

**PRESS INFORMATION**

„KITCHEN VIEWS“ AT THE TRAUNSEE

**STEININGER**



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## „KITCHEN VIEWS“ AT THE TRAUNSEE

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Designer Martin Steininger meets friends, companions, leading lights from business, the creative and design industries. Entertaining conversations and emotional interviews with characters that couldn't be any more different yet have so much in common. Individuals that are fired up for what they do best and share a passion for architecture & design!

Three people that get on so well. Top restaurateur Wolfgang Gröller (owner of the Hotel Das Traunsee), multi-award-winning chef Lukas Nagl (Restaurant Bootshaus) are implementing a design project together with designer Martin Steininger in the Hotel Das Traunsee.

### WHAT MAKES THIS LOCATION SO SPECIAL?

M. Steininger: The moment you enter this hotel, you just sense its tradition. It's a beautiful combination: the lake with Traunstein, the mix of tradition & modern – the hotel – it's been designed simply with a love of design and with lots of design products.

### HOW DID YOU GET TO KNOW EACH OTHER?

M. Steininger: I've known the hotel for years and even stayed here a couple of times. I met Wolfgang Gröller through a mutual friend and business partner.



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## **WHY DID YOU CHOOSE THIS DESIGN IDIOM IN PARTICULAR FOR THIS KITCHEN BLOCK AND THESE MATERIALS? WHAT WAS YOUR APPROACH TO THE DESIGN PROCESS – TO WHAT EXTENT DID THE LAKE INSPIRE YOU?**

M. Steininger: Lake Traunsee and Traunstein inspired me here in the open kitchen area to place a kitchen block made of stone. This also conveys the earthy and natural feel of the Bootshaus kitchen – we also wanted to reflect the down-to-earthiness as well as the visionary approach of hotelier Wolfgang Gröller. The design idiom is minimalistic, as with all our projects – less is more. We also followed this credo here.

## **WHERE DO YOU SEE THE SIMILARITIES BETWEEN THE PROFESSIONS WHEN CHEF, INNOVATION DRIVER & DESIGNER CONVERGE?**

It's a love of design and love of all things beautiful that they share in common – after all, we're all pleasure seekers. We felt really comfortable with this project in this line-up – with Lukas Nagl as (culinary) artist, Wolfgang Gröller as visionary and myself as designer.

We gelled together and quickly found a common approach for we wanted to implement the project.



## **YOU NOW HAVE THE THIRD GENERATION MANAGING THE TRAUNSEE – WHAT MADE YOU SO SUCCESSFUL OVER THE PAST FEW YEARS?**

W. Gröller: My grandfather set up the hotel here – he was a real pioneer. He soon realised that once you start something you can't always be changing tack. You have to keep developing – all the time, but only by adjusting your course slightly. That's what we do here in the hotel and that's what makes us so successful.

## **THE KITCHEN BLOCK IN THE BOOTSHAUS, AS A FUNCTIONAL EYE-CATCHER IN THE HOTEL TRAUNSEE, WHAT WAS THE JOINT DESIGN PROCESS LIKE?**

W. Gröller: We had a rough idea of what it should look like – but of course we couldn't draw it and convey its essence! That takes a professional and Martin is somebody that understands us and guided us well.

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## **WHY THE OPEN DESIGN? WHAT WAS YOUR APPROACH OR YOUR BASIC CONCEPT AND WHY CALL THE PROJECT „KITCHEN VIEWS“?**

W. Gröller: We wanted to bring the kitchen into the Bootshaus, bring it closer to guests so we could involve them. Ultimately, to make it an interactive experience. You get to see much more of the kitchen, located right next to the new STEININGER kitchen block. The two virtually merge with each other.

Hence the name „kitchen views“. The kitchen uses exquisite materials, feels great to the touch and is also minimalist – something we like.

The kitchen block also now means guests have more contact with the chefs and also with head chef Lukas Nagl, who always takes the time to serve guests himself.

I think „kitchen views“ lets us pamper and serve our guests that little bit more.

## **IS REGIONALITY VITAL FOR YOU AND YOUR KITCHEN?**

Regionality and quality are what count! There's no question of compromise here. We always use regional products so that the main component comes out perfect and everything else simply helps achieve this. We try to reduce everything down to the essential.

## **KITCHENS GENERALLY HAVE BECOME A CONNECTING ELEMENT IN THE LIVING SPACE, IS THE SAME NOW ALSO HAPPENING IN THE RESTAURANT INDUSTRY?**

L. Nagl: Yes – that was at least our approach. The block is just wonderful to work with – when we bake bread or fillet fish, some of the work is done on this new kitchen block.

We arrange an interactive breakfast buffet so guests are almost coming into the kitchen to have breakfast with us. This is the way we now communicate with our guests.





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## ABOUT STEININGER

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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 craft.



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### REQUEST HIGH-RESOLUTION IMAGES AND OTHER INFORMATION:

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