

PRESS INFORMATION

MONUMENTAL KITCHEN EXPERIENCE



STEININGER

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STEININGER presents FOLD BLACK at Archiproducts in Milan The Austrians set a clear statement for form, function and material with this sculptural kitchen object for the luxury segment.

HOT SPOT FOR DESIGN FANS

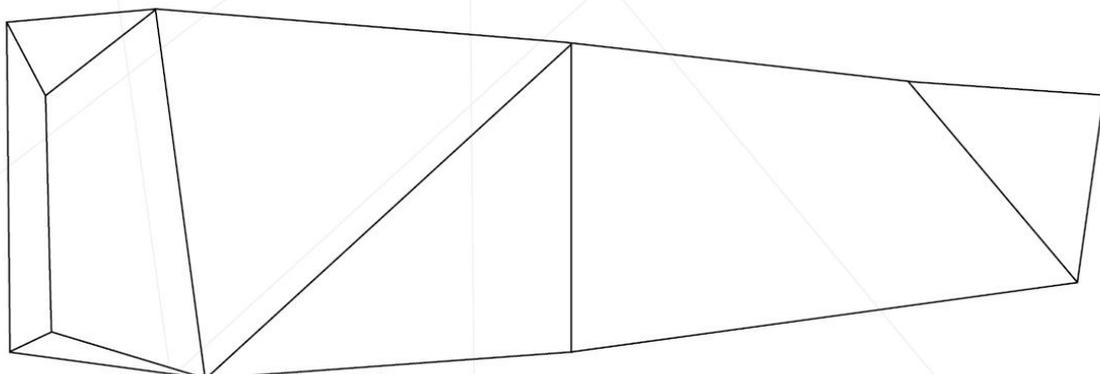
The cooperation between STEININGER and Archiproducts Milano 2020 is another milestone on the way to become an international brand. The open space at Via Tortona 31 is one of the hotspots for design fans, architects and interior designers looking for inspiration. The district of Tortona is one of Milan's creative districts, and giant brands such as Armani and Zegna have also set up their headquarters here. For the 5th time already, the who's who of the international furniture industry will be present in a total of 15 showrooms at the permanent exhibition from 1st June 2020 to 31st March 2021. Archiproducts Milano attracts thousands of visitors from abroad with the latest creations in furniture, kitchens, lighting, accessories and smart living. At the same time, the most important furniture **fair Saloni di 2020 Mobile** will open its doors from **16th to 21st June**.

FOLD BLACK IMPRESSES

STEININGER'S exhibited FOLD BLACK sets a clear footprint for kitchen design in the luxury segment. Managing director and designer Martin Steinger has already won several prizes for the premiere model, including the REDDOT Brand Award 2019, the Archiproducts Design Awards 2019 and the German Design Award 2020. The sculptural block is made of „folded“ brass and inspired by the Japanese art of paper folding Origami. The material and the massive form impress with their presence. At the same time, the kitchen „floats“ above the floor. Steinger has apparently succeeded in conquering the archaic power of metal.

BESPOKE

The way from the first pencil sketch to the delivery is complex. The production takes several weeks, each model is unique and custom-made according to the customer's individual wishes. „In our manufactory, we work with computer-based production technology. The metal materials are shaped at millimetre precision. The precisely prepared alloys are finished by hand,“ Steinger explains, who runs the family business in the third generation.



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STEININGER touches a nerve with this Bespoke concept of customisation: New materials, purism, clear forms, quality and durability are highly valued by architects, interior designers and especially by wealthy design lovers. More than ever, furniture is a statement. It is consequent to design a black edition after FOLD: „Black is a clear statement, but nevertheless neutral, elegant and timeless,“ Steinger explains. He underlines that good design is as relevant as function, unless even more important. „Things have to work, that's what I presuppose. Well thought-through design is an added value. It makes things desirable, whether in terms of enjoying the beautiful sight, simple usability or smart handling. Apple has led the way.“

INTELLIGENT INTERFACE M.POD

As regards smart. This year's motto "The Design Experience 2020" addresses the touch points of design and technology. Intuitive objects and materials serve as intelligent interfaces for living. With the M.POD as digital kitchen hub, STEININGER makes your kitchen smart. All functions can be operated centrally and intuitively via the 32-inch touch screen: Downloading recipes, ordering online, controlling music, entertainment channels or lighting technology. „The kitchen is once again developing into the preferred meeting place. This is where family and friends come to celebrate, cook and eat together. Aesthetics, quality and function must be tuned up. So, everything is easy to handle and users can enjoy their kitchen,“ Martin Steinger is convinced.



STEININGER

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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