

Press release
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Back at Eurocucina – Miele presents intuitive stand concept for the senses

- ▶ The focus is on elegant design and 125 years of Miele
- ▶ With new colours pearl beige and obsidian black matt at the pulse of time
- ▶ Sustainable culinary experiences with three-star chef Norbert Niederkofler

Gütersloh/Milan, April 16, 2024. – After a six-year break, mainly due to the coronavirus – and in the year of its 125th anniversary – Miele is back at the world's most important kitchen trade fair, Eurocucina in Milan. On almost 1,000 square meters, the company presents a brand and product presentation that has never been seen before. Under the motto "The Pulse of Every Kitchen", visitors will embark on an inspiring journey. The key content: Two new colour schemes and digital features for comfortable and sustainable living.

Arriving at Miele, guests first pass through the "Ignition Gate" with its fascinating light installations and embark on a journey through the three core themes: 125 years of Miele, smart home and sustainability. From there, visitors reach the heart of the exhibition stand. Here, the Gütersloh-based domestic appliance pioneer will not only be presenting its new Pearl Beige and Obsidian Black matt colour schemes, but also its latest Smart Home highlights. These offer even more convenience, indulgence and sustainability in the kitchen. Both are embedded in an atmospheric ambience and an unprecedented stand creation – with a minimalist design and digital, interactive elements to inspire guests. The stand design shows that Miele products can be integrated into almost any environment and provides inspiration for individual design options.

The latest innovations for the networked home are presented by Miele on large animated LED screens. Whether it's more convenient cooking with guaranteed success, avoiding food waste or energy-saving user behaviour: Miele's built-in appliances offer unique solutions for all these topics. Examples include MealSync and Smart Food ID for the best results – and the Consumption Dashboard, for maximum transparency of user behaviour and its impact on the consumption of electricity and water.

Focus on elegant design and sustainability

Sustainability in a completely different way is made possible by the new basket design of Miele dishwashers – for example, with the option of safely storing reusable straws and



returnable bottles. FrontFit enables small gaps thanks to an intelligent door mechanism. This allows the dishwashers to blend harmoniously into any kitchen design. The two new colour worlds for built-in appliances in the handleless ArtLine range are a real eye-catcher. With PearlBeige, Miele presents a warm blend of grey and beige, and with Obsidian Black matt, the premium manufacturer picks up on the trend for matt surface textures. Both colours can be integrated individually and harmoniously – both in a dark overall concept or as an elegant accent in a light environment.

To round things off, Miele is presenting a new generation of extractor hoods in the ceiling fan and head-free designs. The former blend particularly harmoniously into open plan cooking and living areas, scoring points with a new lighting concept and almost flush installation. In contrast, the headroom hoods offer taller people in particular more freedom of movement when cooking, with an even more compact design and additional colour options in concrete look or patina bronze look.

South Tyrolean three-star chef Norbert Niederkofler stands for creative and sustainable enjoyment like no other in his field. He will be cooking live at the Miele stand on Tuesday and Friday, using consistently regional ingredients and his zero-waste philosophy. On Wednesday and Thursday, Miele cooking experts Albert-Jan van Santbrink and Sophia Neuendorf will complement the culinary program.

Further details on all of Miele's new products at Eurocucina 2024 can be found under this [link](#).

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Company profile: Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care in the increasingly networked home. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was around 5 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There are five photographs with this text



Photo 1: On an area of almost 1,000 square meters, Miele is presenting a brand and product presentation that has never been seen before. Under the motto "The Pulse of Every Kitchen", visitors will embark on an inspiring journey. The focus of the content: Two new color worlds and digital features for comfortable and sustainable living. (Photo: Miele)



Photo 2: Arriving at Miele, guests first walk through the "Ignition Gate" with its fascinating light installations and embark on a journey through the three key themes: 125 years of Miele, Smart Home and Sustainability. (Photo: Miele)



Photo 3: Arriving at Miele, guests first walk through the "Ignition Gate" with its fascinating light installations and embark on a journey through the three key themes: 125 years of Miele, Smart Home and Sustainability. (Photo: Miele)



Photo 4: Arriving at Miele, guests first walk through the "Ignition Gate" with its fascinating light installations and embark on a journey through the three key themes: 125 years of Miele, Smart Home and Sustainability. (Photo: Miele)



Photo 5: Miele presents the latest innovations for the networked home on large animated LED screens. Whether it's more convenient cooking with guaranteed success, avoiding food waste or energy-saving user behavior: Miele's built-in appliances offer unique solutions for all these topics. (Photo: Miele)

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