. After 3 seconds, the piston automatically retreats back into the carcass edge, letting the softly damped closing system reset the fronts flush with the carcass frame.

Touch-sensitive adjustable lighting is harmoniously integrated into the sleek frames. And of course the kitchen comes complete with an audio-video system with built-in LCD screen.

A full range of integrated electric appliances have been specially commissioned from Miele, with glass fascias and handles made to match the materials used in the P'7340 kitchen.

The appliances are operated via sensor keys instead of buttons and feature user-friendly dialogue displays.



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The whole concept behind the collaboration is, the companies say, about making this a luxurious, desirable item - a statement of prosperity and status - rather than just a nice looking kitchen.

Prices start from around £20,000.