



Red Dot: Kitchen Brand

# STEININGER

Steininger.Designers is an Austrian design studio that creates tailor-made kitchens, interior designs and architecture. The former manufactory dates back to 1933 and is now run in the third generation by Martin Steininger, the founder's grandson. He developed the studio into a world-famous manufacturer of kitchens in the premium segment and describes the corporate identity with the words "clear, pure and purist". The typical hallmark of STEININGER kitchens, which from design to production come from a single source, is their austere, simple form. Like a monolith, they occupy the room and, as a place of communication and a centre of life, are intended to be more than just an aesthetic eye-catcher. A second characteristic feature is the cover material of the kitchen units. Concrete, aluminium or a gold shimmering brass, as in the current FOLD Tombak model, are used to create unusual visual accents in this segment.

The identity of the STEININGER brand is formed by its products. The promise of delivering high-quality kitchens in terms of production and functionality is coupled with lending them a minimalist appearance that yields a high recognition effect through the kitchens' formal strictness and sculptural effect. Featuring new materials that are hygienic and easy to clean and, like in FOLD, an integrated high-tech worktop with an intelligent touchpad, the company's kitchen solutions for smart homes combine individual, handcrafted designs with state-of-the-art technology and epitomise the high standards of the company as a premium manufacturer. Differentiated by sophisticated details, the design idiom of Steininger.Designers is also conveyed in the logo's word mark. The name STEININGER features in fine grotesque capitals, with the second "N" being mirrored and thus triggering a brief moment of irritation just like the company's elegantly and thoughtfully designed products.



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**Company**  
Steininger.Designers GmbH

**Founding Year**  
1933

**Headquarters**  
St. Martin, Austria

**Company Founder**  
Martin Steininger

**Number of Employees**  
45

**Claim**  
Ästhetik ist Funktion  
(Aesthetics is function)

**Website**  
[www.steinger-designers.com](http://www.steinger-designers.com)

**Red Dot Awards**  
2009, 2012

01 Villa D, Dubai, United Arab Emirates

02 STEININGER logo

03 PURE, kitchen island

04 FOLD, kitchen