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**Gaggenau Celebrates the Culture of Living at the Architectural Digest Design Show 2018 with the Introduction of its New Refrigeration Series.**

**New York, March 2018: Gaggenau, the world's most revered elite-luxury brand for built-in home appliances, will showcase extraordinary new products at the Architectural Digest Design Show (ADDS) 2018, including the 400 series vacuuming drawer and the highly anticipated 400 cooling series, which was just recently awarded an iF product design award in Gold.**

The concept for Gaggenau's 2018 ADDS booth offers a glimpse of the brand's EuroCucina display to take place on the international stage in April 2018. Entitled The Home of Gaggenau, the booth concept is inspired by the culture of living, shaped through the daily rituals of residents. Gaggenau believes that the kitchen is the heart and soul of the home and the products that you choose should perform perfectly and integrate seamlessly. Gaggenau pioneers the way by introducing appliances as functional art that fit into the lifestyle of the discerning and cultured individual.

**The grand architectural statement**

The 400 cooling series represents a shift to elegant and powerful design, which mirrors the grand architectural statement of today's most beautiful interiors. Combining modularity with the smooth lines of seamless integration, these sculpted appliances redefine the landscape of the functional kitchen.

Modular refrigerator, freezer and wine climate units equipped with push-to-open technology allow for the first-ever truly handleless kitchen – creating a sleek, undisturbed aesthetic, all while achieving absolute cooling precision. The interior of the appliance continues the theme, streamlined with minimal distractions. The stainless steel fully clad interior and crystal-clear glass shelving with a nearly invisible rail system create an overall extraordinary design. The aesthetic look is accentuated by the stunning atmospheric glow from warm white, glare-free LED lights, which ensure a discreet, yet perfectly illuminated interior. The wine climate cabinets also feature an impressive lighting system, equipped with five preset lighting scenarios, optimal for

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staging prized collections that deserve to be admired. With the new 400 cooling series, you are no longer simply storing wine or refrigerating, you are making a statement.

### **A professional-grade tool for the home chef**

As part of its ongoing commitment to providing extraordinary excellence in the private kitchen, Gaggenau unveils yet another culinary tool for the home chef with the new 400 series vacuuming drawer. Designed to blend seamlessly with the 400 series ovens, featuring solid stainless steel-backed glass and handleless operation, the combi-steam ovens and vacuuming drawer work harmoniously together to provide authentic, professional kitchen results. Enabling ingredients to be quickly and conveniently sealed, the vacuuming drawer is ideal for the precise practice of sous-vide cooking as exhibited by Chef and Master Butcher Aaron Oster during on-site cooking demonstrations throughout ADDS.

“Gaggenau stands for the continuous development of healthy food preparation, creating the world’s best cooking equipment in order for home chefs to produce intense taste experiences,” said Chef Aaron Oster.

In addition to the quick and convenient sealing of ingredients, the vacuuming drawer can also be used as a tool for marinating and extended food storage as well as for resealing bottles outside of the chamber – making it the perfect tool for both wine enthusiasts and culinary connoisseurs alike.

### **Notes to Editors**

Gaggenau is a manufacturer of high-quality home appliances and acknowledged as an innovation leader in design and technology “Made in Germany”. The company, with a history dating back to 1683, has revolutionized the domestic kitchen with its internationally acclaimed products. Gaggenau’s success is founded on technological innovation and a clear design language combined with high functionality. Gaggenau - has been a subsidiary of BSH Hausgeräte GmbH in Munich since 1995 and is currently represented in more than 50 countries with 22 flagship showrooms in major cities around the world.

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