

PRESS INFORMATION

TWO AWARDS FOR ICONIC FOLDING PRINCIPLE



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STEININGER continue their success story with a win-win: The Austrian manufacturer won two prizes at the beginning of 2020 for their kitchen island FOLD. The juries of the German Design Award and Iconic Award honoured the striking appearance and technical sophistication of the design, which was already awarded several times in 2019. The next chapter of sculptural design kitchen has already been opened: In spring, FOLD will be launched as Luxury Black Edition.

THE ARCHAIC POWER OF METAL TAMED

The flashiest feature of FOLD is the origami look in tombac, a special brass alloy. Designer Martin Steiner has conquered but not broken the archaic power of metal. „Character can be formed, but never bent. The kitchen should look unique and still be functional.“ This was preceded by numerous experiments; metals such as brass and aluminium were cut, edged, folded and welded. Months passed until all obstacles were overcome and the right techniques were found. In the end, FOLD is a spectacular kitchen highlight with a smart touch: The surfaces shine in a noble finishing, are hygienic and easy to clean. And the intuitive M.POD control panel makes it easy to control all kitchen functions.



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DISTINCTIVE DESIGN AND SMART FUNCTIONS

The concept immediately caught the German Design Award jury's eyes and so, they decided to award the prize: „The striking folding look gives the kitchen a unique aesthetic that makes it unmistakable and ensures a high degree of recognition. A modern and at the same time minimalist design concept, which has been consistently implemented down to the last detail and expresses the demand for exclusivity and extravagance at a high level of design.“ The jury of the Iconic Award was also impressed by the folding optics, but especially by the innovative features such as the electric hob cover, sensor functions and the M.POD with entertainment function and access to the Internet.

FOLD FOR PURISTS SOON ALSO IN BLACK

The production of FOLD as well as all other Steininger design kitchens is made to measure. A special computer-based production technique shapes the metal materials with millimetre precision. The precisely prepared alloys are finished by hand. This is how distinctive, unique pieces are created that will outlast trends. This Bespoke concept implemented by the Austrians hits the nerve of their international clientele: New materials, purism, clear forms, quality and durability are highly valued by architects, interior designers and international design lovers. In spring, the Austrians will release FOLD as Luxury Black Edition: With the usual fold, but in black steel. „Black is a clear statement, but nevertheless neutral, elegant and timeless. We also wanted to see, how the kitchen appears with other materials. That's why we are planning further FOLD models in brass, copper, zinc and nickel silver,“ Martin Steininger says, who is already looking forward to the next competitions.

ABOUT THE COMPETITIONS OF THE GERMAN DESIGN AWARD

According to own statements, the German Design Award honours innovative products and projects, their manufacturers and designers, that are pioneering in the German and international design landscape. The award ceremony took place on 7 February during the Ambiente trade fair in Frankfurt. The winners were presented at the Museum Angewandte Kunst (Museum for Applied Arts) in Frankfurt and at the exhibition centre. Further information on the trade fair organiser at www.german-design-award.com

INNOVATIVE INTERIOR awards the best of the best from the furnishing industry and interior design with the ICONIC AWARDS. The awards are considered as a trend barometer for a constantly growing market. The award ceremony and exhibition of the winner projects took place on 12 January 2020 at the Kölnischer Kunstverein (Cologne Art Association).

Further information on the trade fair organiser can be found at www.iconic-world.de.

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ABOUT STEININGER

STEININGER stands for purist, exquisite architecture, interiors and kitchens design. Mastermind Martin Steinger heads the headquarter in St. Martin (Upper Austria), with further locations in Linz, Vienna, Hamburg and London. At STEININGERS BESPOKE designs and architectural settings are in demand internationally: they inspire with striking, clear lines, timelessness and sophisticated details.

Martin Steinger is an esthete and a minimalist. Exceptional design is a decisive added value for him, as things has to work. He subordinates all designs to this creed. It defines space, shape and use accordingly. Urban concrete and rare metal alloys complete the range of materials. A new type of spatial, sensory and tactile experience arises.

BESPOKE DESIGN - THE STEININGER COLLECTION

STEININGER designs are a statement of sustainable luxury, style and comfort. This claim continues in the unique kitchen and furniture. Every design from the STEININGER Collection is made to measure. State-of-the-art CAD programs and cutting edge manufacturing technologies in the Austria production, ensure the highest quality. The artisan take care the fine details at the end. STEININGER is a manufacturer and feels committed to the trade.



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